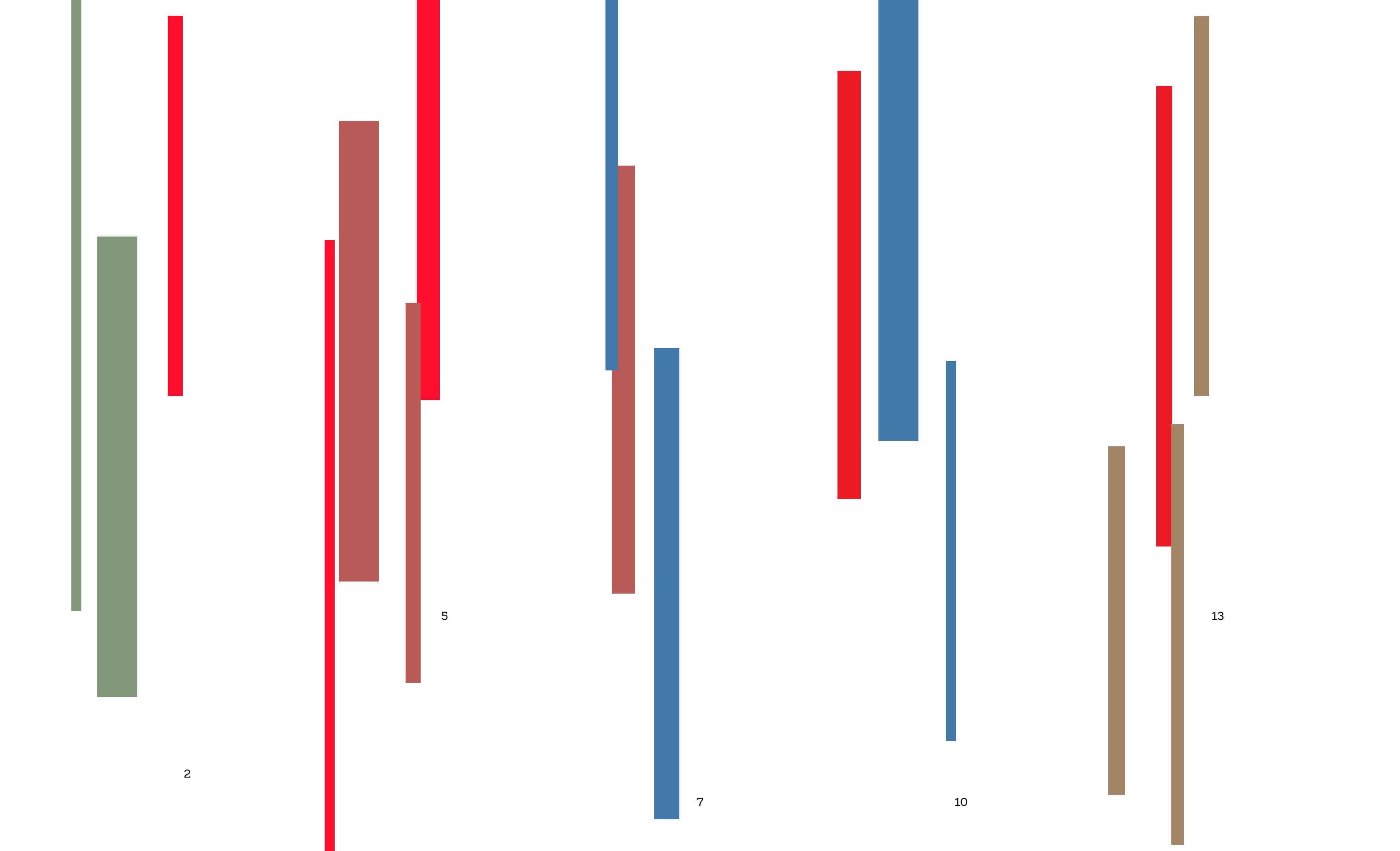


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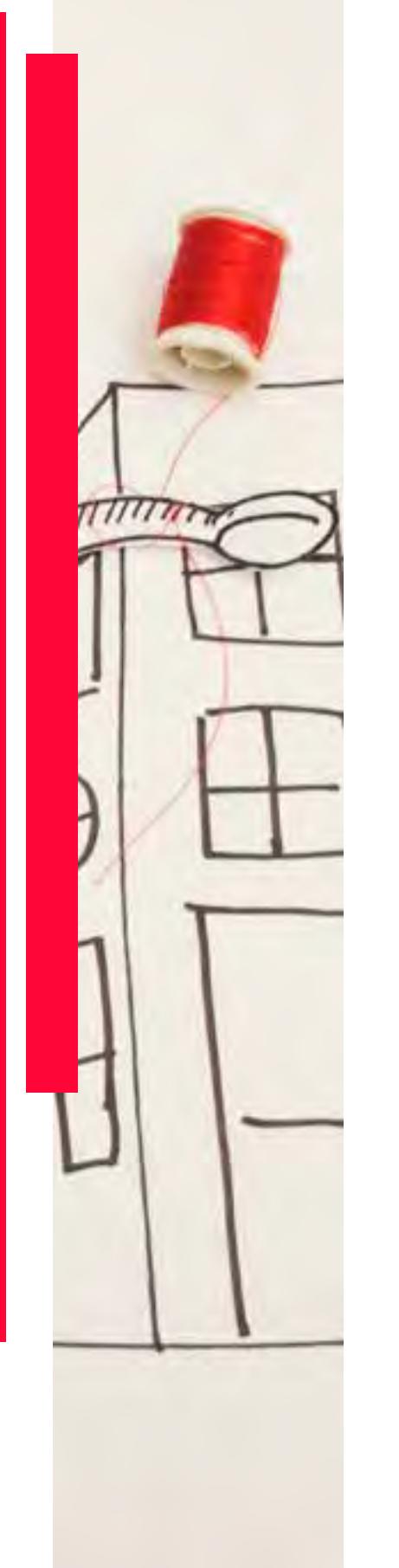
brittany maag

## DESIGN PORTFOLIO

As a designer I strive to create work that is based upon different concepts and imbued with layers of meaning, even if I am the only one who sees them. Although it is the concept that drives my solution, I strive for visual order and simplicity through grids, balance, and hierarchy of elements. For this reason, my solutions contain flat color, bringing more attention to the content and concept of the design piece. This book includes several works that contain my vision for making simple designs full of significance.



back to menu

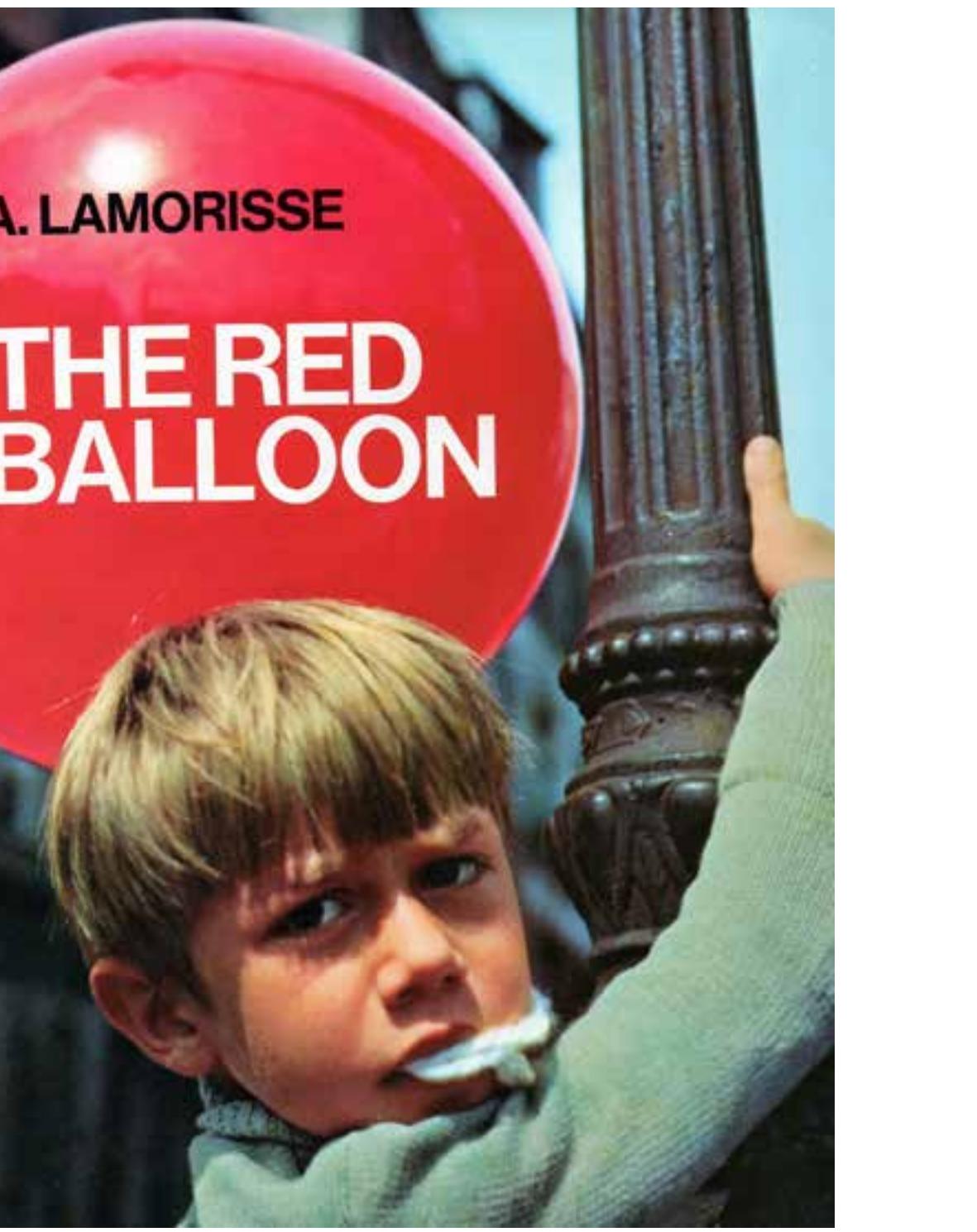


The Red Spool Animation

Influence  
Story Board

## Influence

The Red Spool is my interpretation of the French short film, The Red Balloon (1956), by Albert Lamorisse. The film is about a boy who finds a red balloon and it goes on adventures with him. The boy becomes very fond of the balloon, and when the bullies pop it he mourns but is rescued by a bunch of other balloons who take him around the city.



The Red Balloon, Albert Lamorisse



The Red Spool Animation

[watch stop motion animation](#)

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### Scene One: The Red Spool

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The first scene depicts the boy as a pipe cleaner who finds the spool representing the balloon. The boy goes on an adventure with the balloon to his house.



### Scene Two: The Red Spool

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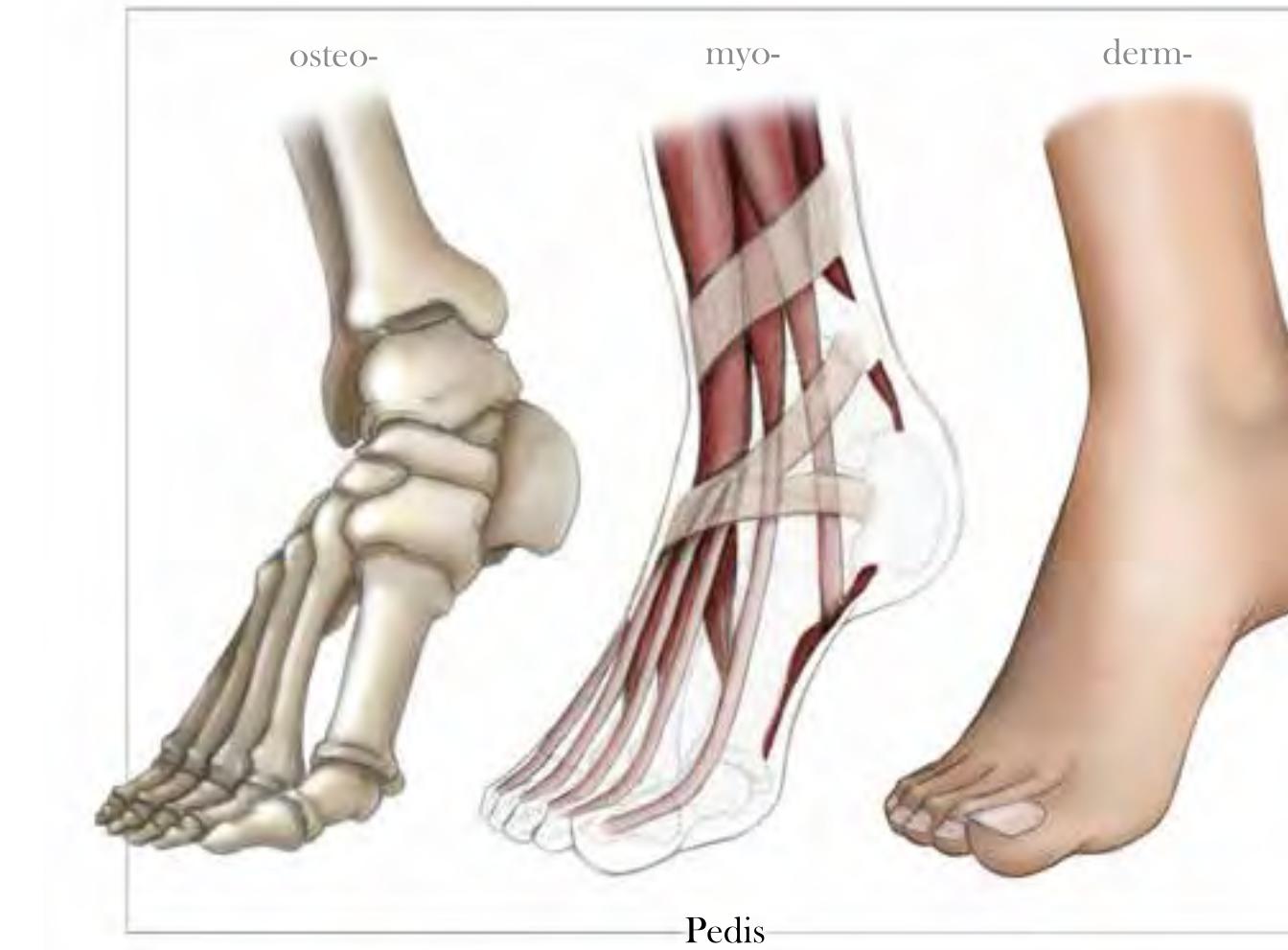
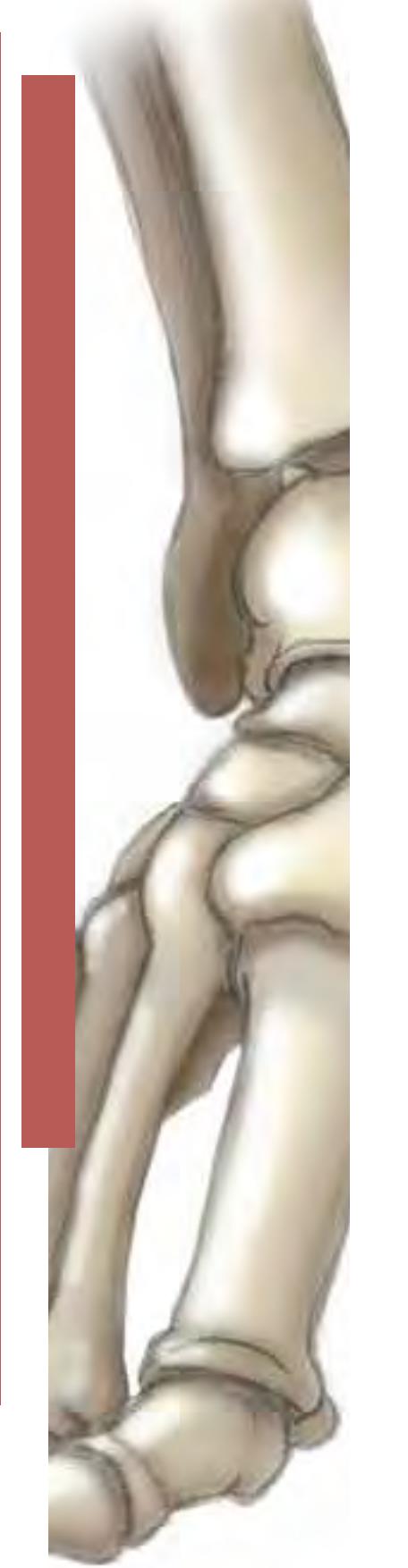
The second scene is where the climax takes place and the bullies depicted as sharp objects, destroy the boy's new balloon friend.



### Scene Three: The Red Spool

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In the final scene, balloons from all over the city rescue the mourning boy and take him on a flying adventure around the city.



Medical Foot Illustration

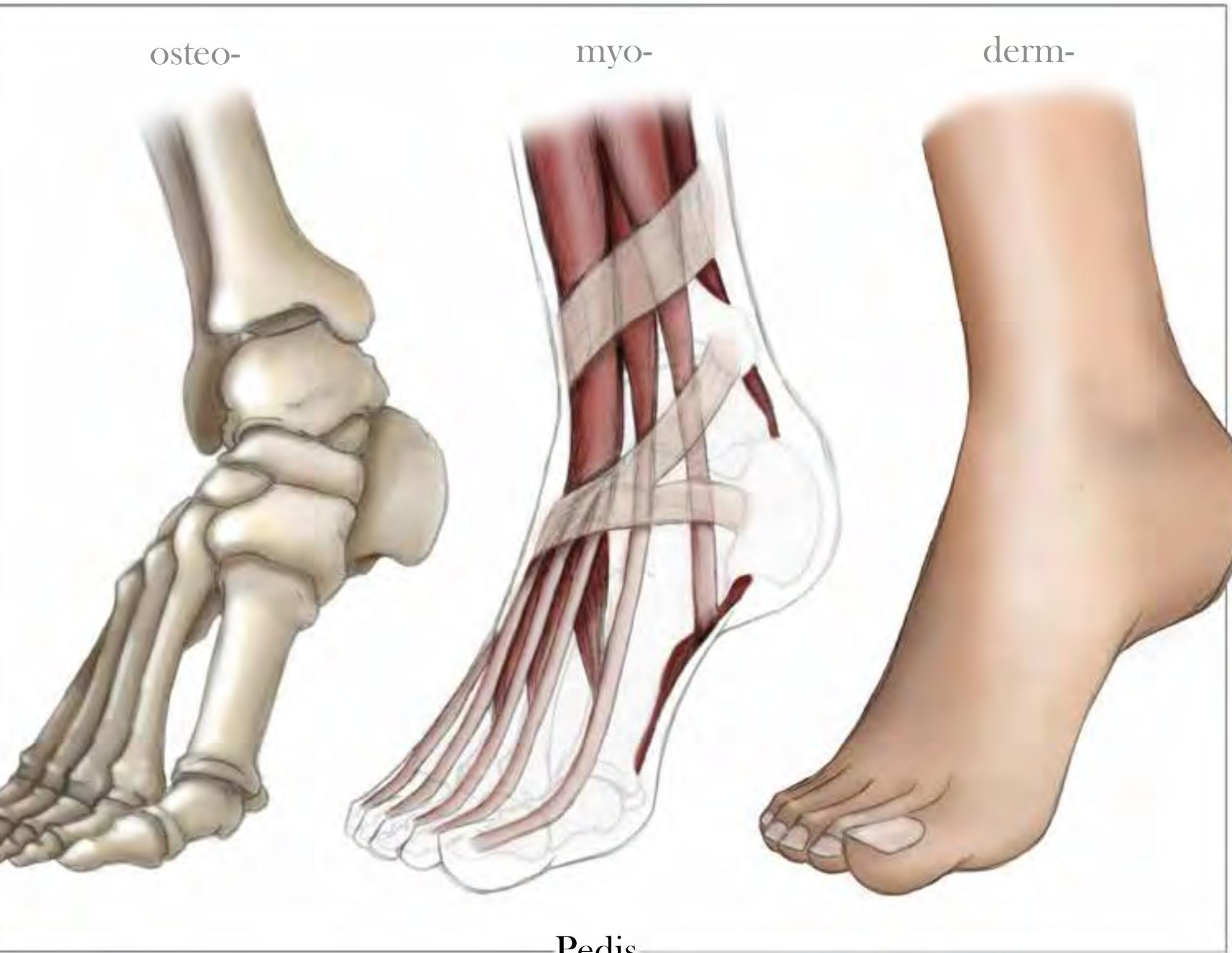
Process  
Final Illustration



## Process

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My idea for this design was to create the different layers of the foot to provide a visual of the bones, muscles, and skin to assist in visualizing medical information. I used the Gray's Anatomy Medical Book as a reference to depict the parts of the foot correctly. After I drew out the different layers I started to play with the orientation of the feet and how I wanted them displayed. I then started to add color in Photoshop.



## Medical Foot Illustration

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I used medical terminology to identify the different parts of the foot. A border was added to unify the three illustrations together.



Print Techniques Book

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Influence  
Page Layout  
Importance

## Influence

When coming up with different ways to portray various printing techniques, I decided to imitate a pantone swatch booklet, that is organized by color and is easy to find each print technique.



## Page Layout

There are 10 different techniques that are explained in my manual. The different types of printing is separated by color and includes information about what the print style is, along with advantages and disadvantages. Each page uses grids and guides to organize the layout of the content.

electrostatic

Electrostatic printing is good for very short printing runs because it uses a process where toner sticks to a charged drum and is thermally fused on to a page, similar to photocopying.

Electrostatic printing is a process of printing without contact, a typeform, and ink. The paper is coated with a very thin layer of zinc oxide, which makes it an insulator while in the dark and a conductor of electricity when exposed to light. This paper is given a negative electrical charge in the dark. It is then exposed by light projected through a positive.

brittany  
maag



## Importance

There are 10 different techniques that are explained in my manual. The different types of printing is separated by color and includes information about what the print style is, along with advantages and disadvantages. Each page uses grids and guides to organize the layout of the content.

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Japanese Relief Posters

Tri-Poster Design  
Social Issue

### Japanese Relief Poster: History

After the tsunami that occurred in Japan of 2011, I decided to make a poster series that would inform people about the destruction in Japan and ways to help the struggling citizens. The first poster includes information about the country before the tsunami, such as the population and the capitol.



### Japanese Relief Poster: Disaster

The second poster expresses the devastating occurrence that happened on March 11, 2011. There are words and images that represent the catastrophic events that took place, such as the number of people who died and were missing.

## Japanese Relief Poster: Help

The last poster includes ways to help Japan and support them by raising money to donate to people in desperate need.



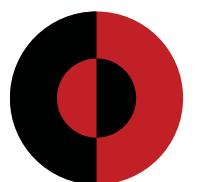
## Series as a Whole

The Japanese Relief Poster series that I designed was intended to help raise awareness and persuade people to contribute and make a difference to those in need. When all three posters are placed next to each other they combine into one poster resembling the Japanese symbol of the rising sun. Each poster also includes the American Red Cross logo and website to give the viewer a place to learn more about how they can help.



## Volstead Wine Co.

Logo Design  
Business Cards  
Wine Label

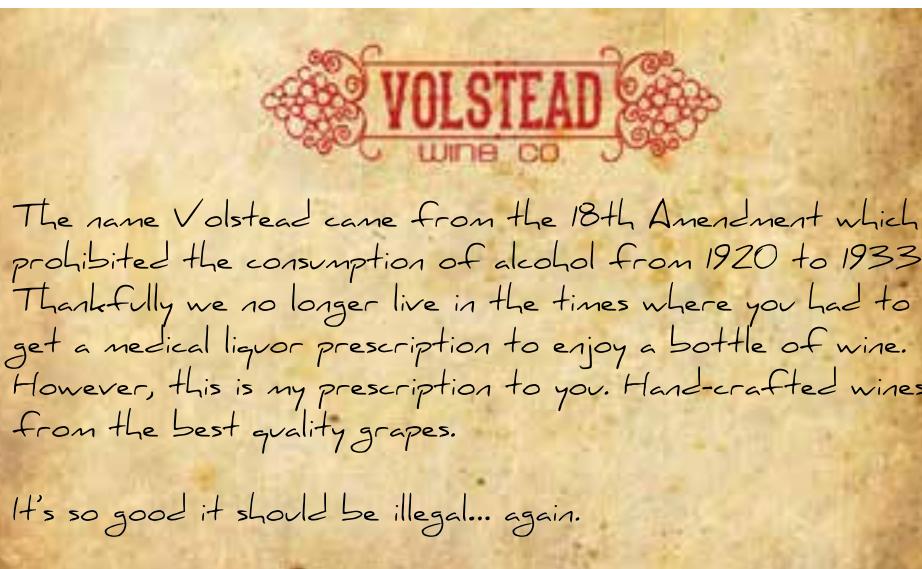


## Logo Design

The name Volstead comes from the 18th Amendment which prohibited the consumption of alcohol from 1920 to 1933, and therefore the logo combines both Old Western and New Millennium styles to target a young demographic.



front



back

## Business Cards

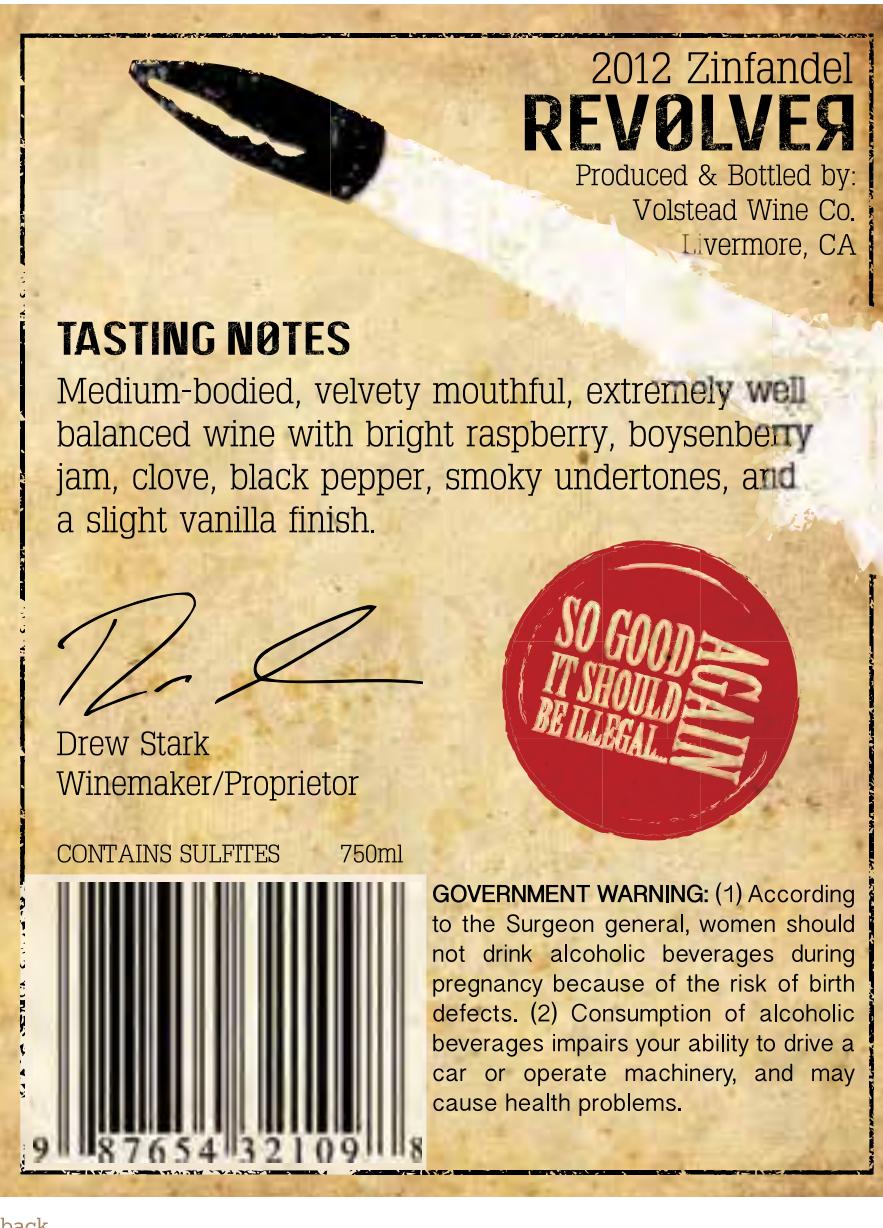
Since the name of the company, Volstead, comes from the prohibition act, I decided to make the business card into a medical prescription for alcohol to pay off of the amendment. The back of the business card includes more information on what "Volstead" means, to provide the consumer with a background of the company's name.

## Revolver, Wine Label

Revolver is a “big, in your face” zinfandel wine, which is why I depicted a revolver pointing out of the label. The back of the label continues with the theme of a revolver with the passing of a bullet. The target market is young consumers interested in wine from the ages of 21 to 35.



front



back

## Colophon

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Layout created in Adobe InDesign CS6

Designed by Brittany Maag, 2013

Typefaces: Avenir 16 pt. Sanchez 8 and 10 pt.



Thank you for your time. If you have any questions feel free to contact me.

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