



**HANNAH RAUDSEP**

communication design & marketing



## 8. Visual Identity & Corporate Advertising



## 30. Illustrations & Book Design



## 34. Web Design

[www1.pacific.edu/~hraidsep/](http://www1.pacific.edu/~hraidsep/)  
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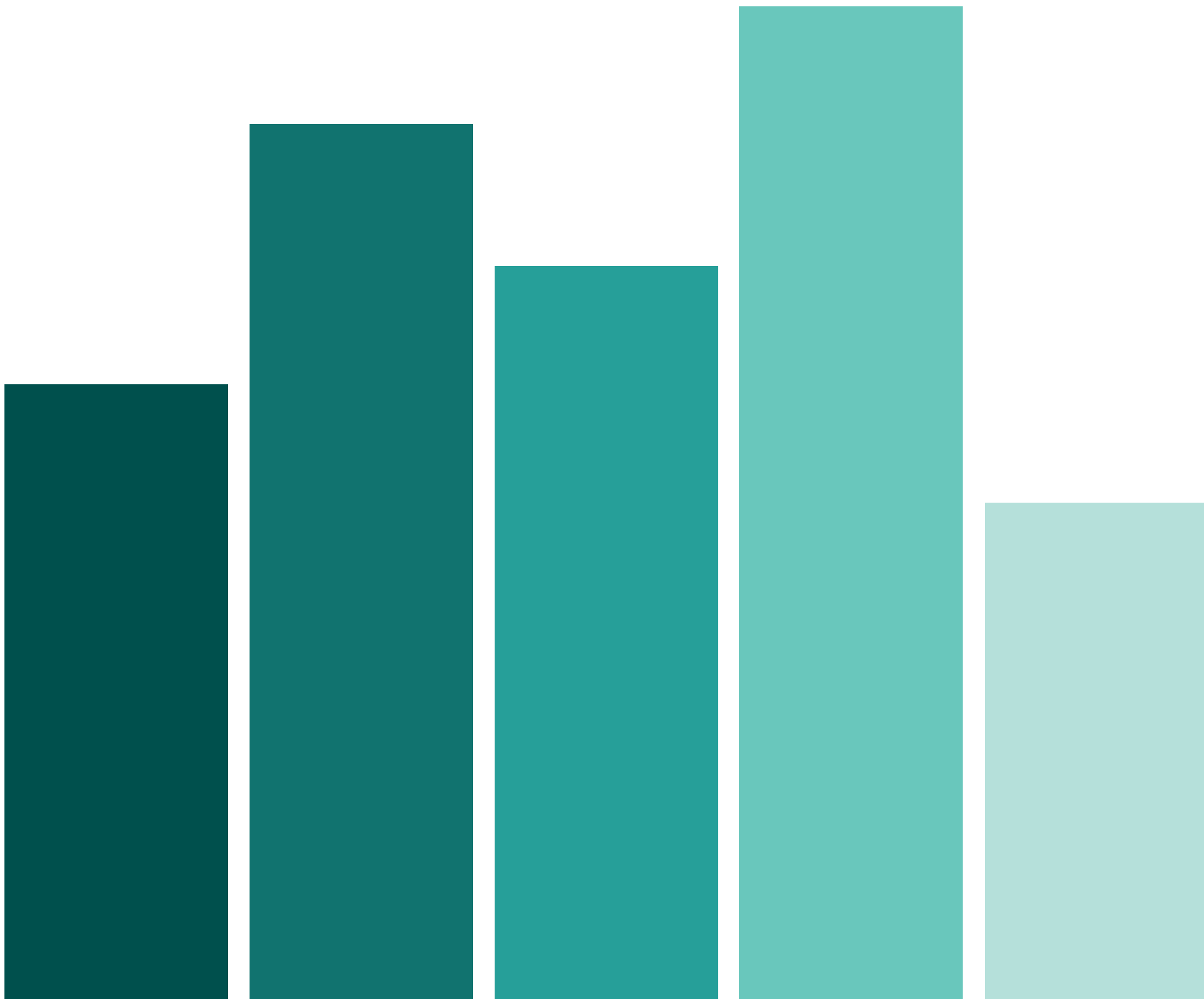


## 38. Motion Graphics



## 42. Package Design

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# ORIGIN OF INSPIRATION

My work has always been inspired by the natural colors of the world surrounding me, the chaos and architecture of a big city, the packaging of my favorite products, the geometric forms and clean lines of Russian Constructivism, and the illustrations from my favorite childhood stories. As I continue to learn and experience the world I continue to be influenced and inspired by people, technology, and designs I surround myself with.

Drawing, painting, and being creative have always been a part of my life. As a child if I wasn't playing outside I was doodling. I have been curious what grabs a person's attention? Why do we pick up a particular book off the shelf? Why do women touch every article of clothing that strikes their interest in a store? What makes a person make the purchase? It is these questions that sparked my interest in marketing, and soon after my real passion graphic design.

Illustration, geometric shapes, and inventive textures have been common throughout my designs. The work of Kevin Tong inspires me to use my drawings as a texture, the main attraction, or an accent to my designs. Movement is created throughout Tong's well-balanced compositions through the use of diagonal lines. Non-traditional and complimentary colors intrigue the viewer of Tong's work. His work inspired me to try more variety in my color selection, and utilize my illustration skills to create new solutions to my common design dilemmas.

The medium that I am most intrigued by is the combination of old techniques and modern design. I enjoy using traditional techniques for my initial drawings and designs and then adding additional details and design elements

digitally. The use of letterpress, embossing, hand made papers and unusual materials interests me and leads to many of my experiments.

When developing my concepts I develop an initial idea and begin immediately. Working through this initial design helps me to further develop a multilayered idea that incorporates all materials I choose to use. I believe it is important to allow the viewer of your designs to understand and experience what they are viewing using a variety of senses. If a company clearly states in its mission statement the importance of being green it is important to create a design that can convey this to the viewer. Utilizing recycled papers and packaging is the obvious route, but developing packaging that has an alternate purpose as well is taking the design to another level.

Being a grounded, open minded, and spiritual person has always been something I strive for. This idea applies to me both mentally and physically, and furthermore is transferred to my designs. I enjoy trying something new and love watching the shock and happiness that appears on someone's face when you present them with a design they inspired you to create. Clients challenge us as designers. They ask for something innovative yet classic, or colorful yet not overpowering. It is important for these challenges to motivate us and inspire us. We must be confident in what we design, yet open to criticism and encouragement to push ourselves further.

I hope to continually be inspired by the world surrounding me, and learn from the artists and designers that came before me.



CREATE  
PLAY

BUILD

COMMUNITY

CREATE  
PLAY  
BUILD

COMMUNITY

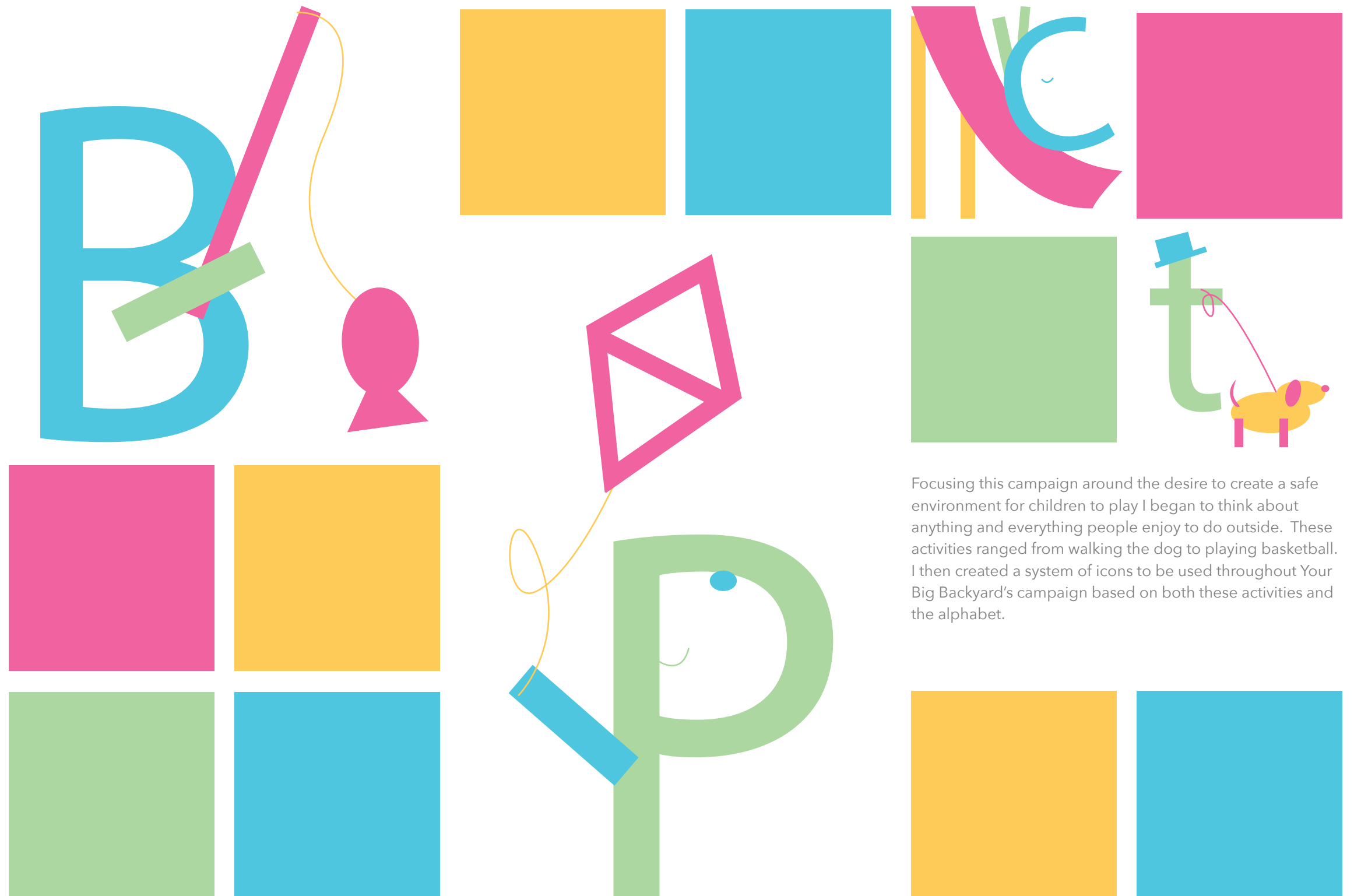
# YOUR BIG BACKYARD

## Advertising Campaign

What is a park to a community? "Your Big Backyard" answers that question. Not every family can have a big backyard of their own to play in, so why don't we restore the parks to create play and build community. Most Stockton parks seem to have been neglected and have become unsafe for young kids to play in. Some parks are unsafe due to the lack of maintenance, while others are unsafe due to the other dangerous activities that take place in them.

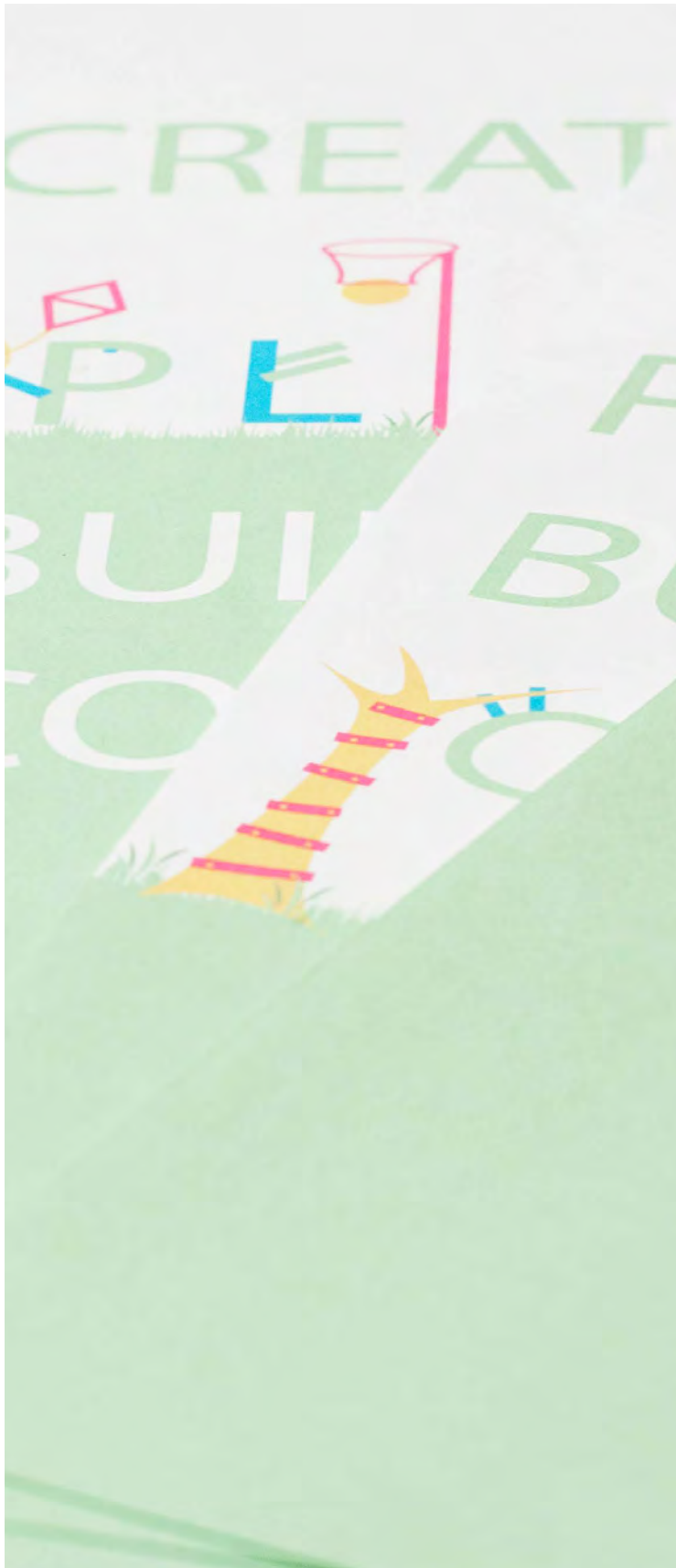
The underlying goal of this project was to spark creativity in the younger generation by promoting creative play in a safe environment. Your Big Backyard has begun to plan projects in parks all over Stockton. Continuing the use of the slogan "Create Play, Build Community." This project included the creation of a poster campaign and a website layout for Your Big Backyard.

## “CREATE PLAY, BUILD COMMUNITY”



Focusing this campaign around the desire to create a safe environment for children to play I began to think about anything and everything people enjoy to do outside. These activities ranged from walking the dog to playing basketball. I then created a system of icons to be used throughout Your Big Backyard's campaign based on both these activities and the alphabet.





Application

The posters were created to with the goal to grab the viewers attention and redirect them to a more educational and informative website. The posters would be placed in local coffee shops, on telephone poles, and throughout communities with parks in need. The website address was included on all promotional material for Your Big Backyard.



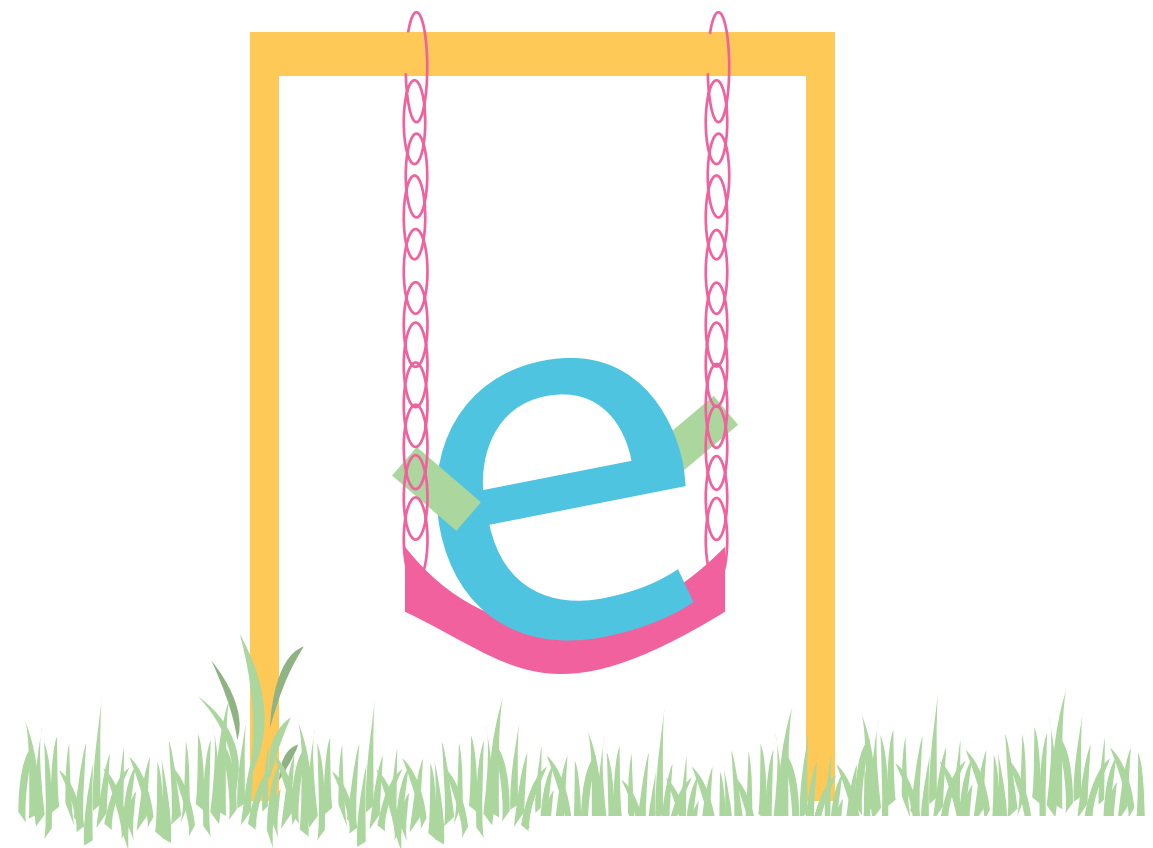
## The Design Brief

A Design Brief was created to focus the purpose of the project and prioritize the applications.

Studies have been conducted proving that children are becoming less active, as well as, getting less fresh air, reading, participating in imaginative play, and spending time with their families. The goal of this organization is to involve community members and successfully organize work days to improve local parks, playgrounds, and community centers. One objective is to organize one project per month with a variety of times and days for people to volunteer.

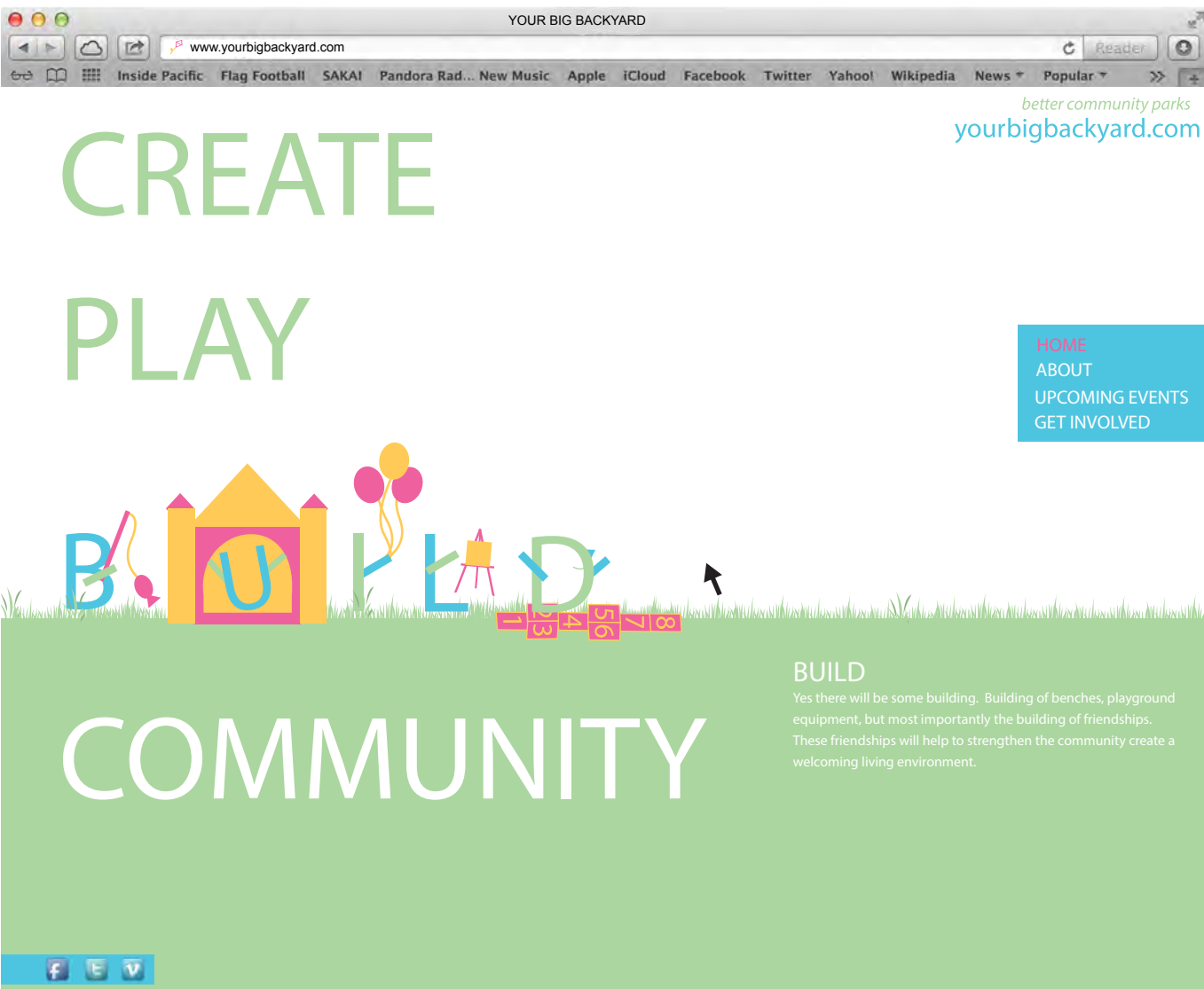
The campaign needed to both spread awareness and motivate community members to get involved. The posters should spark interest, while providing an opportunity to learn more information by visiting the website.

The marketing material created will be aimed at current Stockton residents who own houses neighboring elementary and middle schools. These community members will see posters in local coffee shops, schools, libraries, and local businesses. When these community members attend local events they can visit a "Your Big Backyard" booth to learn more about upcoming events and ways to be involved.



# Web Design

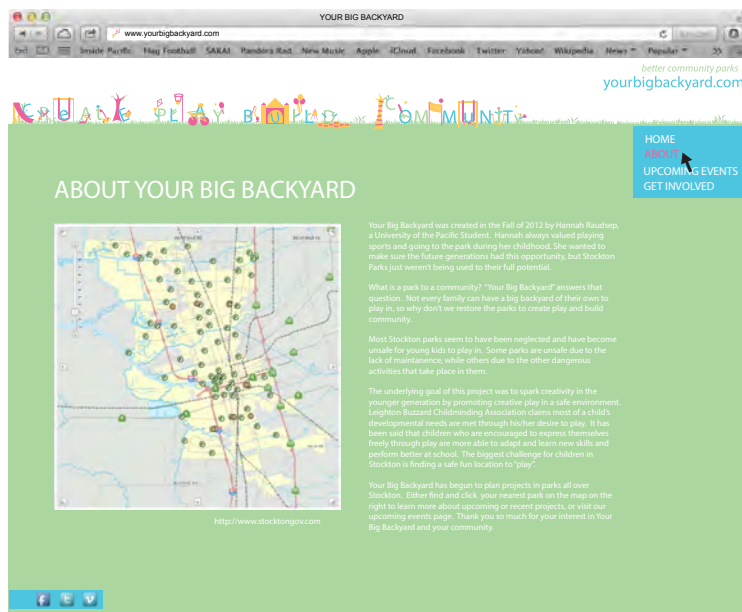
The images below show the splash page for Your Big Backyard. As the user rolls the mouse over one of the words in the phrase “Create Play Build Community” the meaning of that word applying to the organization. This allows for the user to immediately get a sense of the playful nature of the organization and why it is in existence before exploring the entire site. Once the user has selected a page from the navigation bar on the right they will be directed to one of the pages shown on the next page.



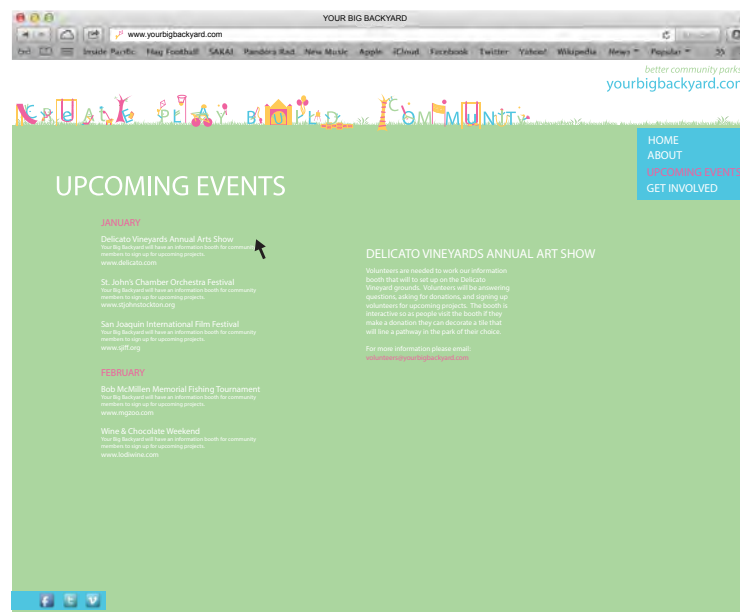
Website Home Page: Build



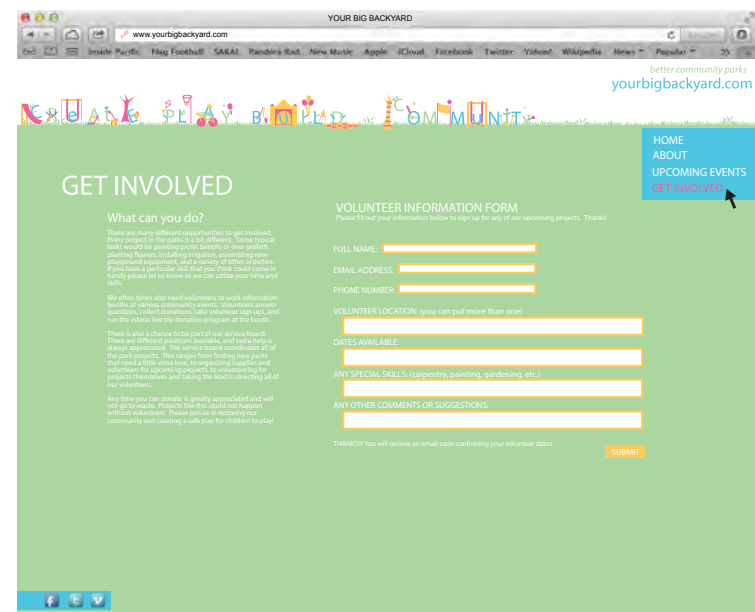
Website Home Page: Community



The about page shares more about the organization as well as shows a map of all parks in the local community. This map allows for viewers to gain knowledge about parks in their area and see where upcoming projects are taking place.



The upcoming events page allows the the viewer to locate upcoming events. The events are listed by month. When the event is clicked on a description will appear on the right side of the page. This is where the viewer can read about the progress of that project and the tasks that will be completed on that event day. There is also contact information for the lead of each event listed at the bottom of the description.



The get involved page describes the different ways a volunteer can participate, and allows them to fill out a contact form to receive more information about the projects they are interested in.





# GUIDESENSE

## Visual Identity

Working in collaboration with a Product Innovation Engineering class, we were all given the opportunity to create the visual identity and branding for a new invention. The invention I worked with is Guidesense's INSTAVALET.

The product is a sensor and computer system that will be sold internationally to parking garages with the goal to save drivers time and create safe parking garages through directing drivers to open spots within the garage.

I was presented with the challenge of creating a visual identity and advertising campaign for INSTAVALET.

## Logo Selection



Final Guidesense logo & color selection

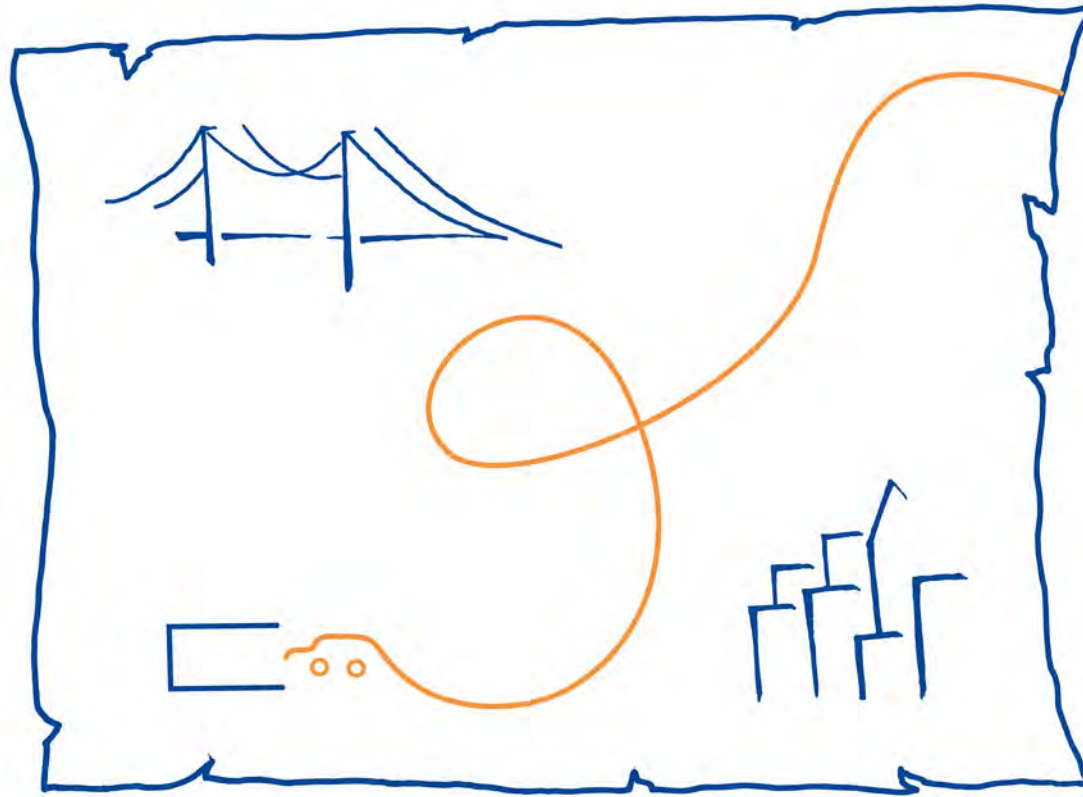


Final INSTAVALET logo & color selection

## Visual Identity Color Selection

The logo on the upper-left is for the company Guidesense. This company oversees the variety of sensor systems available. INSTAVALET is the first parking garage system released by Guidesense. The Guidesense logo uses the typeface Futura, and the INSTAVALET typeface used the typeface Bank Gothic. Both logos use a consistent color scheme shown below.





Take the “hunt”  
out of finding the  
treasured spot.

**INSTA****ALET**  
THE HASSLE FREE PARKING GARAGE

Treasure map final billboard

## Advertisement Creation

This advertisement uses a treasure map as the challenge the viewer must navigate through. INSTAVALET will guide and decode the parking garage lead the customer to a open spot or "treasure" near them.



Treasure map final billboard applied

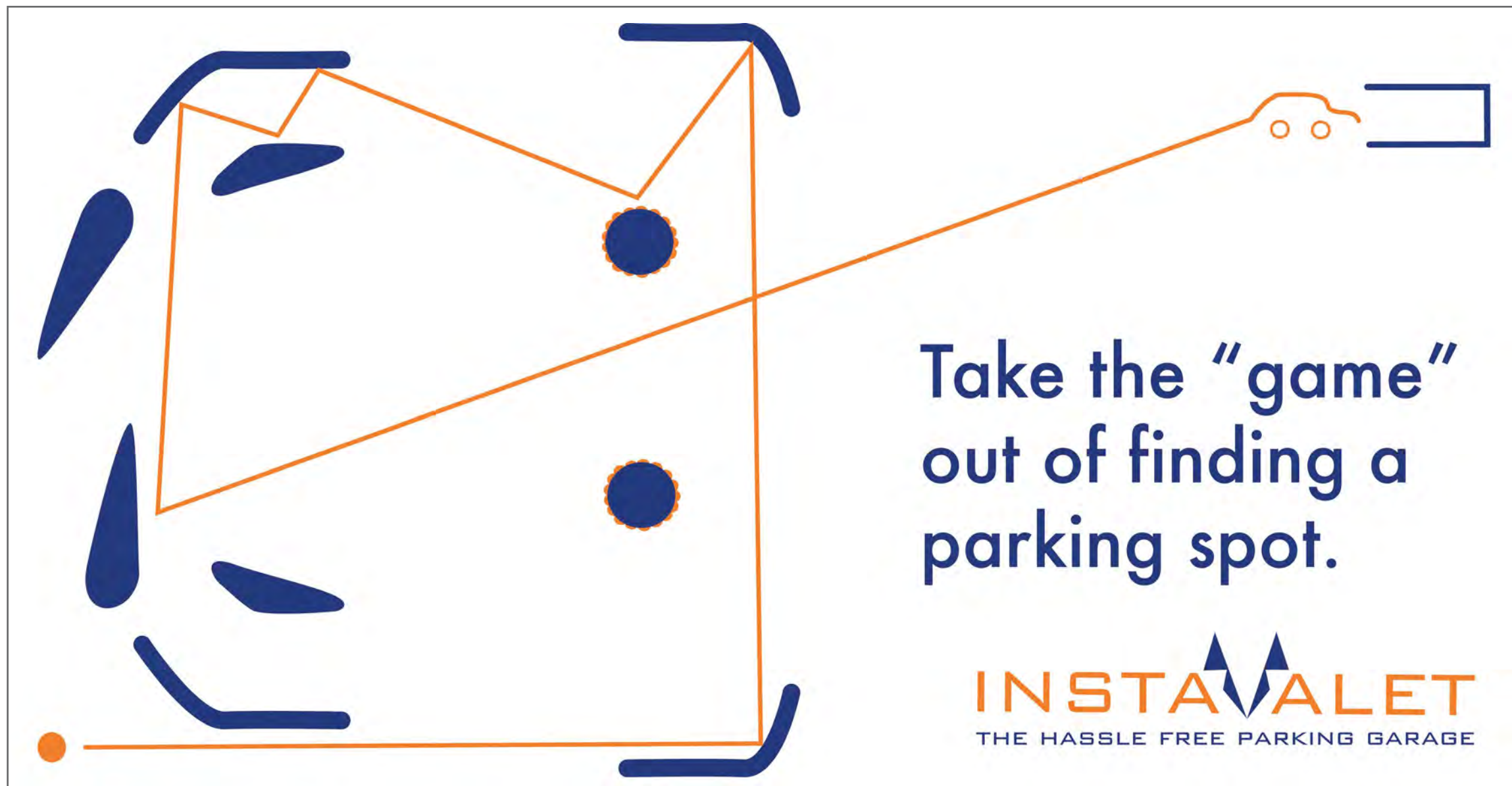


Maze final billboard

The advertisements shown are to reach the chosen demographic by focusing on common and relateable issues they face. The common problem of finding a parking space is then connected to a common game or challenge. In this case the challenge is a maze. INSTAVALET guides the viewer through the maze to the nearest parking spot.



The final advertisement of this series is a pinball machine. The ball bounces around just like a person feels when searching for an open spot in a parking garage. Eventually the car will find a spot, but in this case INSTA VALET speeds up the process.



Pinball Machine final billboard



# 11 Global Snapshot

## Performance Metrics

Just two years after weathering the most difficult economic environment in a generation, Caterpillar is now posting record profits, cash flow and a strong balance sheet. Strong demand in rebounding markets only accounts for part of this best performance.

ing from past business cycles, Caterpillar's plan in 2008-2009 was designed to the downturn and to emerge in a financial

Caterpillar did "Caterpillar's global reach and presence is unmatched in the industry. We serve more than 180 countries around the globe with more than 300 products. More than half of our sales are outside of the United States."

ments in capacity careful attention y invested attractive fit. In been

the accompanying earnings dilution. In addition to the need for new equity and debt issuance. This avoided Bucyrus, in 2010 and 2011 Caterpillar completed two other acquisitions, MWM, a supplier of diesel and natural gas generator sets and integrated power systems, and Electro-Motive Diesel, a premier provider of locomotive technology, for a combined \$1.6 billion.

effectively managed through the **Caterpillar Production System** and an unwavering focus on cost management. As a result, Caterpillar has been able to translate additional volume into profit and cash pull-through to the bottom line.

This pull-through, in turn, has been instrumental in Caterpillar's ability to complete three acquisitions during the past 18 months, including its largest purchase ever. This \$8.8 billion transaction was financed through available cash generated from hitting profit targets, diligent focus on working capital management, and a public debt issuance. This avoided the need for new equity and

### North America

Sales & Revenue (in millions)

- Construction Industries
- Resource Industries
- Power Systems
- Financial Products
- All Other

Employees

Cat Dealers

### Latin America

Sales & Revenue (in millions)

- Construction Industries \$3,041
- Resource Industries 2,831
- Power Systems 2,363
- Financial Products 361
- All Other 73

Employees

Cat Dealers

19,111



# CATERPILLAR

## Annual Report

An Annual Report is created with the goal of providing stock/share holders a comprehensive overview of the company's activities and financial performance over the past fiscal year. Over the 2011 fiscal year Caterpillar saw a lot of growth and maintained focus on the wants and needs of their customers and surrounding communities. For this project the theme of "gearing up for the future while remembering the past is shown throughout. After reviewing the letter from the chairman the words educate, innovate, rebuild, and unite were able to sum up the focus of the past year. The annual report is divided into sections using the phrases "We educate, we innovate, we rebuild, and we unite". This is not a complete annual report, but rather a template showcasing the application of the theme to various types of pages commonly included in a annual report.

# Page Layout

Shown below is the Letter from the Chairman. I started the letter with a video still taken from a recent interview with the Chairman & CEO of Caterpillar. The grid is broken up by a large quotation emphasizing the importance of the initial paragraph of the Chairman's address. The letter returns to the grid and visual columns created by the initial photograph as the copy continues.



Letter From the Chairman Page Layout

Grid Usage

The internal pages are broken into five columns. The graphs detailing the the topics shown are arranged to the right of the text. The column widths are held constant for both the text and graphs.

### Customer and Dealer Support Increases

The **Cat® CT660**, the first in a full line of Class 8 vocational trucks, was developed by Caterpillar, but designed with feedback from Caterpillar customers. The result has been a resounding success. “This may be Caterpillar’s most intensely researched product ever,” said George Taylor, director of the Global On-Highway Truck Group. “We spent many hours speaking with Cat® ‘yellow iron’ customers.”

Extensive research and attention to the voice of our customers allowed the **CT660** design to be seamlessly integrated into the entire Caterpillar fleet. Indeed, Caterpillar customers have received the **CT660** with open arms, calling it the most innovative truck on the market due to its unique ergonomic design, attention to detail, and inclusion of Caterpillar’s proprietary comprehensive asset and fleet management tool, Product Link.

“Really, the development of this truck was about a company focusing for the first time not just on the truck itself, but the application of that truck in a business,” explains Taylor. “The trucks complement other Cat® equipment, and dealers recognize how important the trucks will be to customers in handling the demands of the work they do.”

The **CT660** offers a wealth of configuration options to contractors and construction crews, so each customer’s truck can be built specifically for their demanding application. Additionally, **Cat®** dealers and technicians have been diligently learning the ins and outs of the **CT660** to service the truck both in the field and at local service centers. **Cat dealers®** offer bumper-to-bumper service and sales support for the truck in all 54 U.S. and Canadian dealerships, with more than 400 service locations and 2,300 truck service bays.

#### Global CAT® Dealers

Year	Dealers
2007	181
2008	180
2009	178
2010	188
2011	191

Our vast dealer network offers comprehensive solutions for customers worldwide.

#### CAT® Dealer Employees (in thousands)

Year	Employees (in thousands)
2007	121.4
2008	131.8
2009	135.7
2010	126.7
2011	141.3

CAT® dealer employees share our commitment to customers and ensure maximum business value from our products and services.

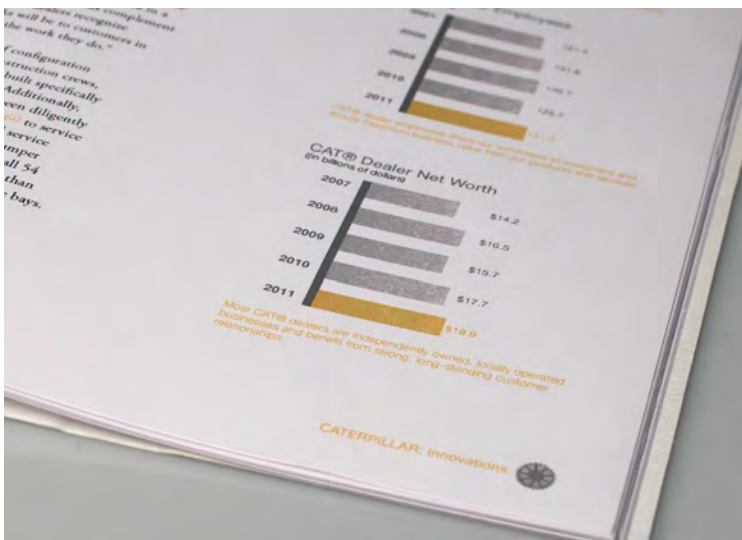
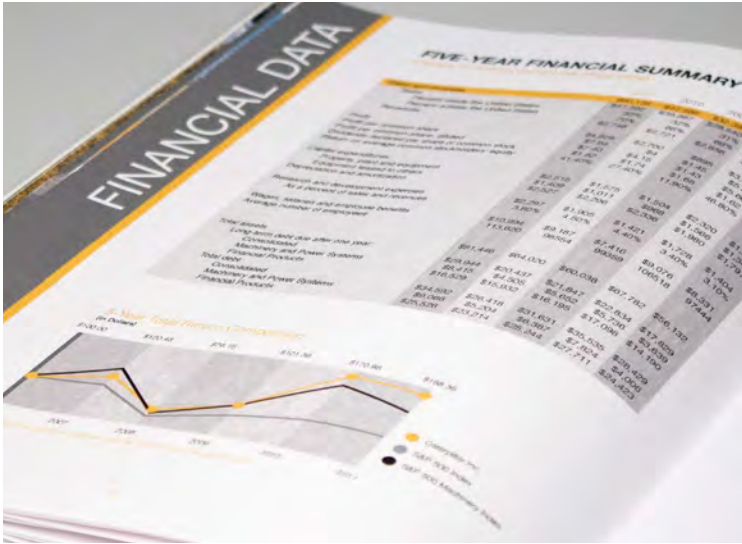
#### CAT® Dealer Net Worth (in billions of dollars)

Year	Net Worth (in billions of dollars)
2007	\$14.2
2008	\$16.5
2009	\$15.7
2010	\$17.7
2011	\$18.9

Most CAT® dealers are independently owned, locally operated businesses and benefit from strong, long-standing customer relationships.

CATERPILLAR: Innovations





Detailed Graph Views



## Graphs and Financials

Detailed views are shown along the left. The upper left shows a more detailed view of the treatment of the financial data. In order to visually divide the columns representing the years in the data varying color in the background. The middle left shows a detailed pie graph of the sales and revenue in different regions. The bottom image showcases a bar graph highlighting the 2011 year.

The cover design shown above has an embossed image of the gear used throughout the annual report. This effect added a tangible feeling to the report fitting for the demographic of Caterpillar stockholders.



## Visual Hierarchy and Organization

Maintaining a consistent theme throughout the annual report is important. The theme for this report was pulled from the Letter from the Chairman. The phrase "We educate. We innovate. We rebuild. We unite." was used to organize the the annual report. The gear is shown once again indicating the beginning of a new section.



Section Introduction/ Divider Page Spread



Non-Profit Org.  
U.S. Postage  
PAID  
Stockton, CA  
Permit N. 363

## A graphic for the University of Sacramento Summer Session 2013. The background is a collage of repeating text listing various locations: Sacramento, Lake Tahoe, Golden Gate Bridge, San Francisco, Yosemite Falls, and Lake Tahoe. Overlaid on this is a large, stylized blue silhouette of a person's head and shoulders, facing right. The text "UNIVERSITY OF" is in orange, "SUMMER SESSION" is in black, and "2013" is in large black numerals.

COLLEGE

Conservatory of C

Gladys L. Benerd Sch



# SUMMER SESSIONS 2013

## Catalog Cover & Post Card

The Summer Sessions Catalog is distributed to all students, family members, and the surrounding community of University of the Pacific. Every year students submit cover designs to the Center for Continuing Education. The design shown was chosen to be published for the 2013 University of the Pacific Summer Sessions Catalog. After the design was selected a postcard matching the cover was created.

I had the opportunity to work with the Publication Specialist at University of the Pacific as well as a local printing company. Revisions were made to the original submission to accommodate the postage requirements, as well as adding additional logos to better incorporate the University of the Pacific brand.

# The Catalog

The background of the cover lists the various destinations students enjoy to travel to over summer near University of the Pacific. The illustration of the textbooks recognizes the learning and classwork students will complete during each of the three summer sessions offered.



Summer Sessions Catalog Published



## The Details

The water was created using a drawing tablet and photoshop. The stack of textbooks represents the various colleges within the University of the Pacific that offer summer school classes. The water flowing out of the top textbook creating a dynamic composition leading the viewers eyes to the backside of the cover. The textbooks were created using Adobe Illustrator for the basic shape and initial shading, and were then brought into photoshop to add additional shadows and highlights.



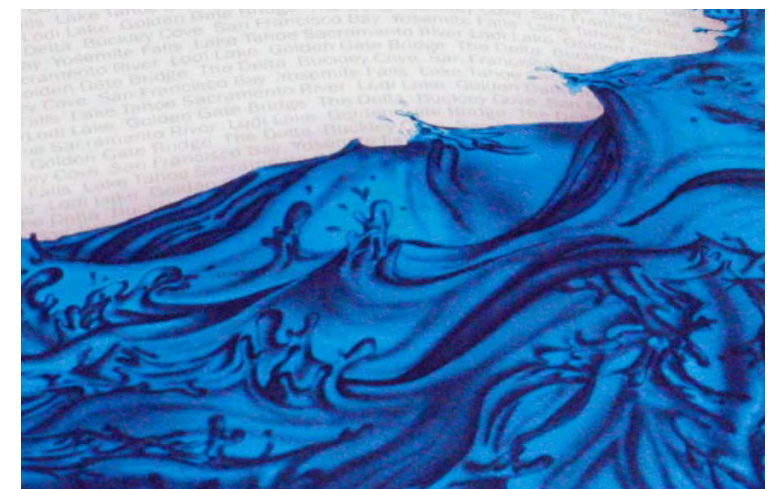
### Detail Front View



Catalog Cover Front View



Front and Back view



### Detail of Water on Back of Cover

San Francisco Bay Area

UNI  
OF THE

HOME

VENUES

CALENDAR

CATALOG

RESO

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	
4	5	6	7	8	9	
11	12	13	14	15	16	



# UOTC (University of the Commons)

## Web Design

The University of the Commons (UOTC) is a non-profit based in San Francisco. UOTC offers educational classes for the San Francisco community. This organization wished to have their website redesigned with a Russian Constructivist influence. Our entire web design class submitted designs to a committee and my design was selected for use.

# Home Page

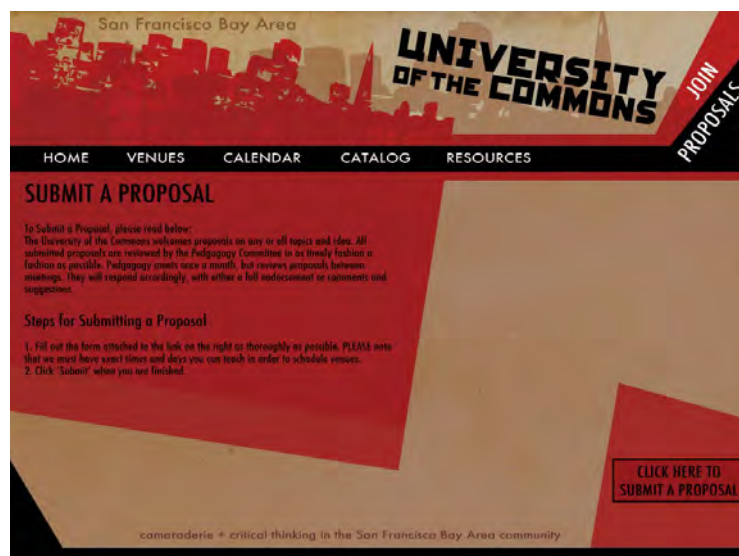
The home page is shown below and places an emphasis on the mission statement and an informative video. Currently only the banner design is in use on the UOTC website.



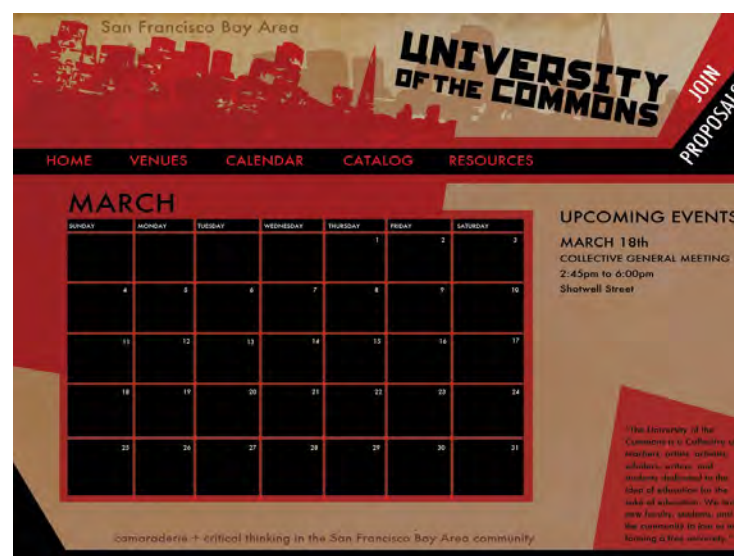
UOTC Home Page

## Internal Pages

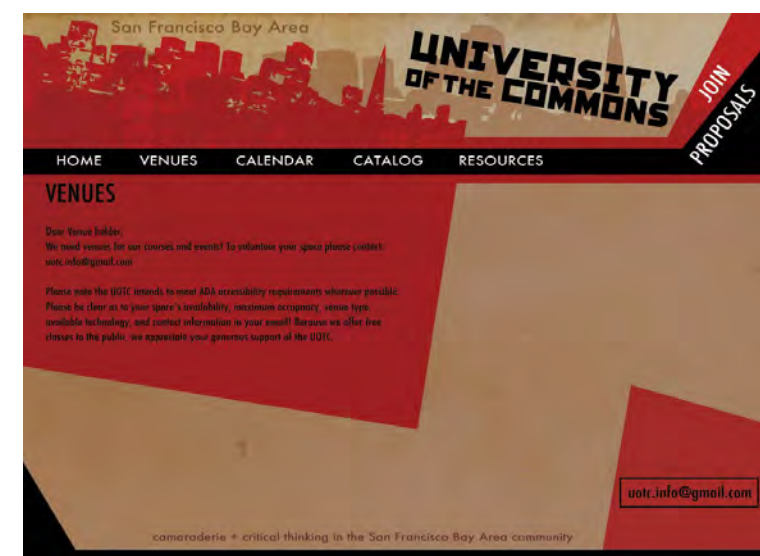
Below are the sample layouts for three different pages UOTC currently uses on their website. A descriptions of the venues used for the classes they offer, a calendar of upcoming events, and a submission page for class proposals.



Proposals Page



Calendar Page



Venues Page



# MONSTER LOVE

## Motion Graphics

This stop motion was created using a combination of claymation and drawings. The quest for love applies to all species even monsters in this story. One monster searches for a companion and is discouraged throughout his journey and fooled by his own reflection. Lightroom, photoshop, and final cut pro were all used to complete this project.







1) Monster 1 wanders looking for a companion.



2) Monster 1 comes to a puddle of water and sees his own reflection and begins to smile.



3) Monster 1 attempts to hold the hand of his reflection but instead disrupts the water destroying the reflection and his happiness created by the thought of a companion.



5) Monster 1 comes across another reflection, however is not fooled this time.



6) Monster 1 begins to see another monster in the reflection of the puddle, but doesn't believe it is real.



7) Monster 1 turns to his side and sees Monster 2 for the first time bringing happiness at the thought of a companion.





## Story Board

4) Monster 1 continues to wander away from the puddle discouraged and still looking for a companion.



8) Monster 1 and Monster 2 walk away together happily holding hands .







Pacifica  
HONEY

Pacifica  
HONEY

Wick, Peter  
© 2012 Pacifica Honey Co.  
542.328.7156  
www.pacifichoney.com

# PACIFICA HONEY

## Package Design

What encourages the average American to make a purchase? Do they like the label or packaging? Do they trust the brand? These are the questions designers and marketers must think about on a daily basis. It is important for the visual identity, products, and packaging of a company to incorporate their mission and values.

Pacifica Honey started as a small family business and now has expanded to sell honey products in major grocery stores.

Inspiration for the packaging was drawn from the shape of a modern bee box and was adapted to carry six honey jars. The labels of the packaging were kept simple to not distract from the product. All the materials used are designed with the hope to be reusable and environmentally friendly.





## Final Pacifica Honey Logo

They wanted to create a visual identity with an innovative package design. Honeycomb is important to the honey making process and became the cornerstone of my design. The logo was created with the combination of two typefaces, which I modified. Additionally I created a playful interaction between the words Pacifica and Honey. The honeycomb design placed to the right of the logo is mirrored in both the "O" and "E" in honey.



## Process & Logo Development

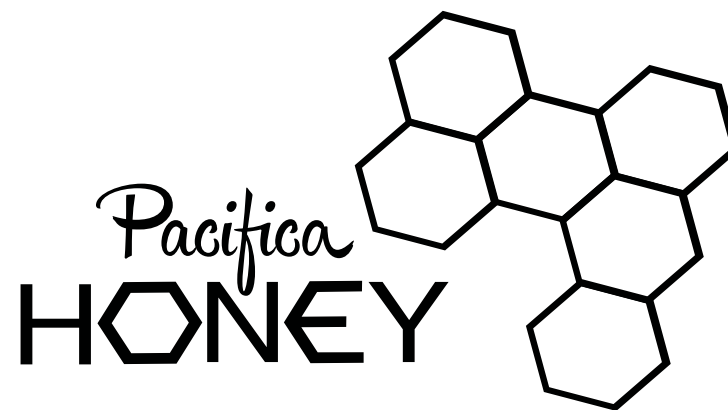
With my initial design I wanted to create a homegrown feeling. As I explored my design and the message I wished to send to the Pacifica Honey customer I decided I wanted to use contrasting typefaces. I also began using the honeycomb design as inspiration. The honeycomb design allowed for the creation of an identity element other than the logo. The honey comb design is applied in a variety of ways and was continually adjusted in the development process in order to ensure the proper balance between the Pacifica Honey name and the honeycomb pattern.

*Pacifica*  
HONEY

*honey* pacifica

*honey*  
Pacifica

*Pacifica*  
honey





Candle Packaging Detail



Business Card



Wood Burning Detail

## Final Visual Identity Application

Here the entire visual Identity is shown. The honeycomb design is applied in a variety of ways and is used to unify the products and create the Pacifica Honey brand.



All Applications of the Pacifica Honey Visual Identity



## Honey Label

The honey label design is shown to the right. The honeycomb hexagon is used for the shape of the simple label. The nutrition facts and a letter from the owner if Pacifica Honey is shown within the attached card.



Honey Label





Six Bottle Packaging Design



Six Bottle Packaging Design Inside

## Six Bottle Packaging/ Carrier

The application of the visual identity continues on the packaging design. I wanted to mimic the design of a modern bee box while creating a six bottle carrying case. The detailed design is shown below. A wood burning tool was used to create the honeycomb design and put the logo on the packaging.



Wood Burning Detail on Packaging

## Candle Packaging

The label for the candles maintains the simple geometric design common throughout the brand. A plain band is wrapped around the single or double candle with a simple "P" on the front, the honeycomb outline, and the sales information and logo on the back.



Candle Packaging

**HANNAH RAUDSEP**

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