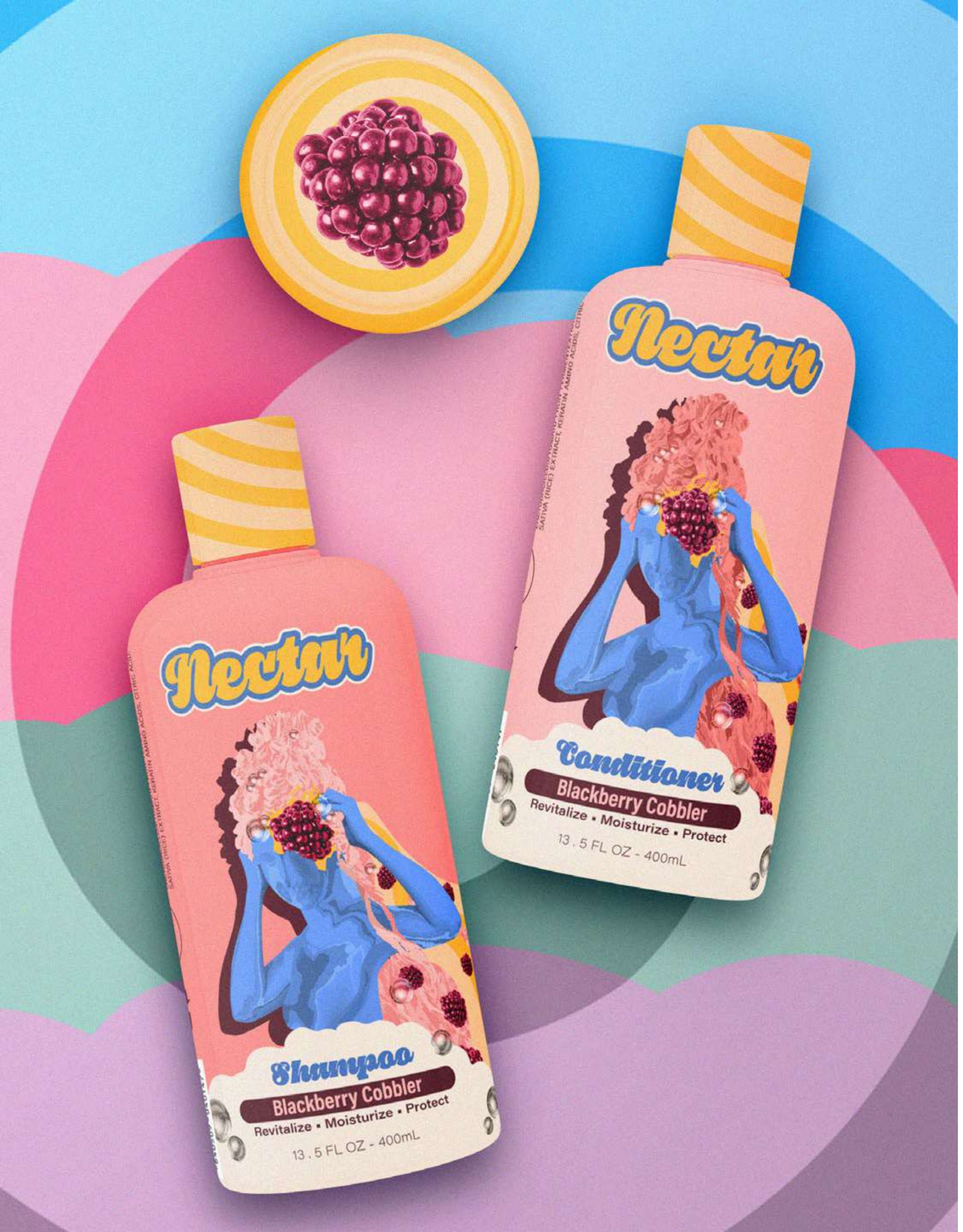
CAITLIN SMITH

GRAPHIC DESIGN & ILLUSTRATION

NECTAR

GRAPHIC DESIGN BRANDING BRAND EXPRESSION





Goal

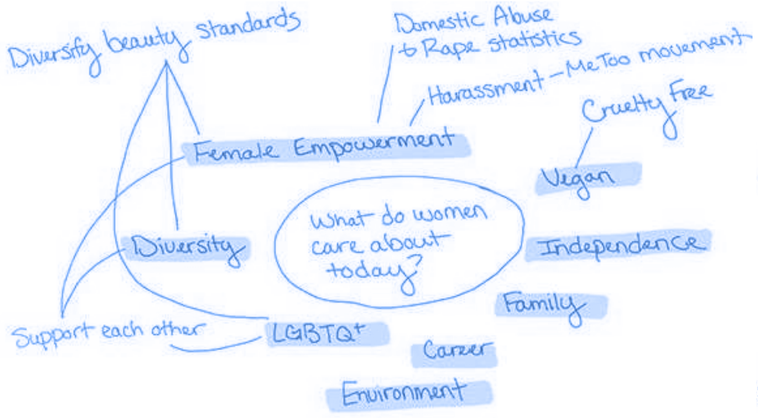
Create a hypothetical hygiene brand and design the product and packaging. I also wanted this brand to empower women and promote a friendship with nature.

Concept & Strategy

Nectar embraces the rebellion against beauty standards by subverting renaissance statues, symbols of high class and ideal forms. The statues sport relaxed poses and imperfections, and their cold white marble color has been swapped with friendly pastels. Grainy textures provide retro natural vibes.

Nectar's statues also have bee friends. The name Nectar references the life-giving drink of the Greek gods and goddesses, which many believe to be based on honey. Golden yellow honey swirl lids seal every Nectar product.

I designed one scent and statue concept, but Nectar is meant to have multiple to represent a variety of women.



- Greek Goddess Statues – Associated with

Renaissance

- Focus on idealized forms, divinity, and high class
  - ↓
  - use brand to bring the snobbiness down a notch by making it available to middle class and more laid back/fun

Goddesses

- Worshipped
  - ↓
  - Plays into female empowerment
- Careful of which goddesses are chosen since some of the myths are more problematic rather than empowering

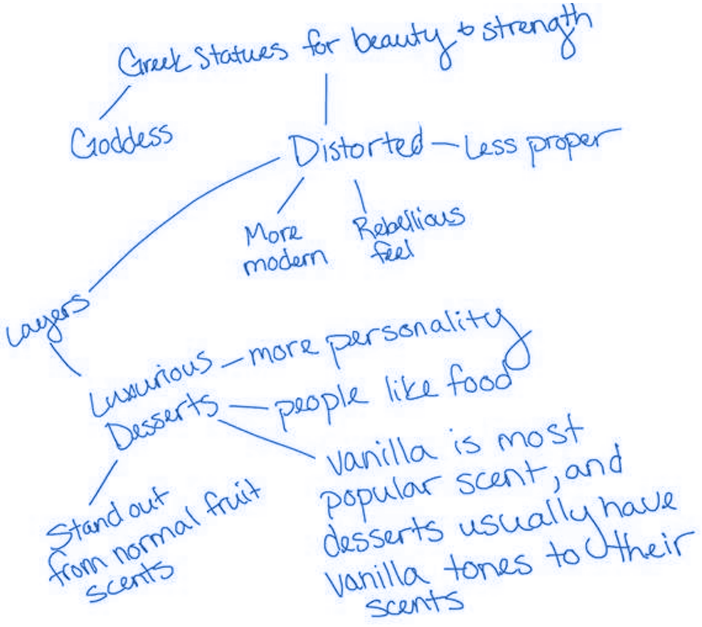




- Nectar – Hebe = Greek goddess of youth
  - ↳ Often shown holding ambrosia and nectar
  - ↳ Could restore youth
- Divine drink
- Gave mortals immortality
- Could also restore health according to the myths
- Some believe nectar = honey

- Honey – Has more health benefits than agave nectar
- Promotes cell growth, which helps hair grow as well
- Moisturizing → locks in vitamins, amino acids, antioxid
- Emollient → moisturizes
  - → smooths
  - → adds shine
- Humectants → Bond w/ water, which helps moisturize
- Protein for restoring weak/broken strands

(Keeps scalp healthy)



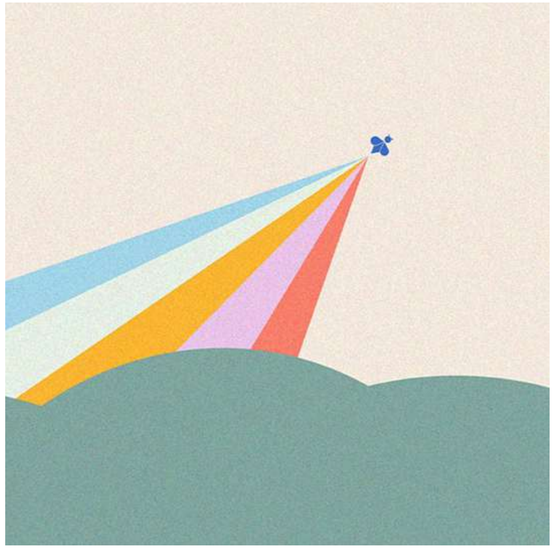
Nectar



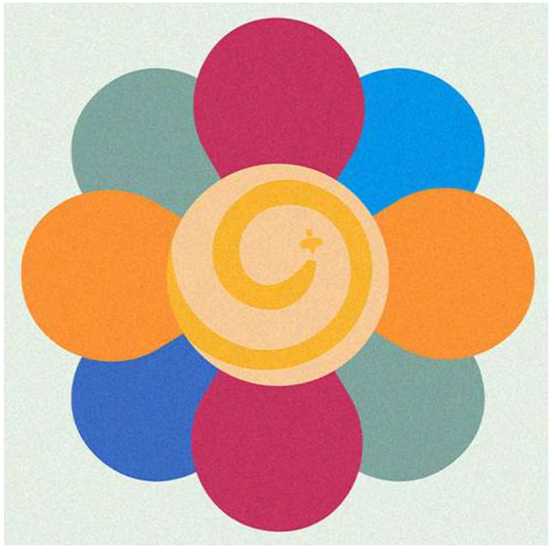





Boba Buddies
Blackberry Cobbler
13.5 FL OZ - 400ML




Nectar
Nectar











Nectar

Shampoo

Blackberry Cobbler

Revitalize • Moisturize • Protect

13 . 5 FL OZ - 400mL

Through Nectar, we hope to revitalize women by supporting women who empower women without harming women, and we mean all women—including Mother Nature → No Parabens • No sulfates • No Dyes • No Silicons • Recycled Packaging • Cruelty-Free • Ethically Sourced

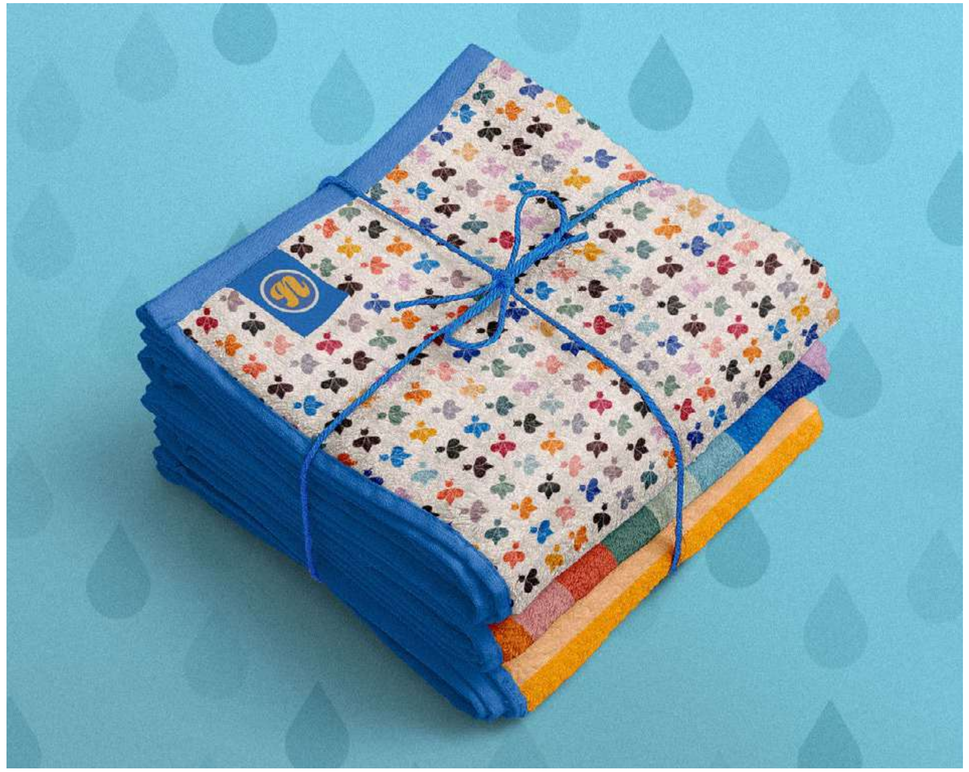
Honey + Blackberries

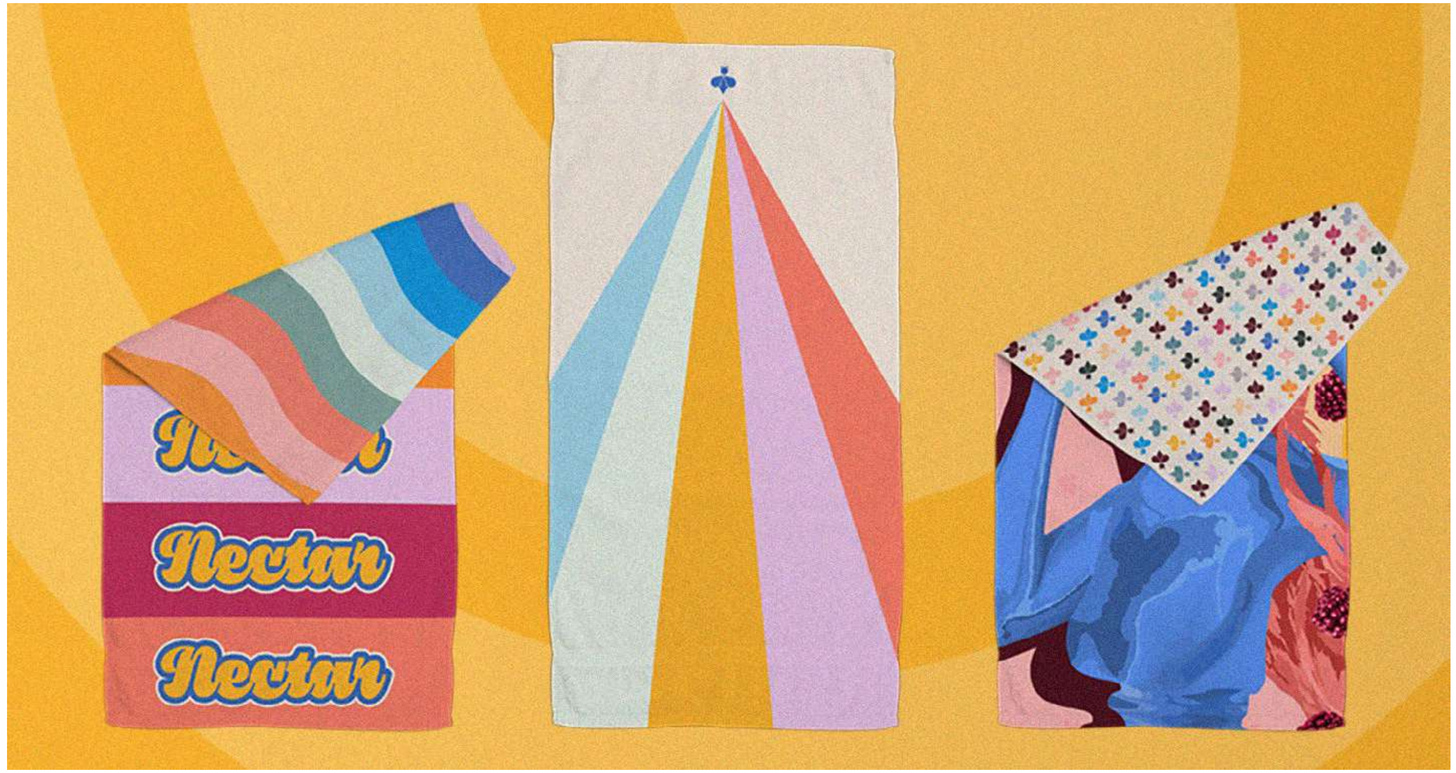
Honey and blackberries are delicious guardians of hair care. Both ingredients seal in nourishing vitamins and amino acids to restore weak and broken strands, while locking in moisture to prevent further breakage and smooth frizz.

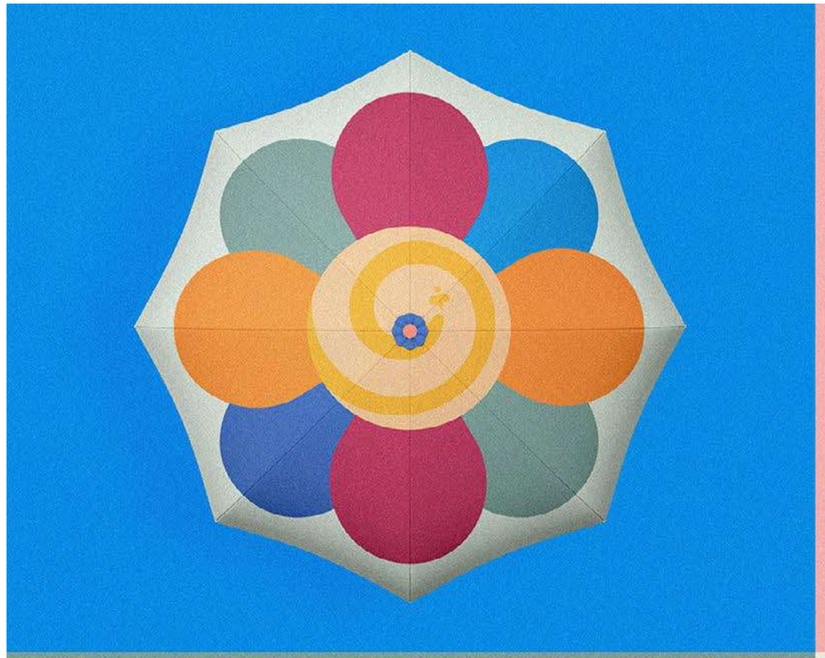
How to Use

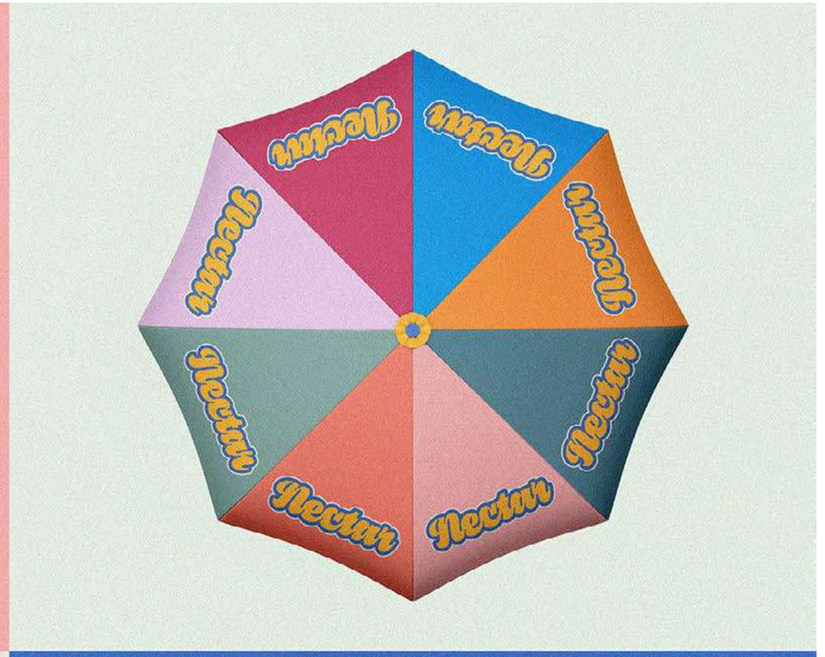
Squeeze a dime-sized amount of product in palm and gently massage scalp. Relish in your divine beauty and wisdom. Rinse, and feel your power restored.

INGREDIENTS: WATER (AGUA), SODIUM LAUROYL METHYL ISETHIONATE,SODIUM COCOYL ISETHIONATE, COCAMIDOPROPYL BETAINE, PEG-150 DISTEARATE,GLYCERETH-26, FRAGRANCE (PARFUM), SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, LACTOBACILLUS/TOMATO FRUIT FERMENTEXTRACT, ORYZA SATIVA (RICE) EXTRACT, KERATIN AMINO ACIDS, CITRIC ACID.




Nectar
Nectar

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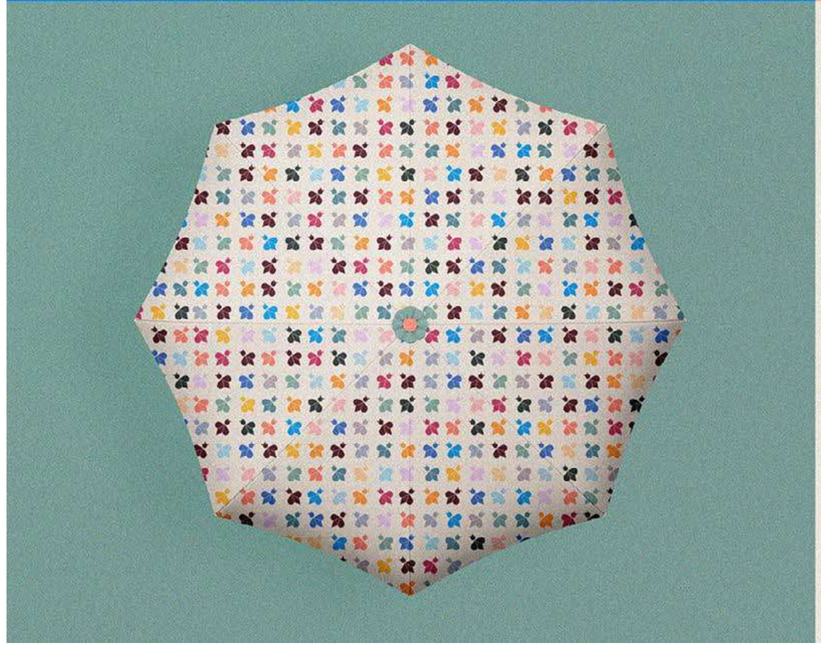




GRAPHIC DESIGN ILLUSTRATION POSTER DESIGN

COSMETIC CRUELLAS

Goal

Research an artist and create an artwork loosely inspired by their technique.

Concept & Strategy

This poster was printed at 6x12 ft. It portrays the tendency for issues such as animal testing to become buried beneath flashy and fun advertising in the cosmetic industry.

In this poster's fictional world, assembly workers carve cubes from animals to create sacred makeup products for cosmetic gods.

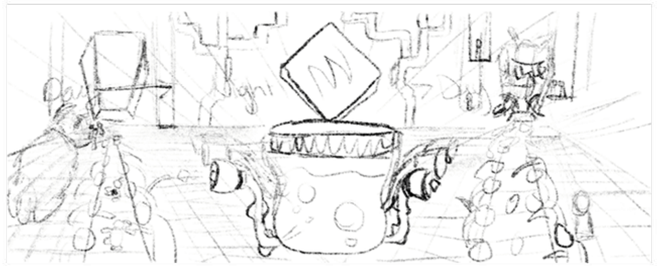
The art style and vibrant colors are inspired by The Beatles Yellow Submarine movie, in which Heinz Edelmann uses multiple styles to maintain his audience's attention and create movement.

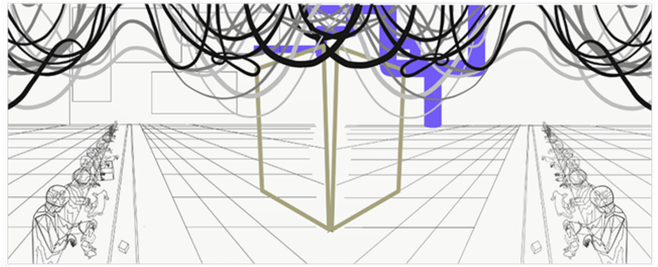




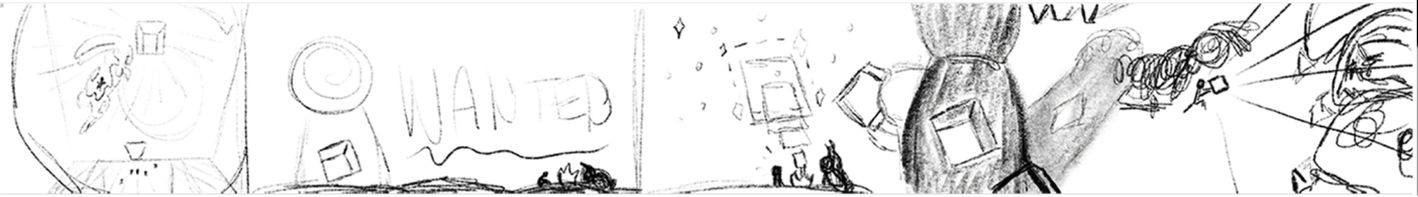



Beauty
shouldn't
have to
think about
New
improved
New
ingredients





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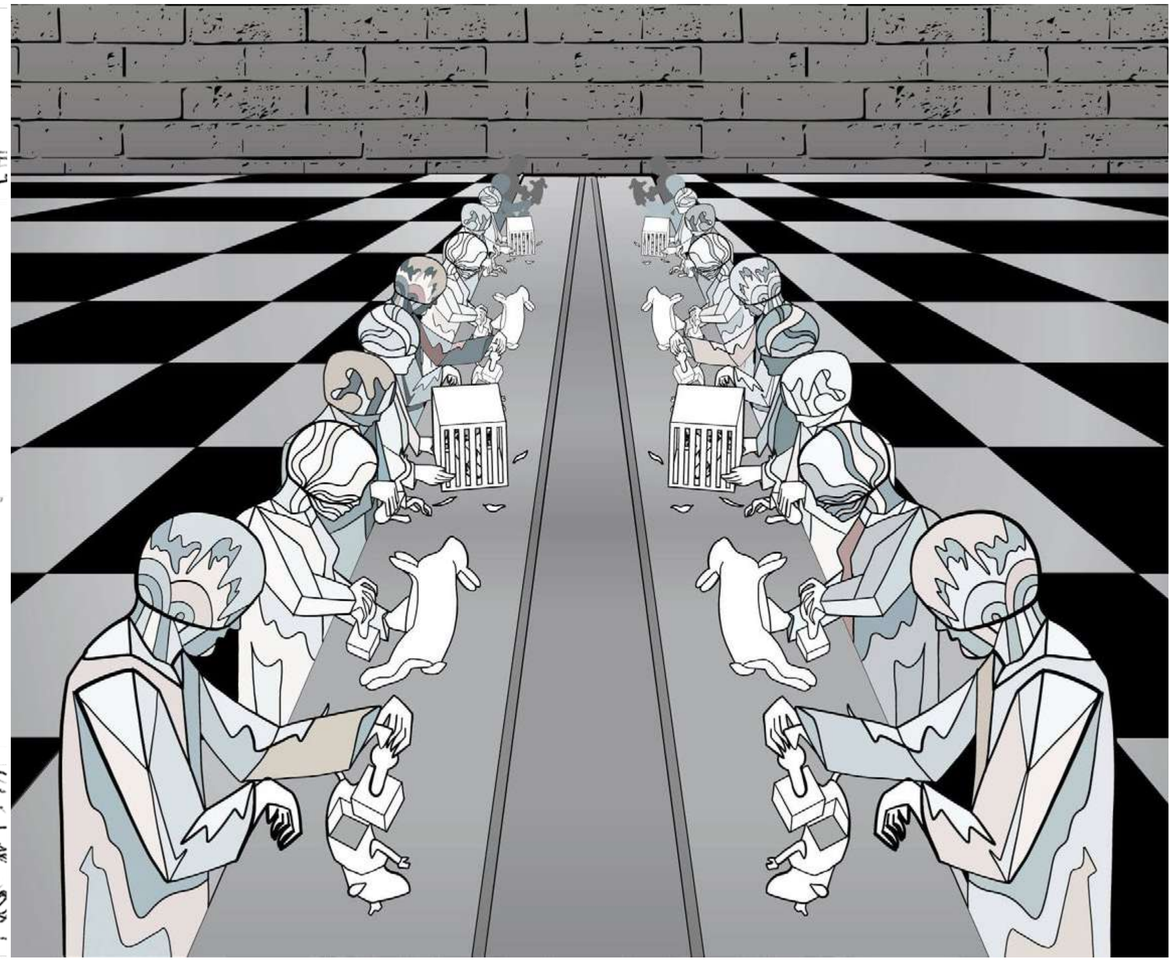
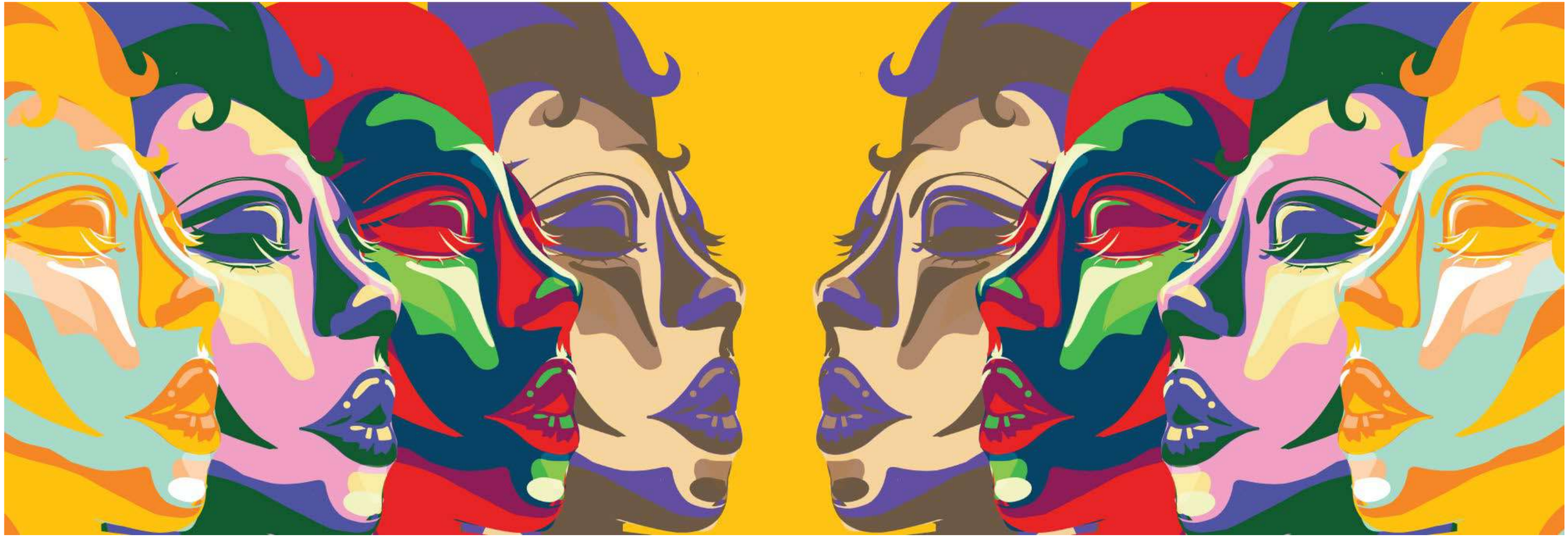
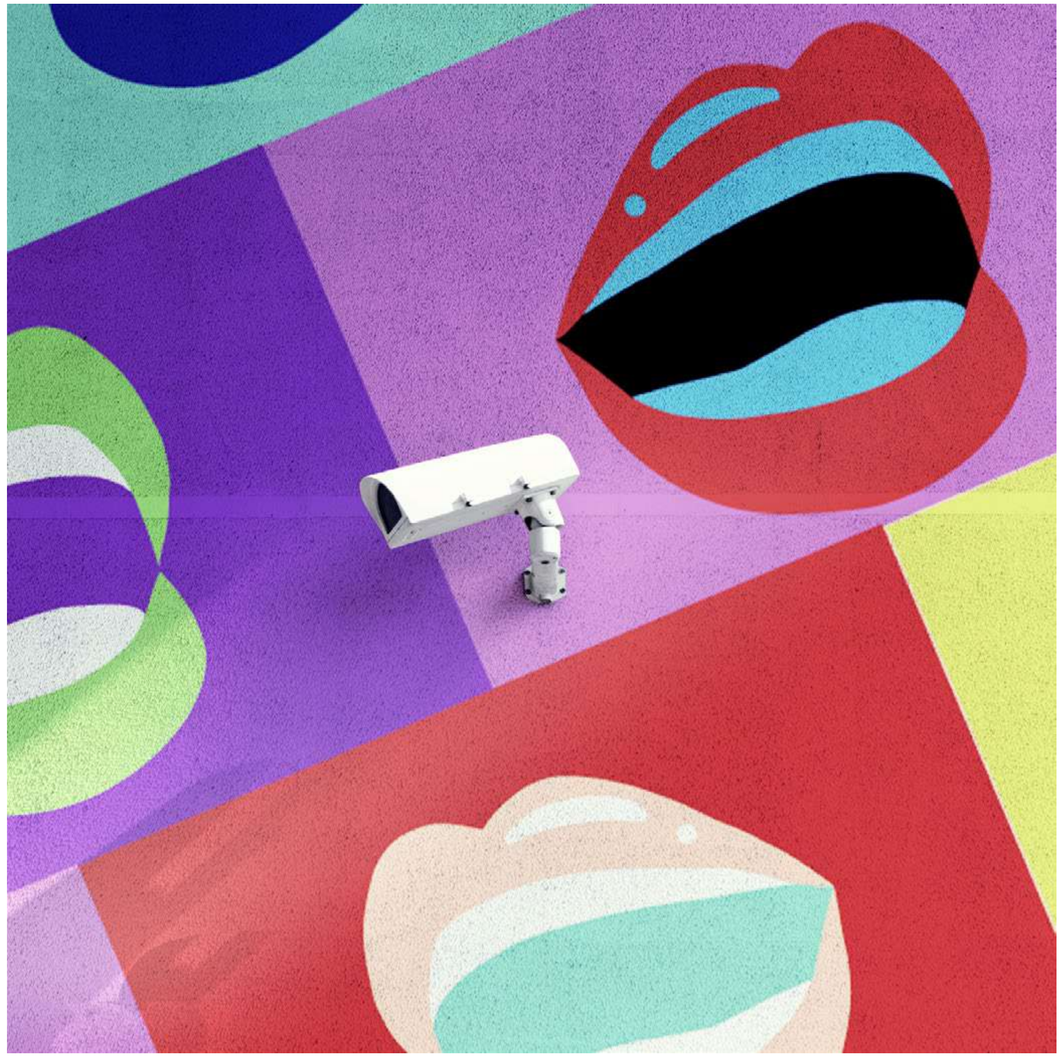








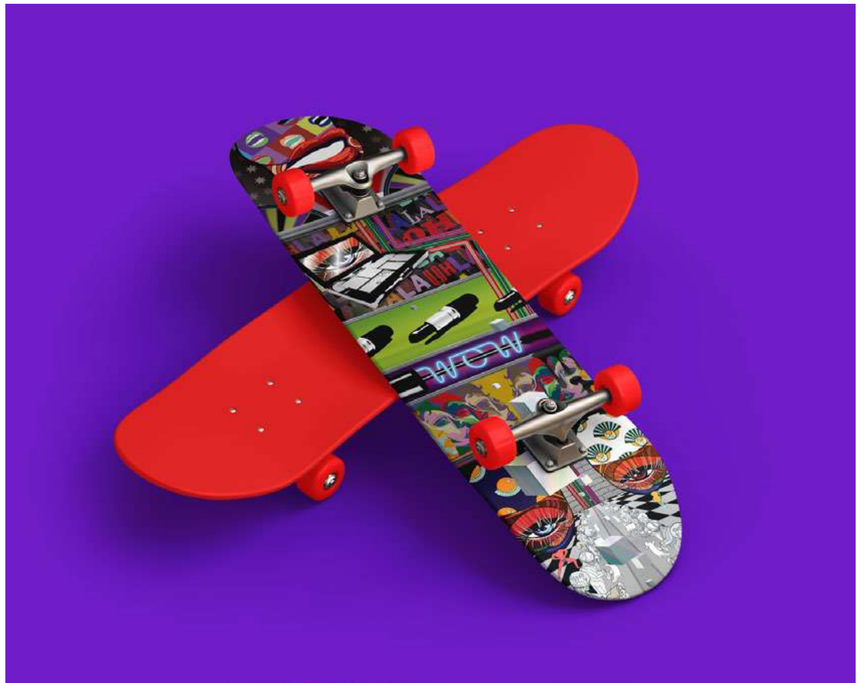


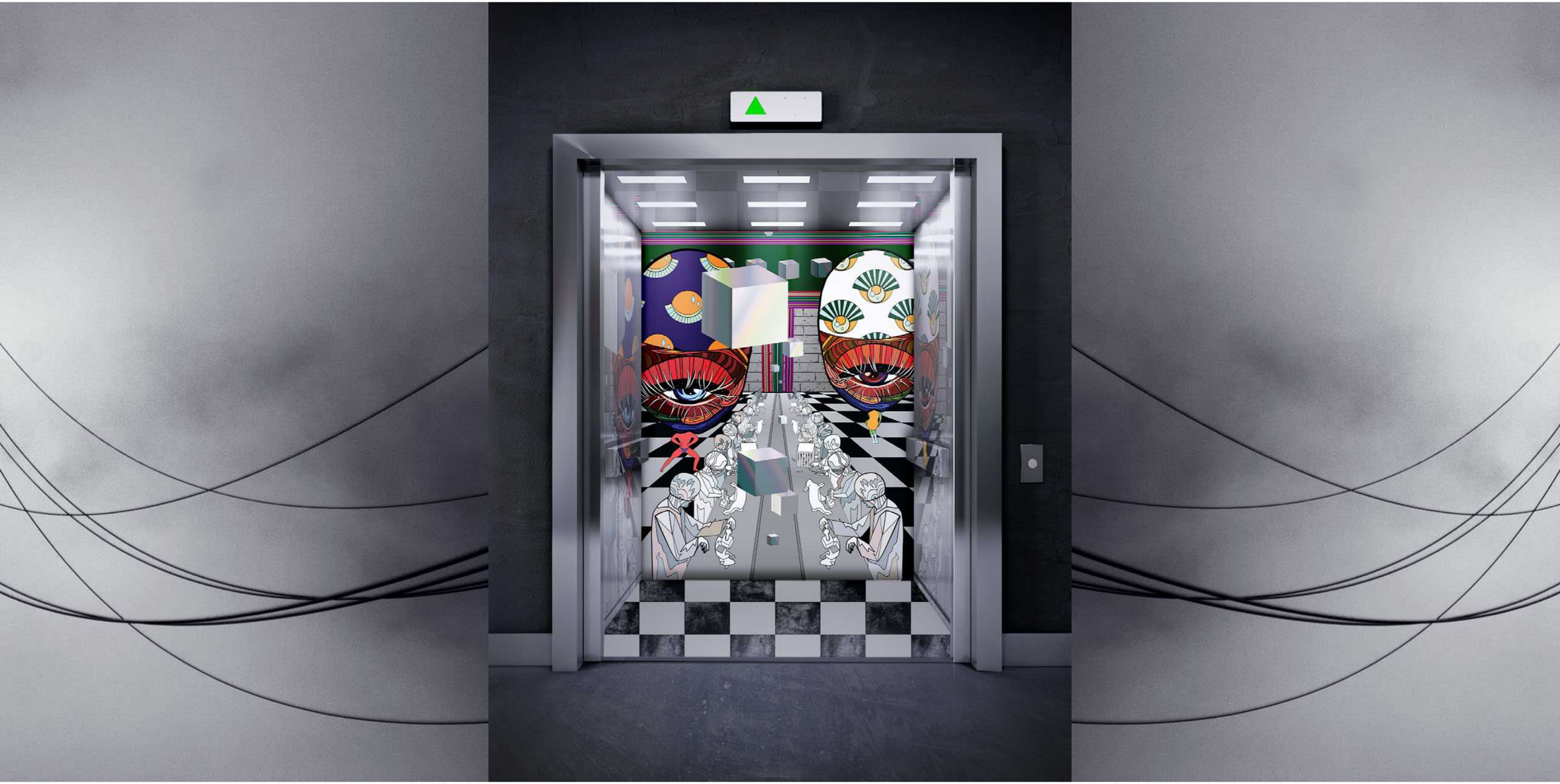












View this gif on my online **website**!



CARDS

GRAPHIC DESIGN ILLUSTRATION MOTION GRAPHICS







Goal

Design a card deck, including the pips and suit illustrations, while maintaining playability.

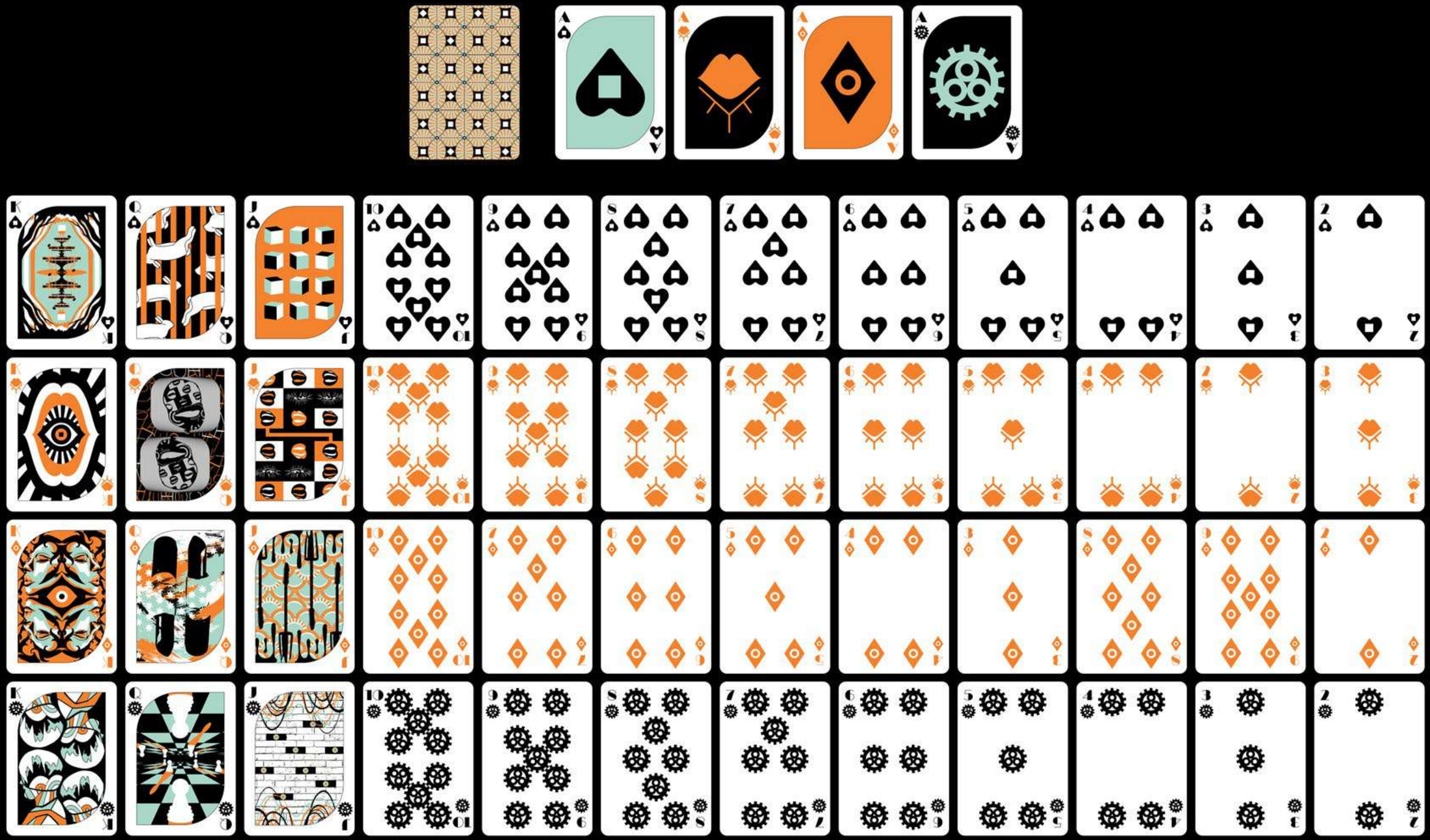
Concept & Strategy

These cards are another exploration of my Cosmetic Cruellas storyline. The four suits are based on the cube animals, cosmetic gods, factory workers, and the world of advertising.

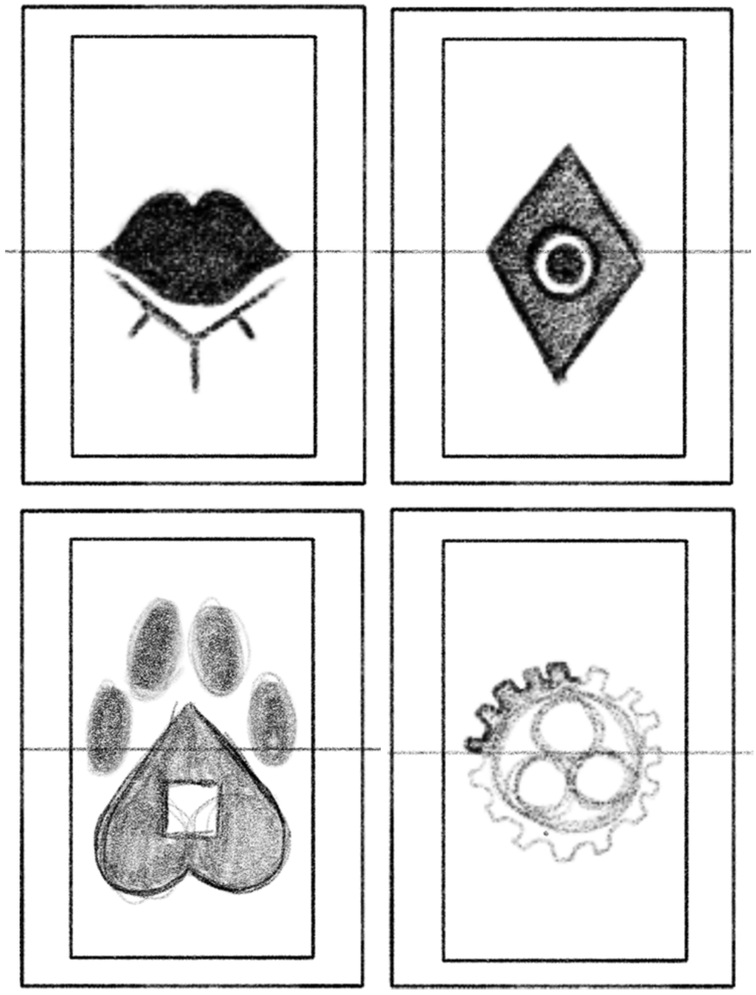
Repetition and contrast create a sense of movement and chaos, while a limited four-color scheme maintains unity throughout the deck.

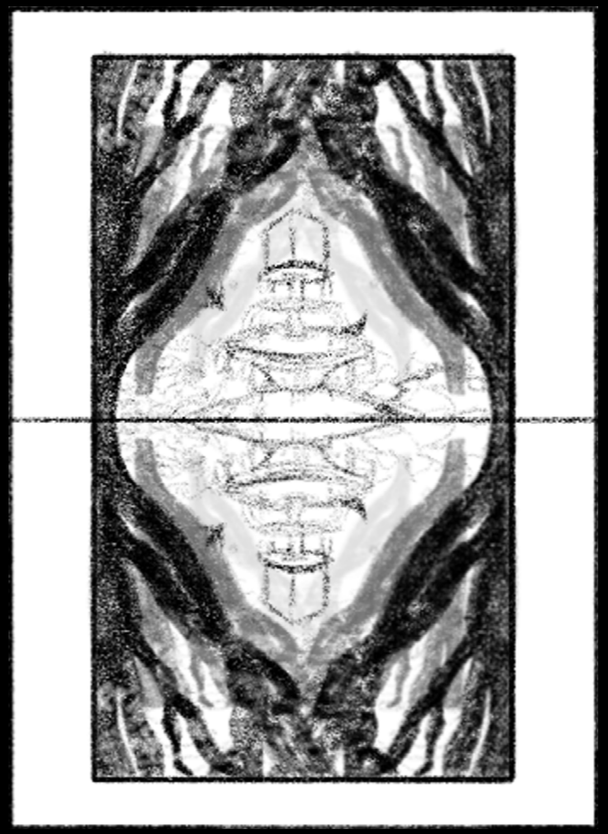
The mint, orange, black, and white color scheme creates a dystopian feel, and an eye motif throughout the suit cards creates an uneasy feeling related to surveillance.

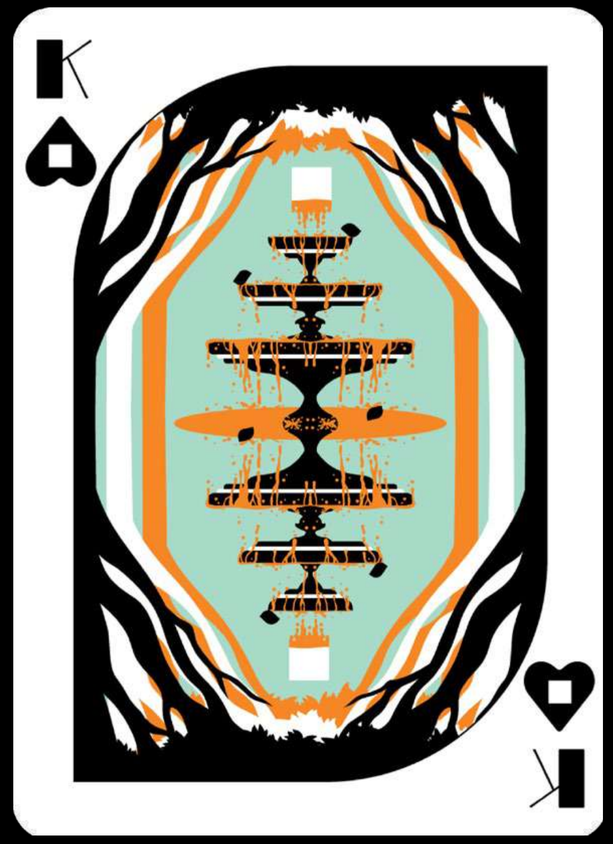
I created a DIY photoshoot after printing these cards. I also animated my favorites. View the animations on my **website**!







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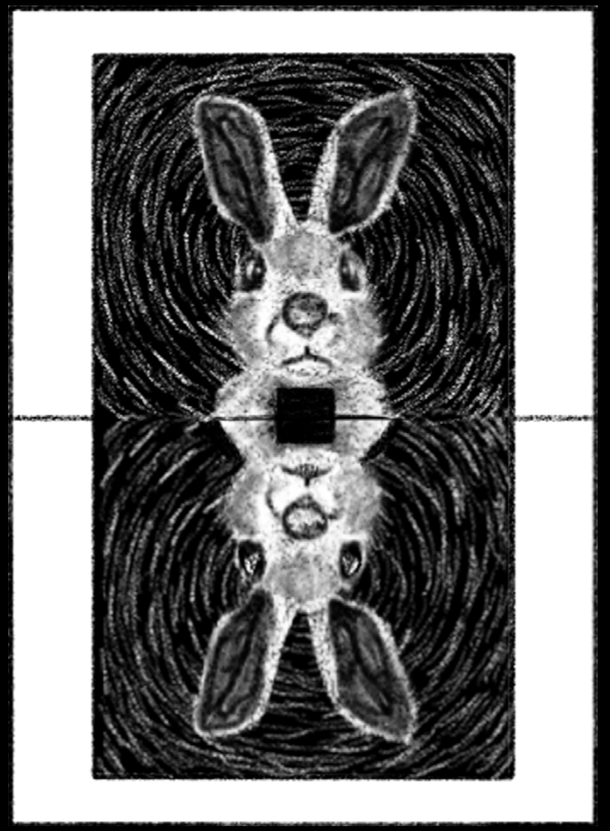

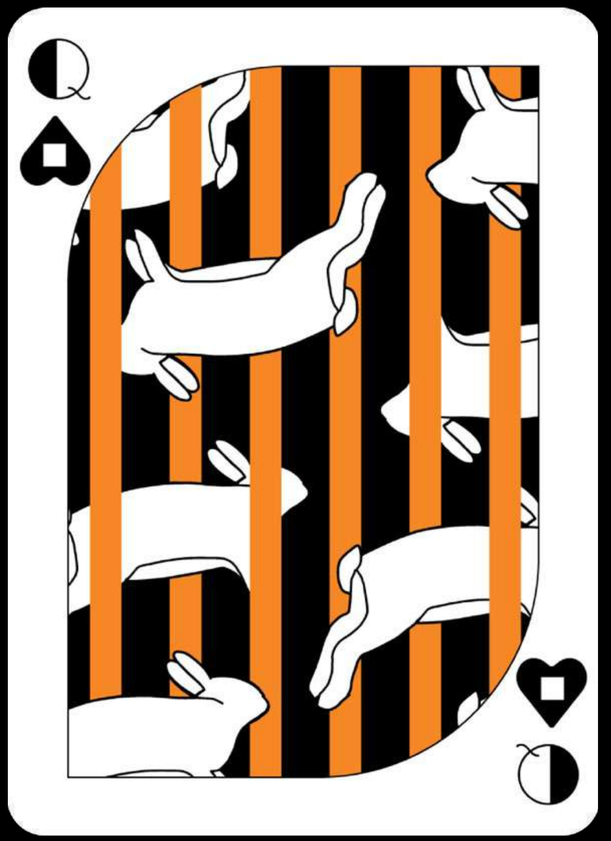
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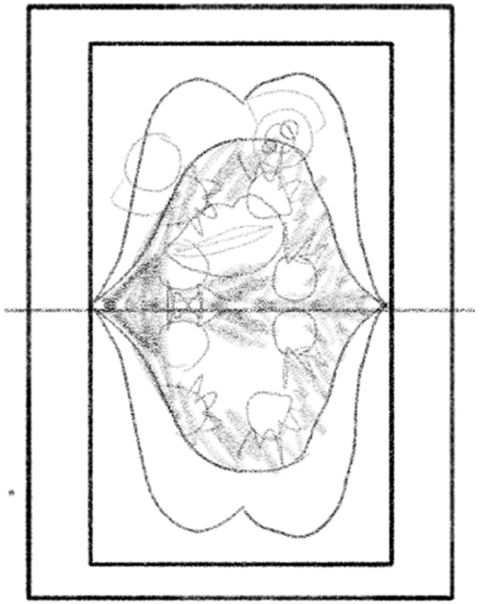



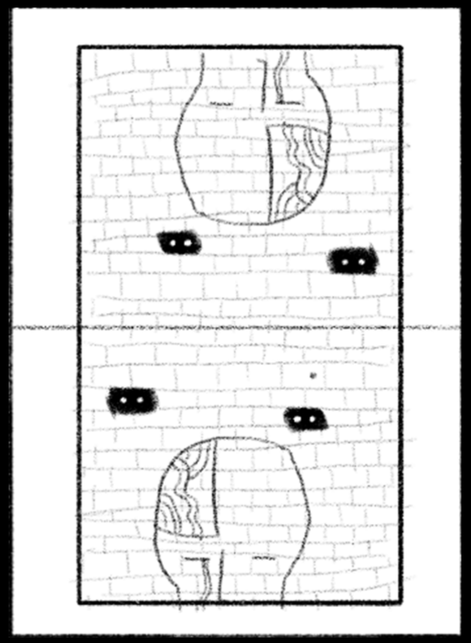

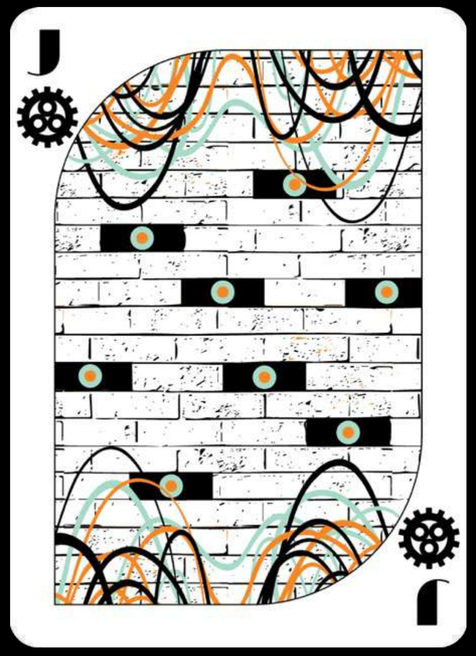
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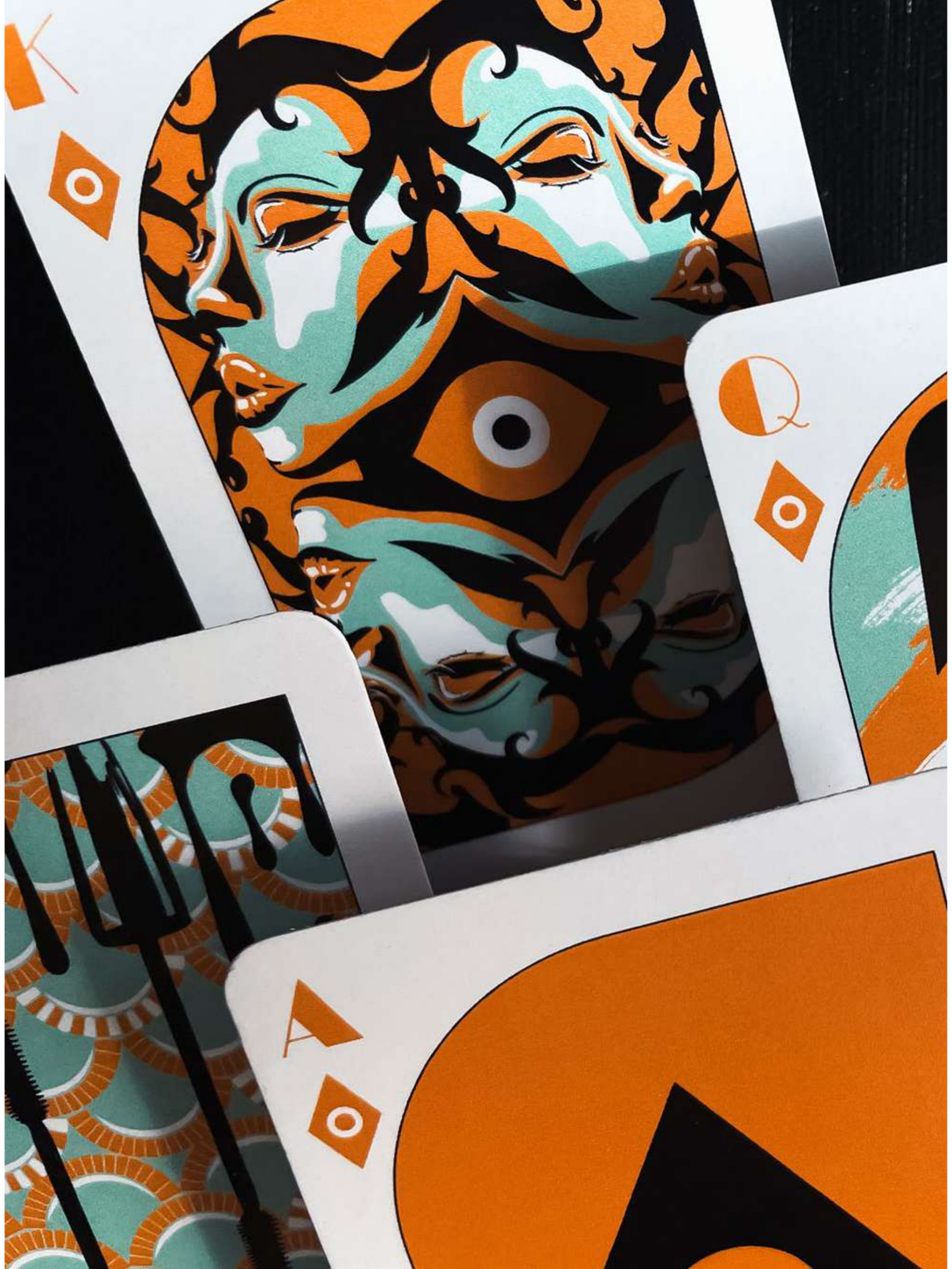
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QUILTED

INTERACTIVE DESIGN ILLUSTRATION ANIMATION

Goal

Practice functional and nonfunctional animations while creating a short interactive story game using Adobe Animate and HTML5.

Concept & Strategy

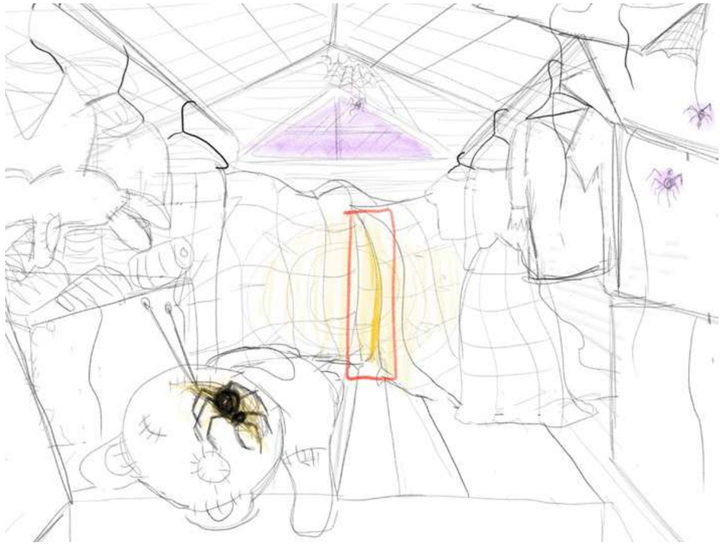
The player must find their flashlight from their blanket fort in Grandma's attic during a storm. Before her death, Grandma had been an avid quilter, collecting fabric and thread from mysterious sources. Something isn't quite right about her quilts, but at least they make good forts! Along with a disturbing spider problem, it seems there's a surprise lurking inside Grandma's intricate quilts...

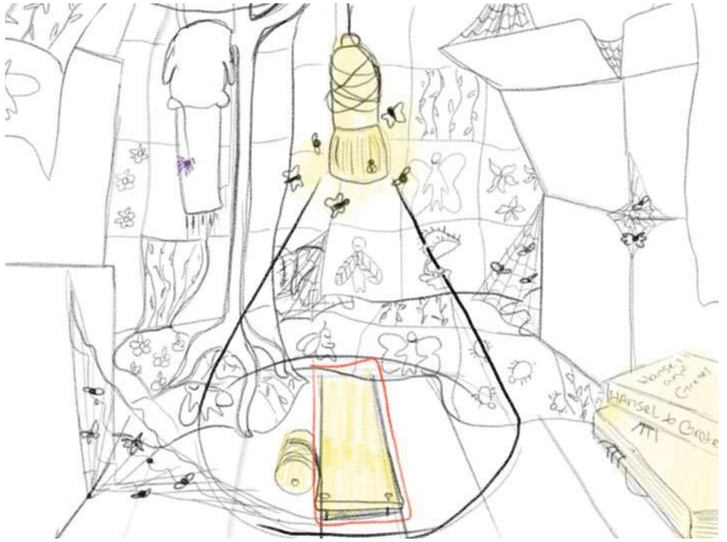
For the user interface, I was inspired by the style of G5 and Big Fish hidden object games. I also hid clues about the game's ending throughout each scene, including the spider infestation, the Hansel and Gretel book, and the spooky bug people in the quilt squares.

View a video of the game on my **website**!



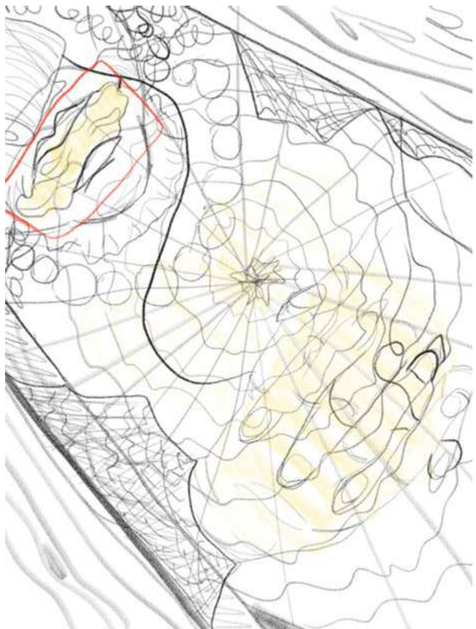

The storm knocked the power out! I need my flashlight...






HANSEL AND GRET
HANSEL AND GRET










The storm knocked the power out! I need my flashlight...

GRAPHIC DESIGN

BRANDING

PRINT DESIGN

BUILDING CONNECTIONS


WEDNESDAY, SEPT. 22
EVENT APP AVAILABLE THIS SUMMER
Register online at www.iowaleague.org
First-Time Attendee Reception
Networking Walk
Welcome Reception & Exhibit Hall
THURSDAY, SEPT. 23
Annual 5K Run/Walk
Mayor's Breakfast
Exhibit Hall Open
CEUS AVAILABLE
Workshops & schedules may change. Visit www.iowaleague.org for updates and speaker information.
8:15 9:15
Sage Advice from the Warren & Charlie of City Management
The Truth About Outsourcing Water/Wastewater Management
Renewable Energy Changing Dubuque's Future
TIPS FOR EFFECTIVE NUISANCE ABATEMENT
Bee Branch Watershed Bike Tour
Catfish Creek Watershed Kayak Tour
Leadership Seminar
Mobile
Leadership/Self Development
Small City
Pre-Register
Advanced
BUILDING CONNECTIONS
IOWA LEAGUE OF CITIES
2021
ANNUAL CONFERENCE AND EXHIBITION
WATERLOO SEPT. 22-24

Goal

Design a hypothetical illustrated logo and brochure for the 2022 Iowa League of Cities annual Conference. Maximum of five colors.

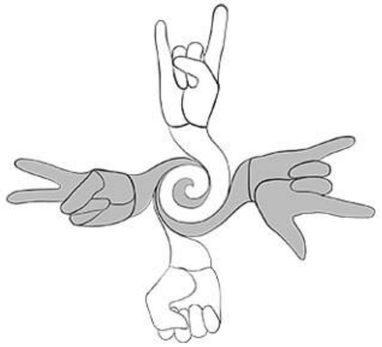
Concept & Strategy

“Building Connections” was the slogan for the 2022 Iowa League of Cities annual conference, and the visual theme was rock n’ roll.

To create a sense of community that relates to rock culture, the logo includes four characters based on popular rock icons from The Beatles, Queen, KISS, and Guns n’ Roses. Each character has the “rock on” hand gesture as a head, since the “rock on” hand gesture is known as a symbol of unity for fans at concerts. The use of four rock icons from four different bands ties in the conference’s mission to create a powerful impact on the community through working together. More characters also allows more audience members to relate to the logo.




BUILDING
CONNECTIONS








Sept. 23-24 2021
IOWA League of Cities








BUILDING
CONNECTIONS




How to Leverage Funding for Your City Project
City representatives will detail projects and services they have leveraged with their regional Council of Governments (COGs) to find funding and complete complex projects in their city.
So What Does a Clerk Really Do?
Every city must have a clerk, but what do they really do? Find out the daily activities your clerk performs and what council members should expect from their clerk in the form of reports, documentation and other vital tasks.
Strategies for High-Achieving Women in Local Government Leadership
Register online at www.iowaleague.org
Opening Luncheon
12:00 p.m. - 1:45 p.m.
Advanced
Economic Development
Leadership/Self Development
Mobile
Small City
Pre-Register
Workshops & schedules may change. Visit www.iowaleague.org for updates and speaker information.
BAD AND WHAT TO DO ABOUT IT
PREPARING FOR AN AV-READY IOWA
2
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5


BUILDING CONNECTIONS
IOWA LEAGUE OF CITIES
2021
ANNUAL CONFERENCE AND EXHIBITION
WATERLOO SEPT. 22-24


Register online at www.iowaleague.org
Opening Luncheon
12:00 p.m. - 1:45 p.m.
Advanced
Economic Development
Leadership/Self Development
Mobile
4


IOWA


REGISTER ONLINE AT WWW.IOWALEAGUE.ORG
BUILDING CONNECTIONS
IOWA LEAGUE OF CITIES
2021
ANNUAL CONFERENCE AND EXHIBITION
WATERLOO SEPT. 22-24
REGISTER ONLINE AT WWW.IOWALEAGUE.ORG
BUILDING CONNECTIONS
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2021
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WATERLOO SEPT. 22-24
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WATERLOO SEPT. 22-24
IOWA
LEAGUE
OF CITIES

FASCIATION

ILLUSTRATION POSTER DESIGN



Goal

Multiply and/or divide a portrait of anyone in order to portray a concept. I chose domestic violence as my concept.

Concept & Strategy

I had recently stumbled upon images of fasciated plants, and I thought the imagery and biology of fasciation not only met the multiplication criteria for this project, but also provided a unique way to discuss domestic abuse. Specifically, I used fasciation concepts to explore a few life paths that victims take due to their abuse and how these paths may continue or prevent abuse of the victim or future generations.

View a timelapse of this illustration on my **website**!





The “Interesting” Variation

Many victims of abuse struggle with damaged self-worth, but they also have an incredible empathy for others. This mix can make them attractive to other abusers who take advantage of insecurities and kindness. Because of this, the cycle of abuse may continue in spite of the victim’s intentions.

I used this head to evoke sympathy for victims. I often see victims blamed for remaining with their abusers, but this victim-blaming is insensitive to the multitude of reasons that prevent victims from recognizing their abuse or escaping. While the fasciated features of the monstrosity head represent mutated morals, this blue head does not have fasciated features since the continuation of abuse isn’t due to a mutation of the victim’s character, and the abuse isn’t by the victim.



Eye

A flower covers this eye to represent how the victim’s kindness sometimes blinds them to the warning signs of abusive relationships.



Nose

A wasp is “right under their nose,” but low self-worth can prevent them from recognizing or preventing their own mistreatment.



The Monstrosity

This head represents victims who voluntarily choose to continue the abuse cycle. They incorporate traits of their abusers into their own character and use their past or present situations as an excuse to harm others.



Wasp Nest

A wasp nest hangs above this head. The wasps symbolize abusers, so the placement of the nest warns that the path of the fasciated head multiplies abuse rather than preventing it.



Eye

The eye is fasciated to suggest that their perception has been distorted by all the negativity they've endured. The cliché that eyes are "windows into the soul" also suggests a deformity of the person's character.



Mouth

Verbal abuse doesn't receive as much attention as it should, but it can be just as damaging as other forms of abuse on an individual's sense of self-worth. The mouth is fasciated as a reminder that words also contribute to abuse.



The Gardener

Two larger eyes are placed at the top of this composition. These represent the past generations who must witness how their ability to prune or multiply domestic abuse impacted their offspring.



The Perennial

Accepting and recognizing the impacts of abuse, this head is cautious and distrusting. They may feel afraid or unable to connect with others for some time, fearing they may lose their balance and succumb to the fates of the left or right heads.

The faded and scratched flowers on this face are meant to suggest their awareness of how their abuse may affect their judgement of future relationships. The flowers don't fully distort the face's appearance though, suggesting that these flower scars may eventually fade and allow a hopeful future.



The Sprout

This head wears a crown to portray the power that victims possess in choosing which path they take. The overall composition is meant to have a cyclical appearance, suggesting that a victim can change paths at any time. I wanted the piece to have a solemn, yet hopeful feeling.

RECESS

3D DESIGN

BRANDING

3D ANIMATION

Goal

Practice employing physics and animation in Blender by creating a 3D render, animation, and booklet for a fictional product. The product must improve our lives.

Concept & Strategy

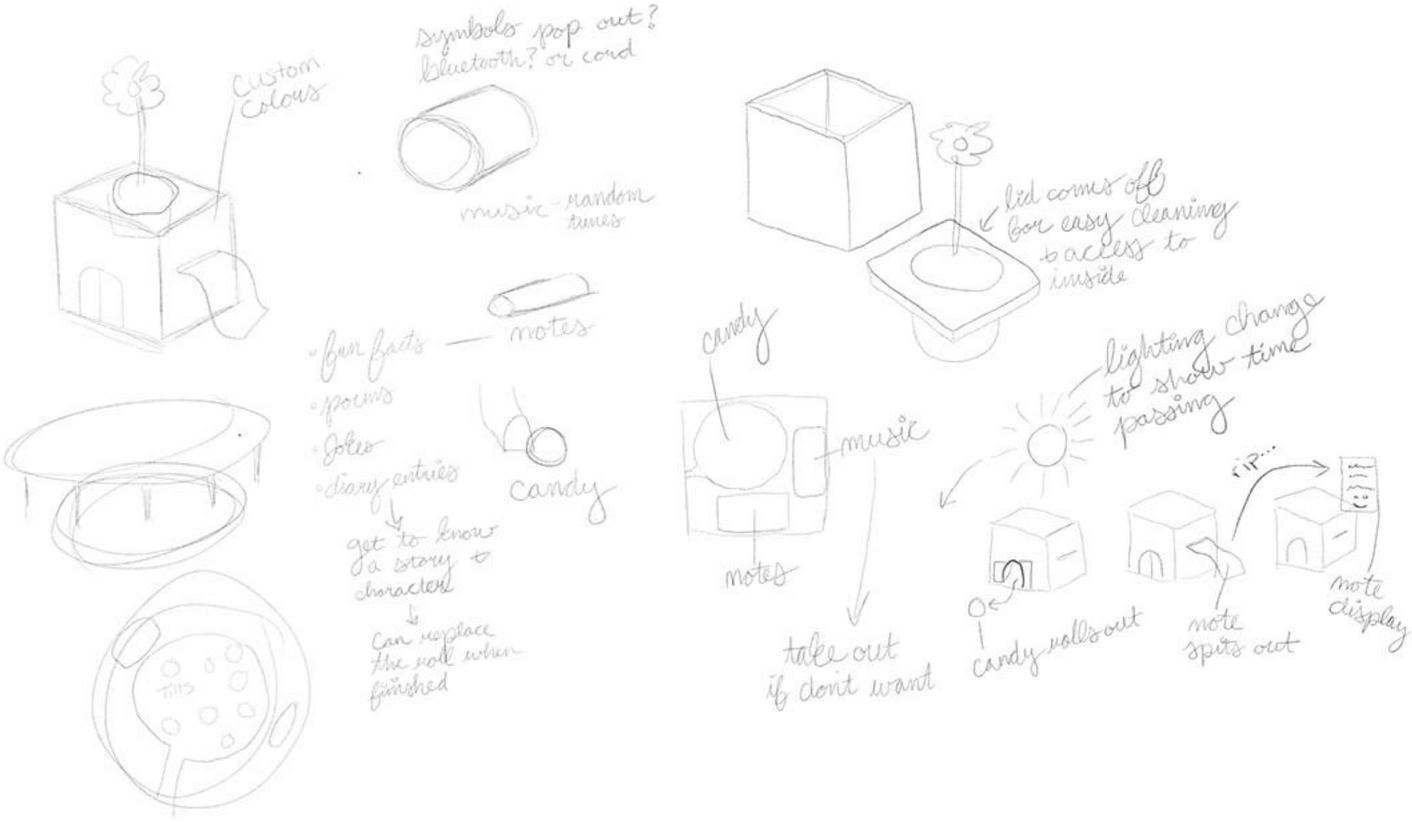
I created a cube friend that encourages productivity and healthy, positive breaks.

The cube connects to your computer through Bluetooth and occasionally pops out candy and slips of stories as you work. These surprises act as rewards to keep you motivated, while providing a brief yet refreshing brain break.

To allow personalization, the lid includes a compartment that holds meaningful keepsakes, office supplies, or a tiny potted plant. The cube exists in five colors, and there are five genres of story scrolls to appeal to a variety of people.




recess³
MOTIVATING INTERMISSIONS
recess³
MOTIVATING INTERMISSIONS
recess³
MOTIVATING INTERMISSIONS


custom colour
symbols pop out? bluetooth? or cord
music - random times
fun facts
notes
spoons
jokes
diary entries
candy
get to know a story to character
can replace the roll when finished
lid comes off for easy cleaning & access to inside
candy
music
lighting changes to show time passing
notes
take out if don't want
candy rolls out
note spits out
note display


TRINKET HOLDER
STORY SPEWER
CANDY DISPENSER
✓ Unravel thrilling story scrolls from genres you choose!
✓ Keep sentimental treasures or friendly plants in the lid's cup to bring comfort and joy during stressful work deadlines!
✓ Enjoy sweet treat surprises at random intervals!
recess³ is designed to help overachievers prioritize healthy breaks and to help procrastinators develop a consistent workflow. The cube serves as a storyteller, candy dispenser, and trinket holder to help you develop healthy work habits.
After connecting via bluetooth, recess³ becomes casually aware of activity on your screen such as typing and mouse wiggles. As you work, the cube will silently root for your success, randomly offering candy and snippets of stories as rewards for your productivity.
When work overflows into late nights, feelings of loneliness and defeat swell, further hindering productivity when it's most needed. recess³'s positive breaks gently motivate procrastinators by easing the anxiety related to starting a seemingly neverending work session. Overworkers practice self care during these breaks of light reading and candy. Pick your cube, pick your scroll, and begin your journey to healthy work habits!
Included:
✓ Cube with Bluetooth capability
✓ Bag of assorted candy
✓ Two scrolls


recess³
MOTIVATING INTERMISSIONS
TRINKET HOLDER
STORY SPEWER
CANDY DISPENSER


recess3
MOTIVATING INTERMISSIONS


recess³
MOTIVATING INTERMISSIONS

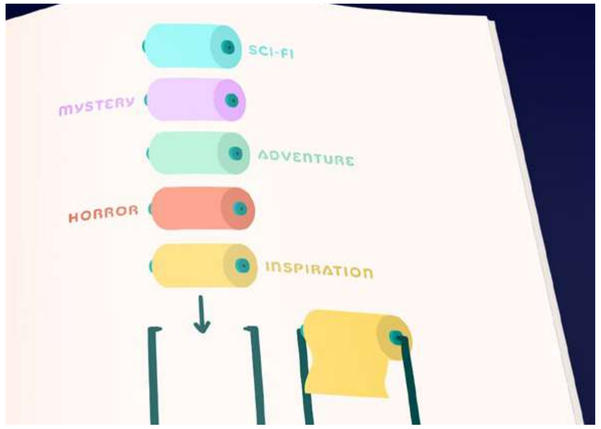



TRINKET HOLDER
STORY SPEWER
CANDY DISPENSER

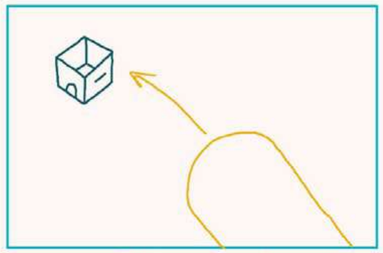

TRINKET HOLDER
STORY SPEWER
CANDY DISPENSER



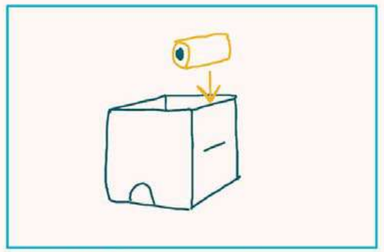

SCI-FI
MYSTERY
ADVENTURE
HORROR
INSPIRATION


SCI-FI
MYSTERY
ADVENTURE
HORROR
INSPIRATION

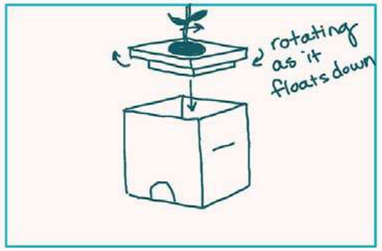

CANDY DISPENSER
CONNECT
WORK
SURPRISE!

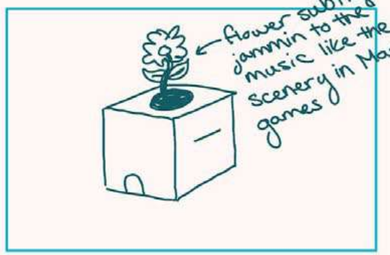


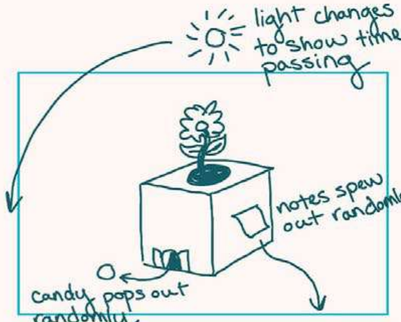
camera follows scroll zooming to box



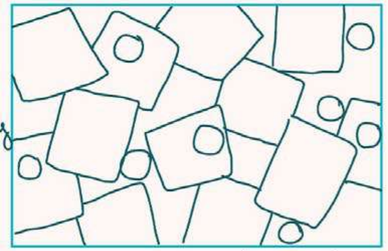
Scroll floats into box



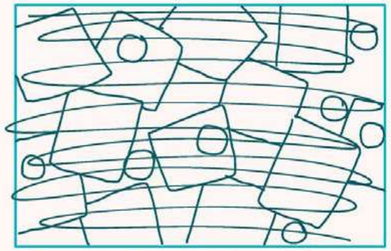




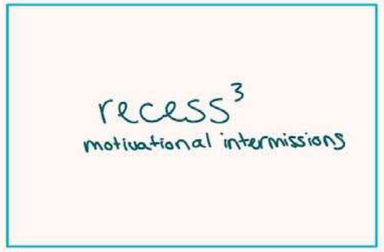
Candy + notes fall out of frame



Camera angles down to look at the pile created



Everything blurs into one color



name fades in



View this 3D video on my **website**! The video has audio.


TRINKET
HOLDER
STORY
SPEWER
CANDY
DISPENSER


recess³
MOTIVATING INTERMISSIONS


recess³
MOTIVATING INTERMISSIONS
TRINKET HOLDER
STORY

3D ANIMATION

3D DESIGN

VIKING SHIPS

Goal

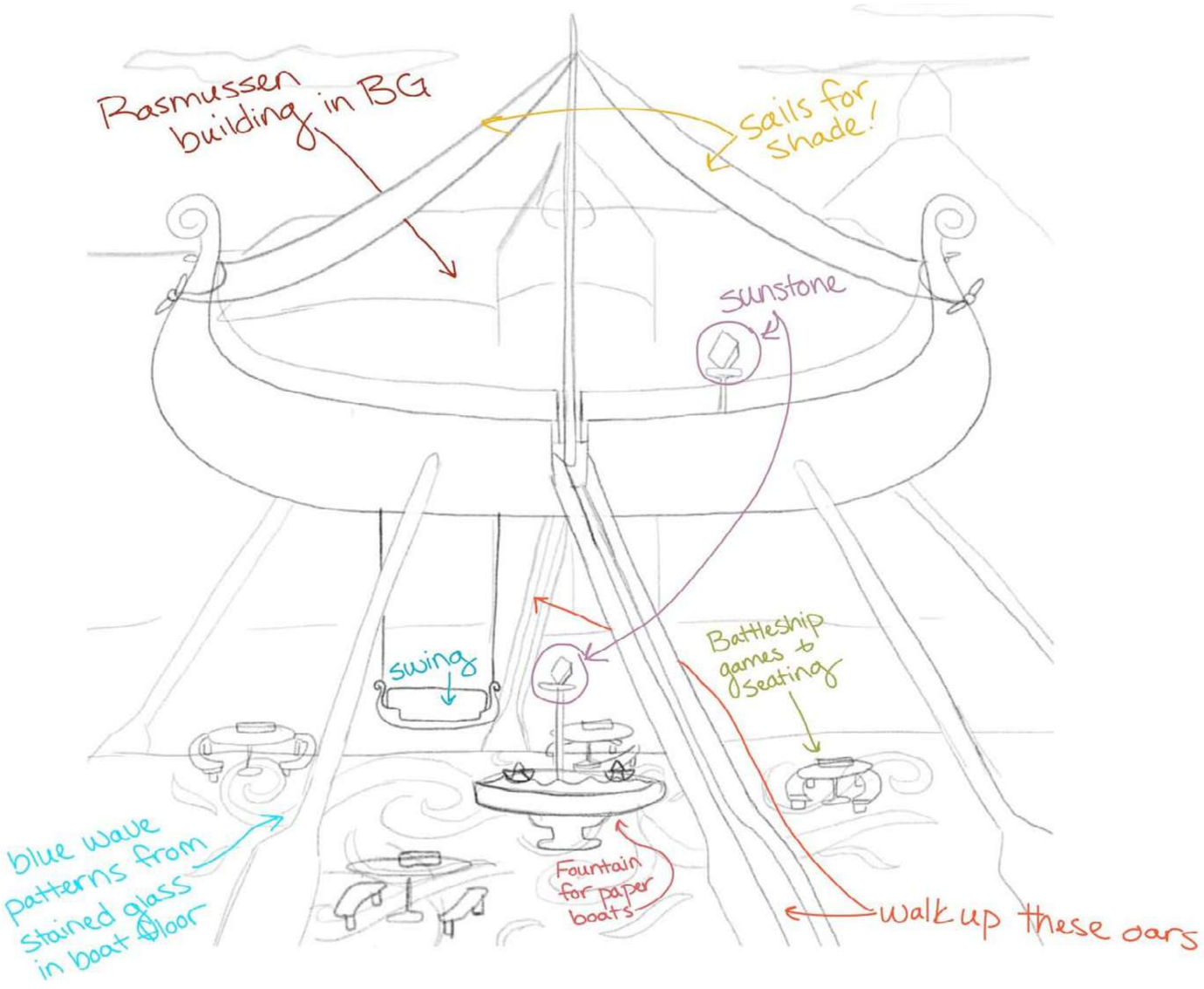
Plan and create a 3D model and animated walkthrough for a hypothetical installation at Grand View University's campus.

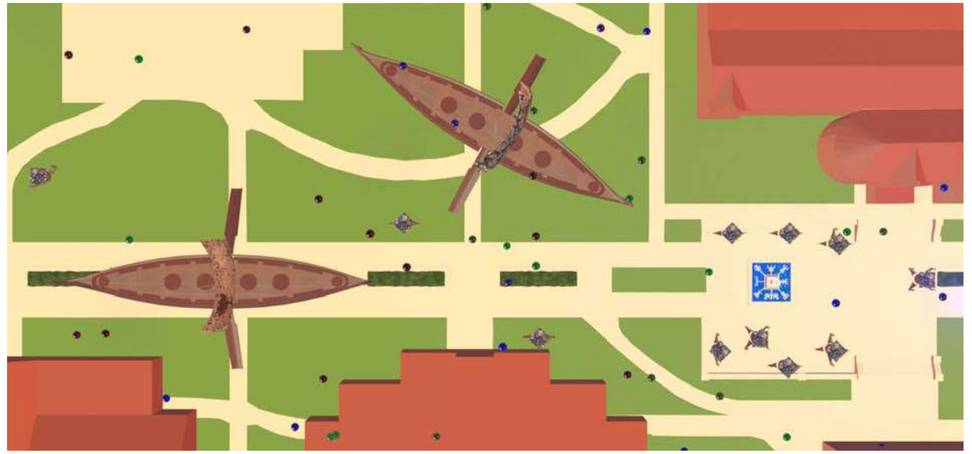
Concept & Strategy

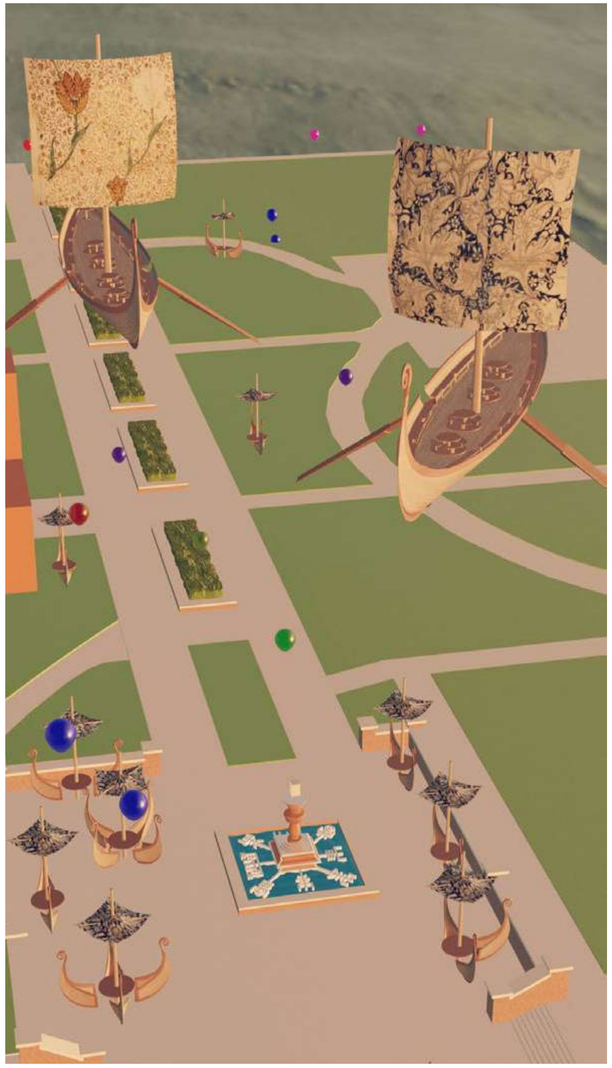
Currently, the central outdoor area of Grand View is empty pavement with a few scattered metal chairs. Without places to hang out and relax outside, students congregate in the library or cafeteria. I created comfortable yet inspiring installations to compliment Grand View's viking mascot. This project was rendered using Eevee in Blender.

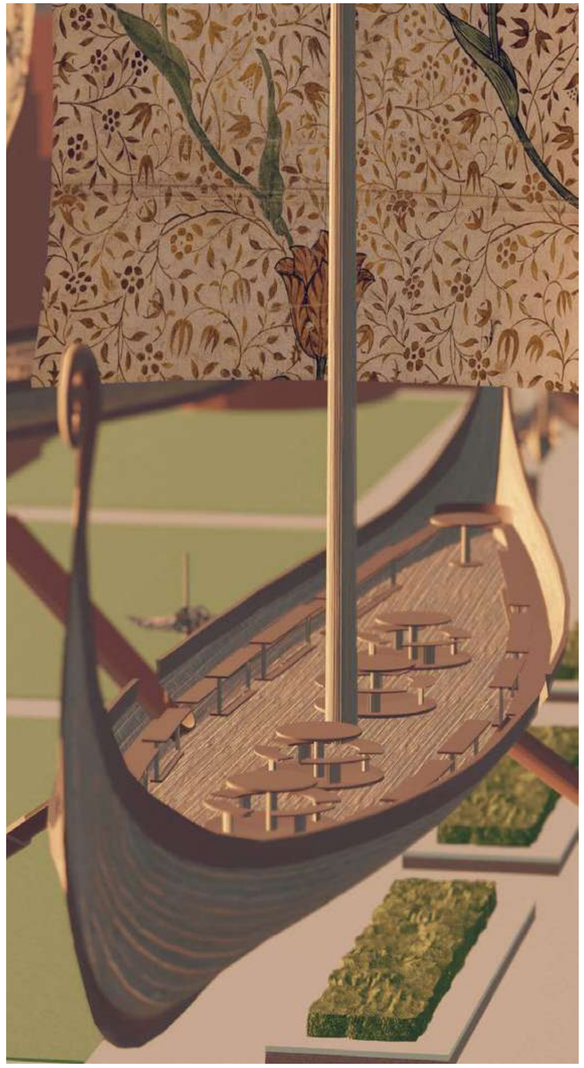
View the animated walkthrough on my **website**!




Rasmussen building in BG
sails for shade!
sunstone
swing
Battleship games & seating
blue wave patterns from stained glass in boat floor
Fountain for paper boats
walk up these oars

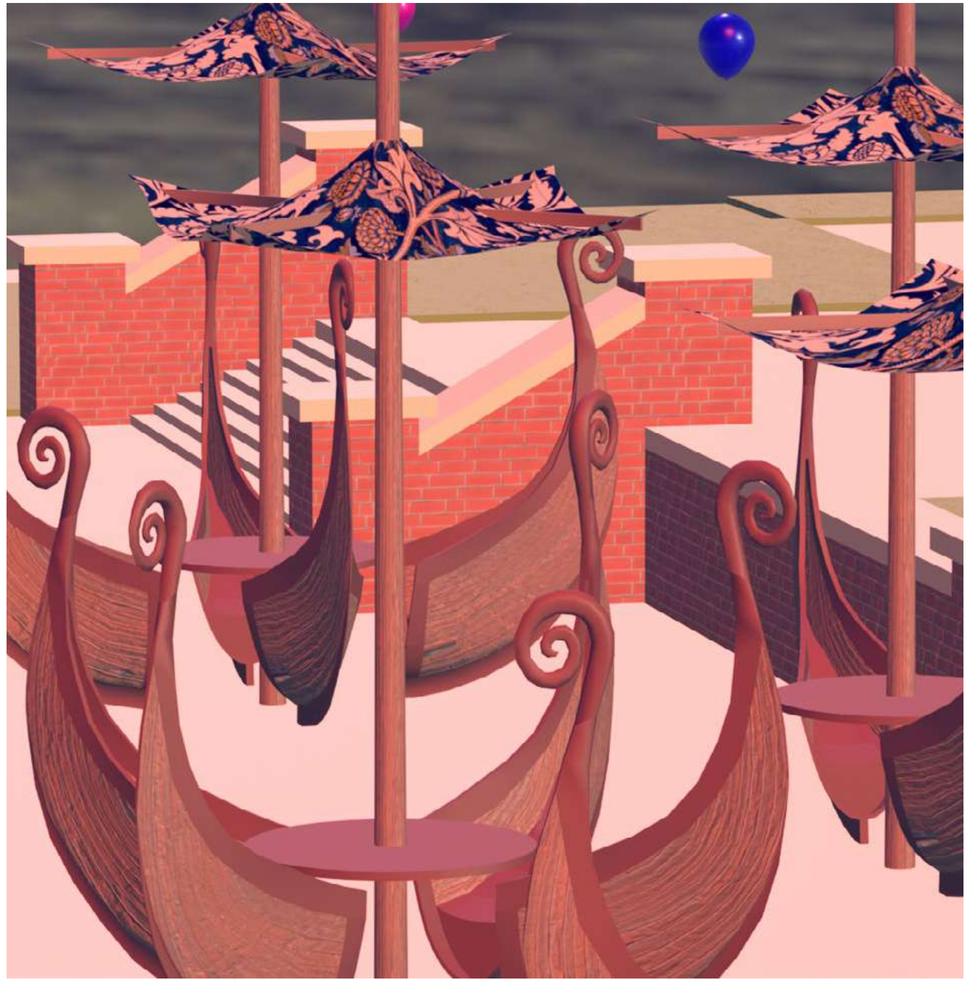




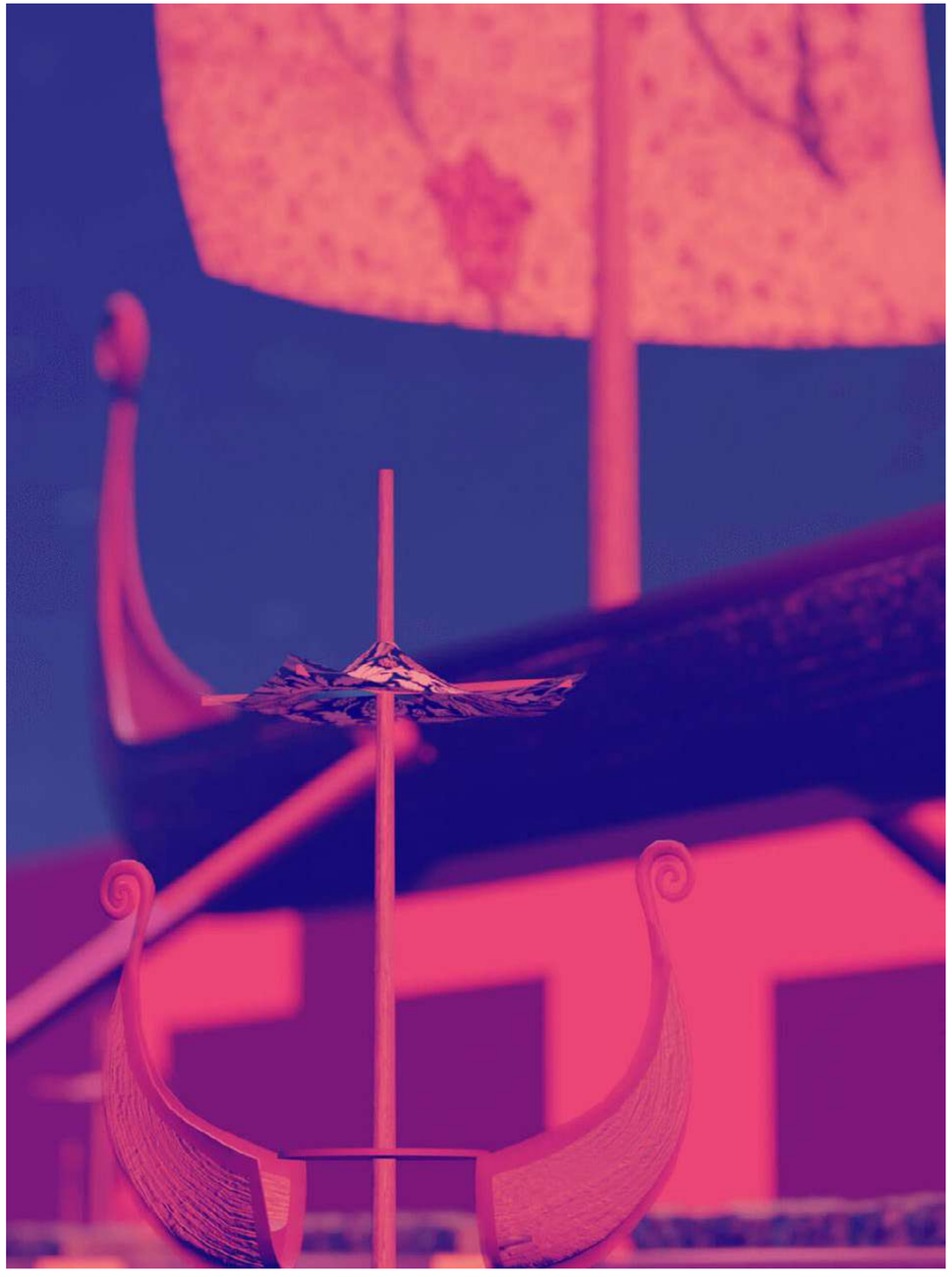


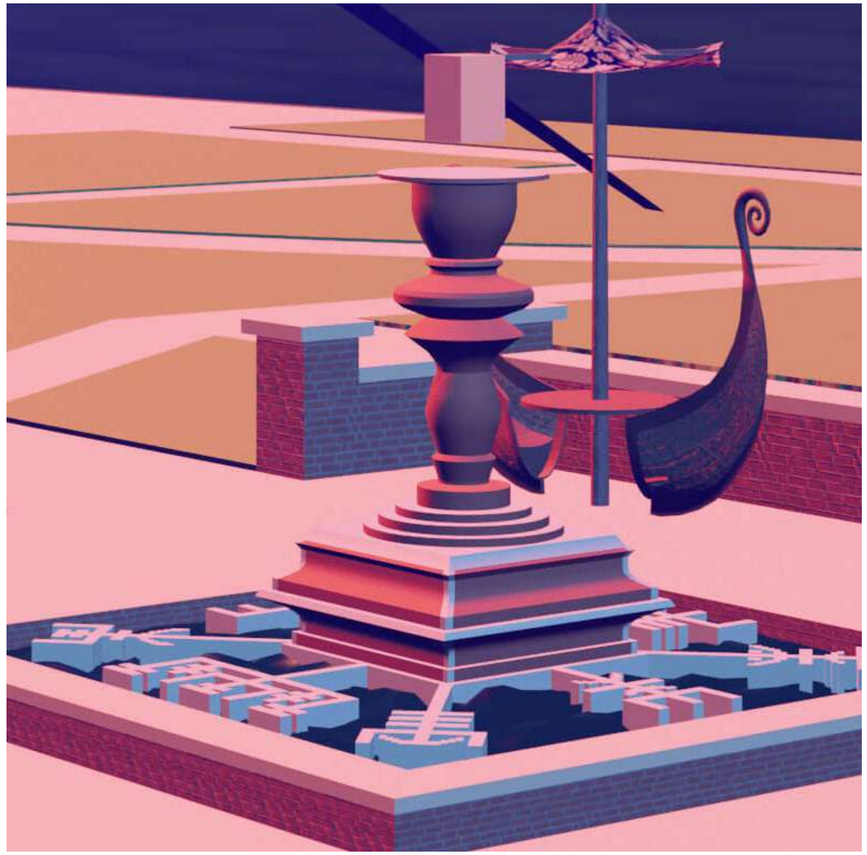


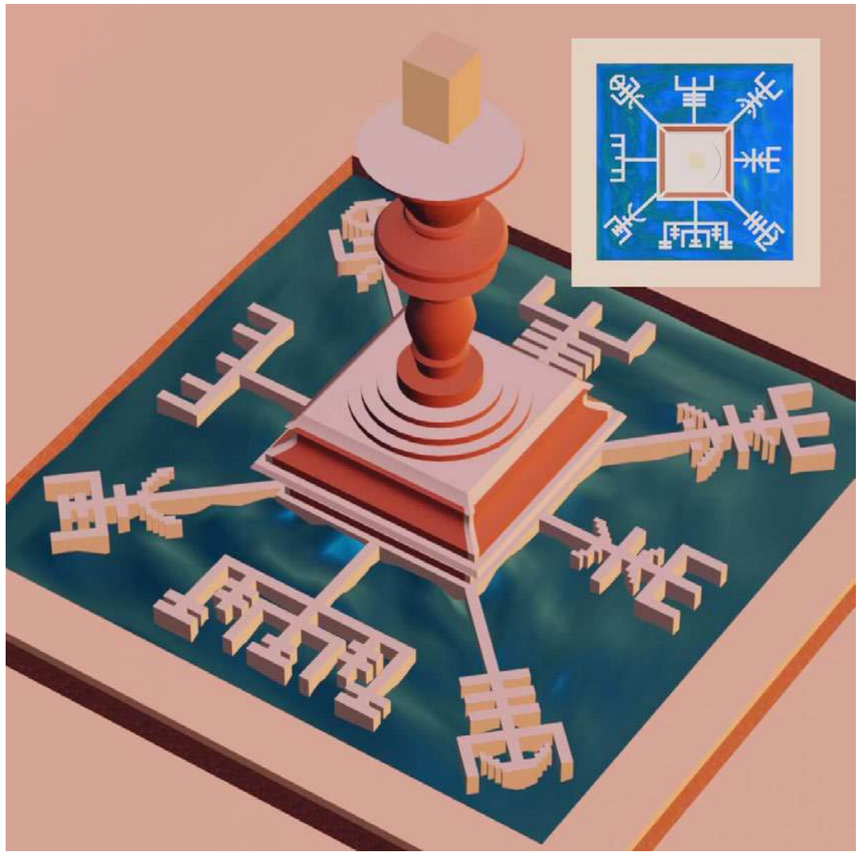












INTERACTIVE DESIGN ILLUSTRATION ANIMATION

SPACE SARDINES



Goal

Practice HTML5 coding and animation in Adobe Animate by creating a Tamagotchi-inspired environment with one interactive animation.

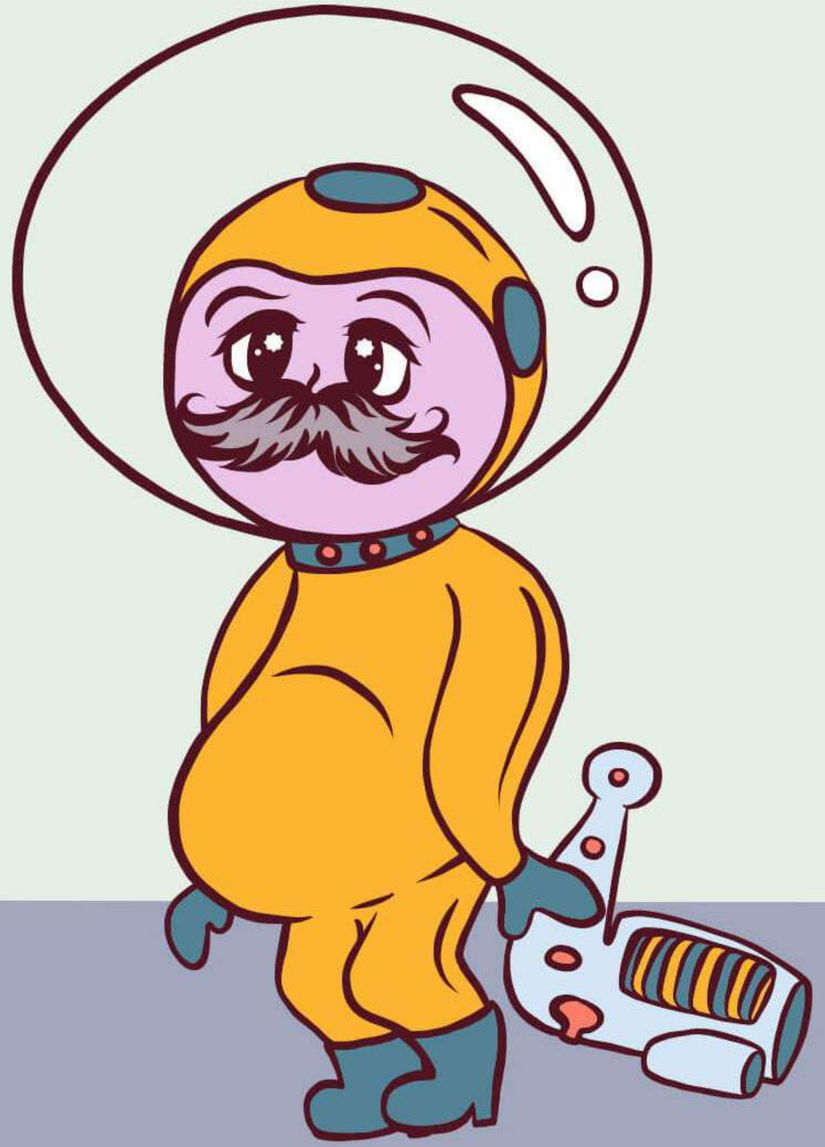
Concept & Strategy

I brought to life an old doodle I found in one of my sketchbooks.

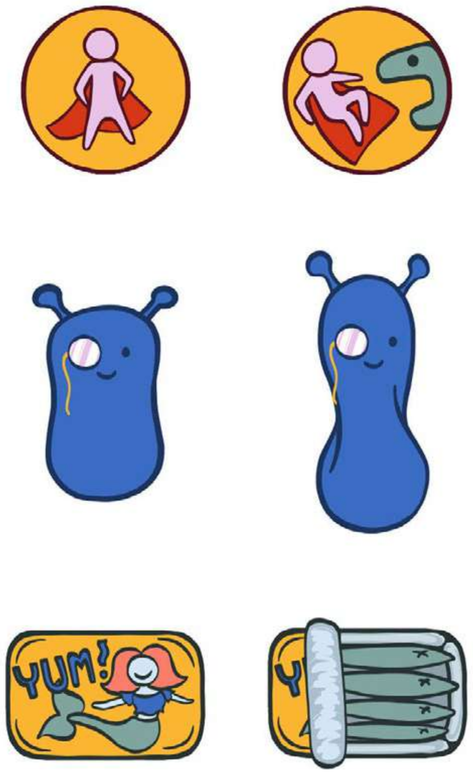
This animation uses both frame-by-frame animations and tween animations. Keeping the pieces of my digital illustrations isolated and organized was crucial throughout this project.

View the animations on my **website**!






Up:
YUM!
Tin is glistening to draw attention to it
Over:
Top peels back
Up:
Over:
Up
Over


YUM!


YUM!


YUM!


YUM!
Z Z Z


YUM!
2
Hero fights sardine for a bit
3
Hero and sardine fly back into his head through the top door
4
Door opens, hero and monster sardine fly out


YUM!

PACKSACK

GRAPHIC DESIGN

BRANDING

PRINT DESIGN

Goal

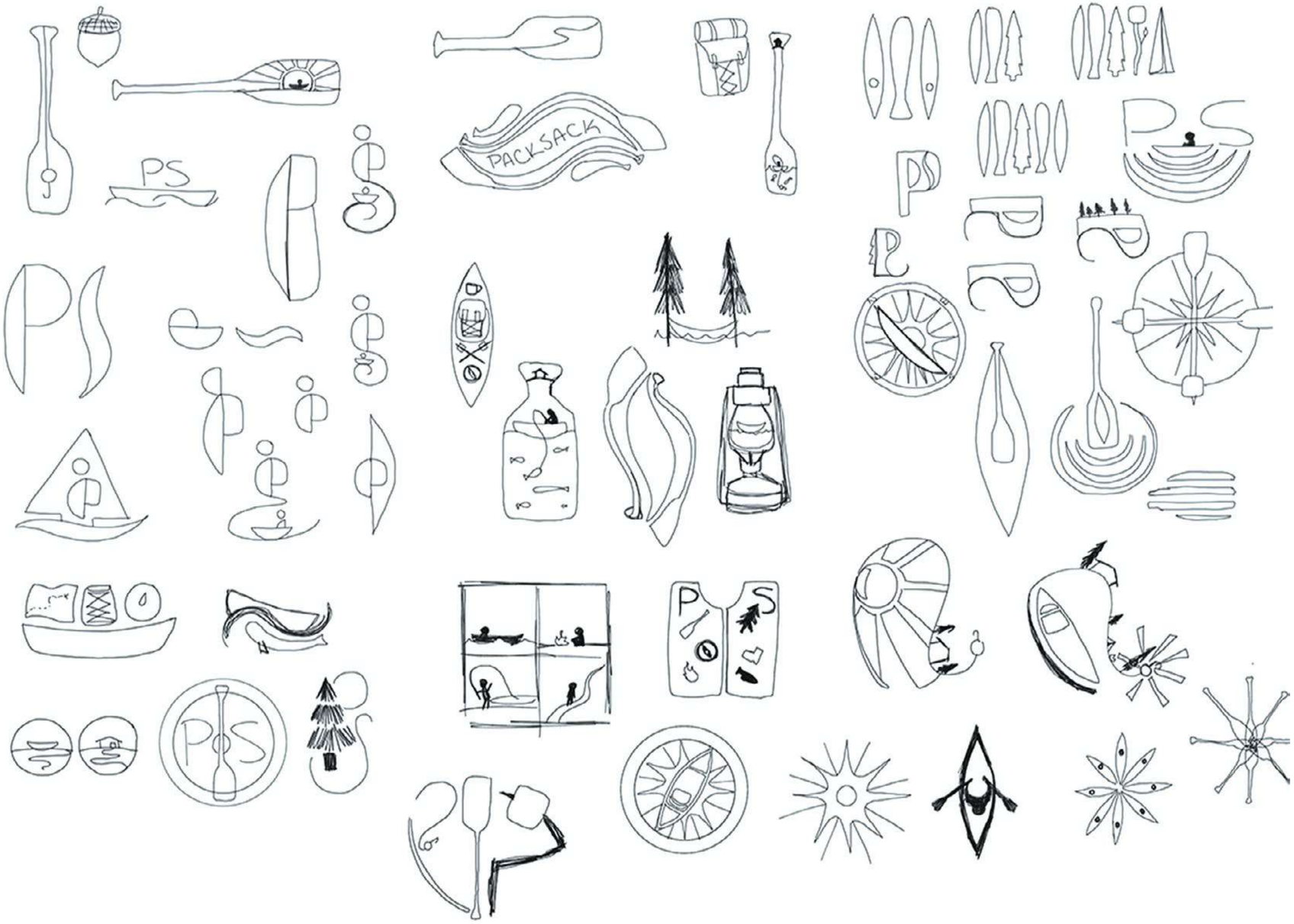
Create a hypothetical redesign of Packsack's logo and overall branding.

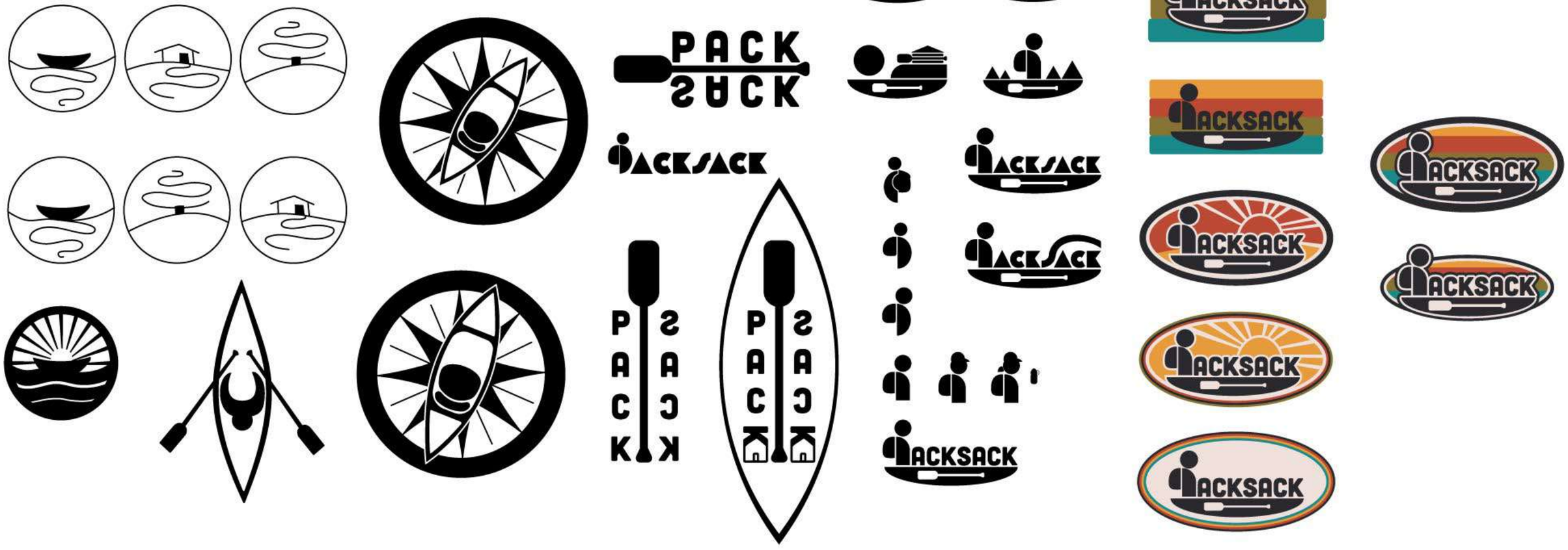
Concept & Strategy

Packsack is a family-owned business that offers outfitting services, cabins, hiking, and fishing in Minnesota's Boundary Waters Canoe Area Wilderness (BWCAW). Families bond over nature adventures, and scout troops especially love visiting this location.

While iterating, I liked that a reversed 'P' resembled a torso and backpack. With this in mind, a friendly Packsack "bud" emerged, floating in a Packsack canoe. It was only natural for this Packsack bud to become customizable, which presented exciting opportunities for campers to express their individual personalities and remember their adventures with fellow campers.




PS
PACKSACK
PS
PS
PS
PS


PACKSACK
PACK
SACK
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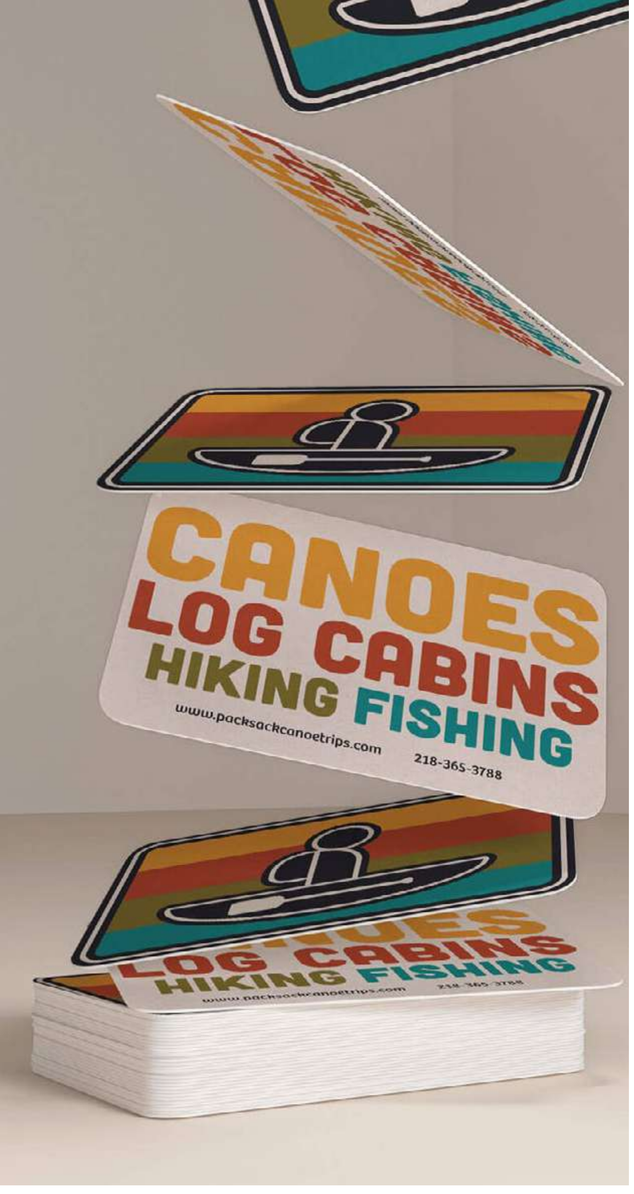
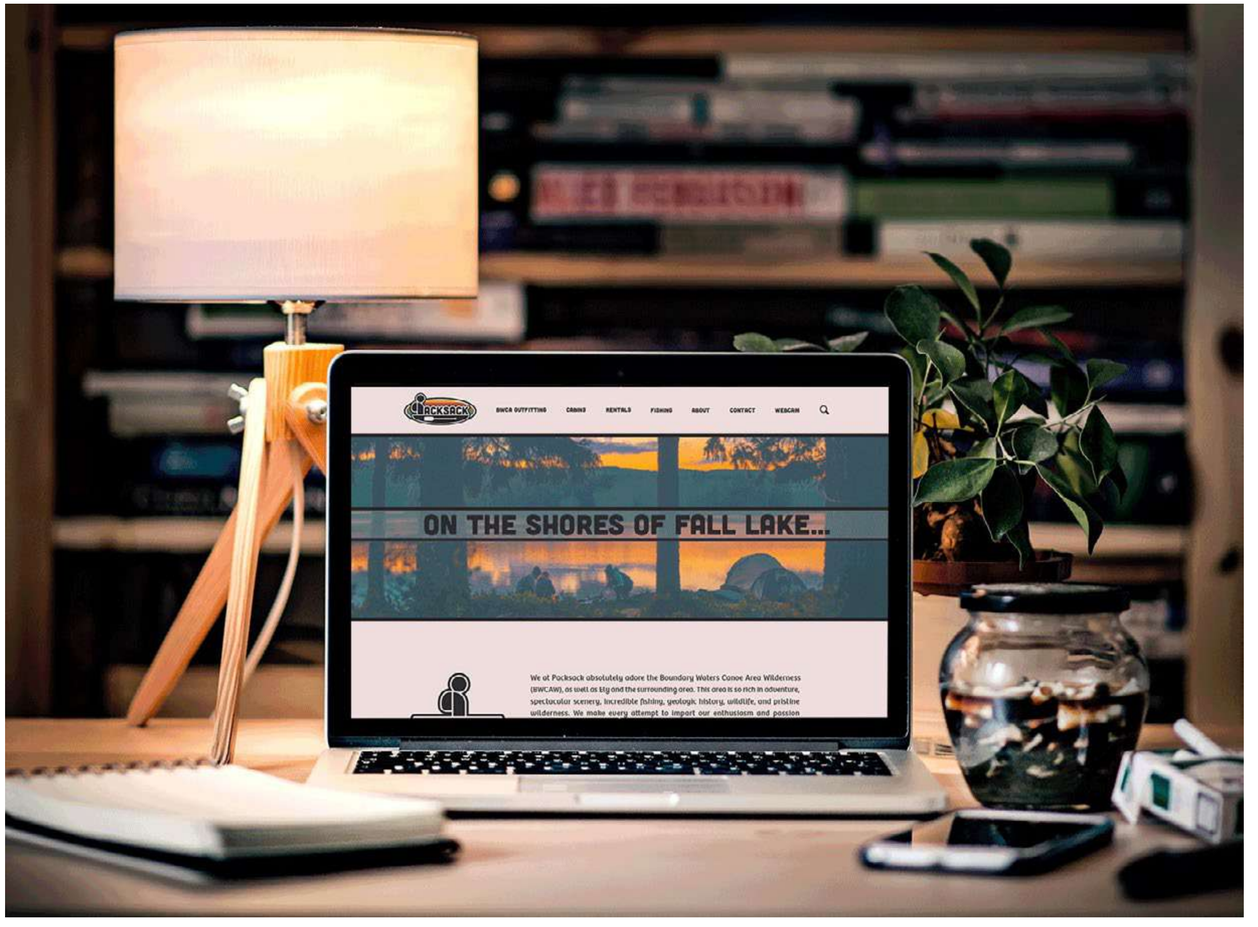
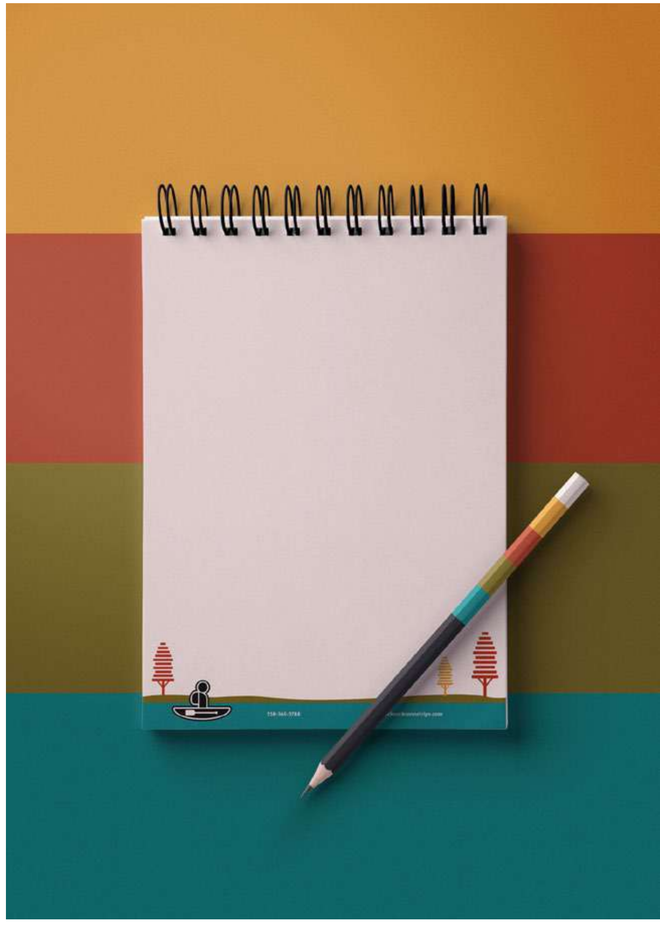

CANOES
LOG CABINS
HIKING FISHING
www.packsackcanoetrips.com
218-365-3788


PACKSACK
BWCA OUTFITTING
CABINS
RENTALS
FISHING
ABOUT
CONTACT
WEBCAM
ON THE SHORES OF FALL LAKE...
We at Packsack absolutely adore the Boundary Waters Canoe Area Wilderness (BWCAW), as well as Ely and the surrounding area. This area is so rich in adventure, spectacular scenery, incredible fishing, geologic history, wildlife, and pristine wilderness. We make every attempt to impart our enthusiasm and passion



CUSTOMIZATION

To add some personalization, visitors can customize their very own PackSack bud! This can be printed on custom t-shirts and mugs as fun souvenirs.

Customize:

- Number of members
- Accessories
- Colors
- One PackSack item









BIGFOOT BUD


ACKSACK


PACKSACK
129 Winton Point Rd. Winton, MN 55731
www.packsackcanoetrips.com
nick-danielle@packsackcanoetrips.com
218-365-3788
We at Packsack absolutely adore the Boundary Waters Canoe Area Wilderness (BWCAW), as well as Ely and the surrounding area. This area is so rich in adventure, spectacular scenery, incredible fishing, geologic history, wildlife, and pristine wilderness. We make every attempt to impart our enthusiasm and passion for the Boundary Waters Minnesota to every guest, treating this place and each guest as a wonderful gift to be cherished – every day!
Follow us!
BWCA OUTFITTING (ELY, MN)
DESIGN A BUD!
Spruce up your visit by customizing your very own PackSack bud! Designs can be printed on apparel and mugs. Visit our website to start customizing:
Number of members (1-3)
Hat and/or Hair
PackSack item
www.packsackcanoetrips.com 218-365-3788







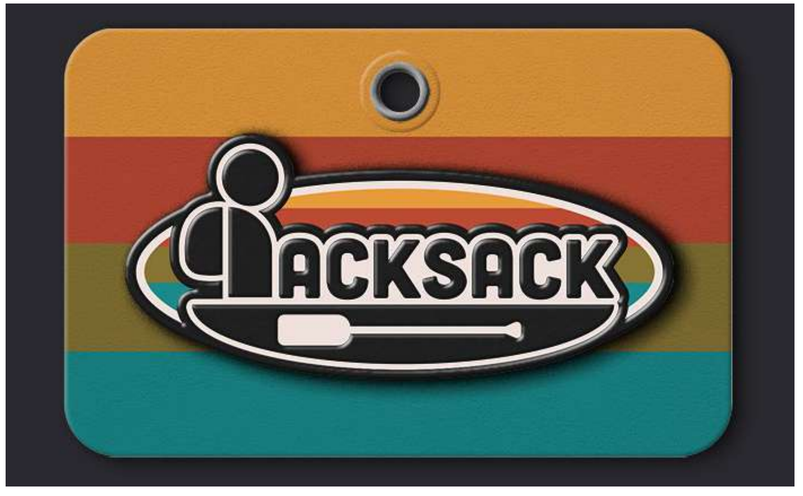

ACKSACK










ACKSACK

CAITLIN

SMITH

Thanks for viewing!

Interested in learning more about my projects and process?

caitlin.e28@gmail.com

https://www.linkedin.com/in/caitlin-smith-304796192/

https://csmithdesign.myportfolio.com/work