

FINAL PORTFOLIO

BY ASPEN SHUMPERT

COMSTRAT 381

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PROJECT 2: PRINT AD

On September 27th I completed this print ad for the company 'Summer Fridays.' It featured their Jet Leg Mask and Lip Butter Balm. I used colors that correlate with the company's current advertising campaign, 'De-Stress like it's Friday.' The program I used was InDesign. A few things I learned during this project were the importance of a single good picture and how to choose specific fonts for a certain theme.



SUMMER FRIDAYS
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Jet Lag Mask: This uber-dewy, hydrating mask soothes thirsty, stressed-out skin by steeping cells in a nourishing mix of vitamins, ceramides, antioxidants and gently exfoliating extracts. Skin looks instantly renewed, radiant and ready for anything!

Lip Butter Balm: Rich in natural plant-derived butters, this silky formula melts into dry, cracked lips for instant hydration while creating a flexible barrier to seal in moisture while you snooze. Or butter up on-the-go for a natural shine and that perfect lipstick-ready canvas.

All products are vegan, gluten free and are not tested on any animals!



De-stress like its Friday.

PERSONAL PROJECT

On October 25th I completed my personal project. Which was an 'October Specials' flyer for a company's social media accounts I run! I used the skills I learned from the Adobe Max Conference. Such as design techniques for print advertisements, and access to Adobe Stock. The program I used for this project was InDesign.



PROJECT 3: LOGO REBRANDING

On October 4th I completed a series of logo rebranding for Hal's Burgers. This was actually one of my projects that took longer than most and the one I heavily paid attention to little details. I learned a lot from this project, considering working in Illustrator can be hard and it was only my first time using it! For this assignment and wanting to create my own shapes for the burger ingredients, I used the pen tool often! I learned how to create all kinds of different shapes during this project, which later helped me during my product brochure.



PROJECT 6: PRODUCT BROCHURE

On November 1st I completed a brochure for the adult card game ‘For The Girls.’ I decided to go with a more complex design, instead of just a basic fold brochure. The colors in my design matched the theme of the game which I was proud of! I used InDesign for the actual brochure design. But then used Illustrator to create all the icons I inserted in my brochure. I learned new tricks for making shapes in Illustrator. As well as using the skills I learned in project 3 from the Adobe Max Conference.



PRINT AD FOR FINAL PROJECT

On December 11th I completed my print ad in Adobe Illustrator as one of the aspect of my final group project. The group project was centered around a social issue, where we created elements as an organization. It was nice to be able to tie all of my skills together that I learned over the semester. Whether that be the two font-font rule or the color combinations. Creating prints ads easily because my favorite thing this semester and I found peace in creating simple designs.

BATTLE WITH BOOZE



We are a youth group out of Seattle, Washington that helps bring awareness to youth alcohol abuse. We offer a multitude of different healthy alternatives for the youth that struggle with alcohol abuse.

Some of our services include:

- Counseling Sessions
- Support Groups
- Backpacking Trips
- Arts and Crafts
- Exercise Classes

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