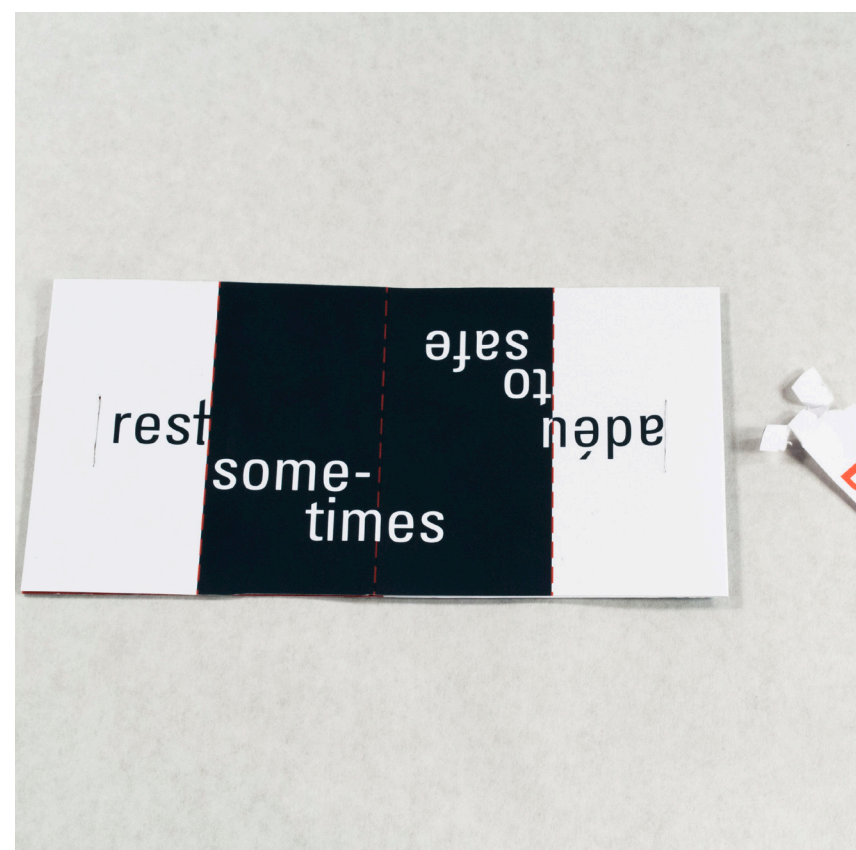
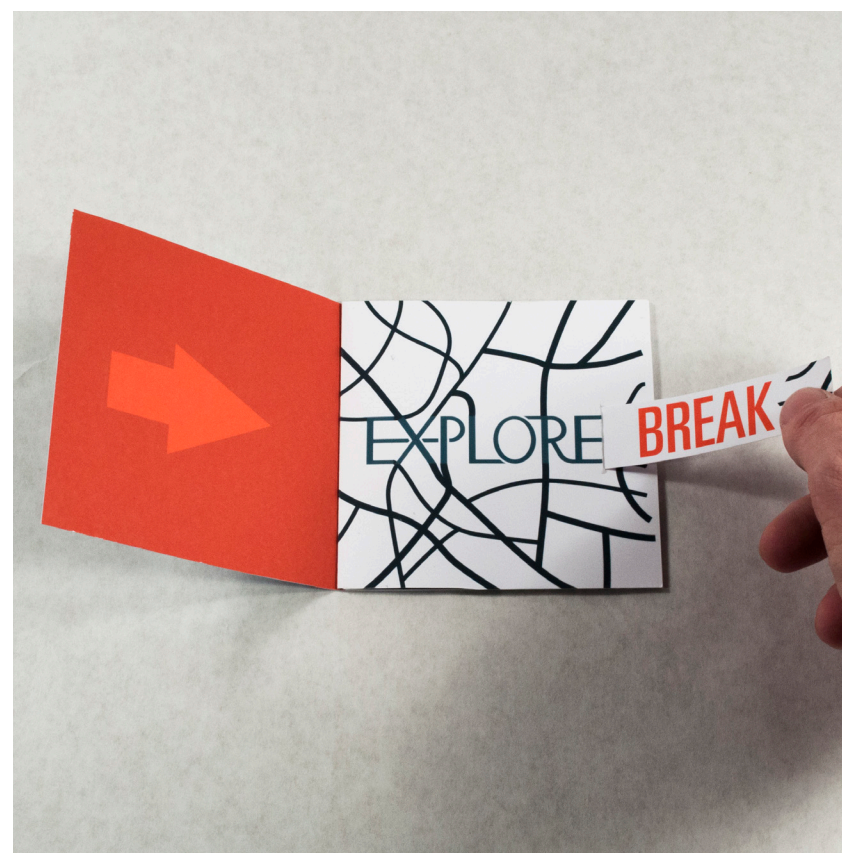




BenjaminArmstrong
Graphic Designer



Personal Design Manifesto
Digital Print, Fall 2014

This personal manifesto encourages the individual to experience the content as an interactive, tactile experiences which invites someone to explore, break, and reshape the standards of design.

FREEDOM *Jewelry*



Freedom Jewelry Logo Branding, Fall 2014

Freedom Jewelry is a branch off the Freedom Firm charity organization. The 'freedom' in Trajan ties into the original brand, and 'jewelry' is hand scripted to display elegance, femininity, and handcraft.

Freedom Jewelry Packaging Branding, Fall 2014

The blue color of the packaging was chosen to be non-competitive with the jewelry it displays, tie the brand back to Freedom Firm, and is reminiscent of India, where the jewelry is made.



Infinity Falls
Illustration, Summer 2015

A reflection of nature's incredibly complex, self sustaining ecosystems, and paradoxical reciprocities by use of an Escher style impossible geometric shape.

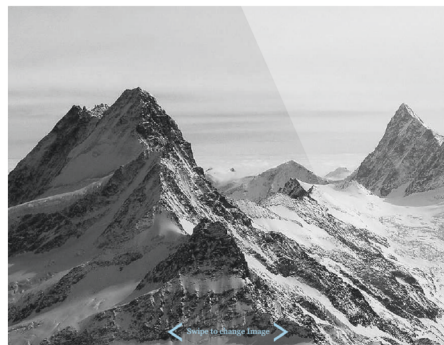


Different Perfect
Hand-lettering, 2015

This hand-lettered design is intended to be printed on clothing as a promotional piece for a client's entertainment company.



RY
en S. Hall



Scientists have poked, prodded, and x-rayed the 5,000-year-old mummy found in the Alps. They now think he was murdered.

It was late spring or early summer, when a modest tree called the hop hornbeam unfurls bright yellow clusters of flowers in the steep valleys that run north into the mountains now known as the Italian Alps. The man hurried through a forest he knew well, wincing from the pain in his injured right hand and pausing occasionally to listen for sounds that he was being pursued. As he fled up the slope, the yellow pollen of the hornbeam blossoms fell like an invisible rain, salting the water and food he consumed when he stopped to rest. Five thousand years later, the Neolithic hunter we call the Iceman would still bear traces of this ancient dusting inside his body—a

microscopic record of the time of year it was when he passed through this forest and into the nearby mountains, where fate would finally catch up with him.

Since hikers discovered his mummified corpse in 1991 in a rocky hollow high in the Ötztal Alps on Italy's border with Austria, scientists have used ever more sophisticated tools and intellectual cunning to reconstruct the life and times of the Iceman (or "Ötzi"), the oldest intact member of the human family. We know that he was a small, sinewy, and, for his times, rather elderly man in his mid-40s. Judging from the precious, copper-bladed ax

1



Using a so-called atomic force microscope able to resolve images just a few nanometers (billionths of a meter) across, scientists identified corpuscles with the classic doughnut shape of healthy blood cells. This showed the presence of hemoglobin and fibrin, which are key components in blood clotting, at the arrow wound on the Iceman's back. This proves that the Iceman had time to heal slightly before his death.

6

Who killed this a Neolithic ambush catch? person, or persons, who knew him? Experts now believe that the mystery may hinge on a bizarre detail of the crime scene. The shaft of the fatal arrow was nowhere to be found. Someone must have pulled it out, leaving behind the stone arrowhead lodged in his body.

"I believe—in fact, I am convinced—that the person who shot the Iceman with the arrow is the same person who pulled it out," says Egarter Vigl.

In an article that appeared this May in the German archaeology magazine *Germania*, Egarter Vigl and his colleagues noted that telltale markings in the construction of prehistoric arrows could be used to identify the archer much in the way that modern-day ballistics can link a bullet to a gun. They argue that the Iceman's killer yanked out the arrow shaft precisely to cover his tracks. For similar motives, Egarter Vigl reasons, the attacker did not run off with any of the precious artifacts that remained at the scene, especially the distinct copper-bladed ax; the appearance of such a remarkable object in the possession of a villager would automatically implicate its owner in the crime.



7

regular archaeologist at the University of Queensland in Australia, claimed in 2003 that human blood from no less than four separate individuals had been identified on the Iceman's garments and weapons. But

Loy's research has been aired only in media accounts, and skeptics in the academic community say the claims are impossible to assess until they are published in the scientific literature.

Nonetheless, the idea that the Iceman was attacked by more than one person complements the "theory of the crime" proposed by Walter Leitner, an archaeologist at the University of Innsbruck who is an expert in both archery and Stone Age culture. He believes the bloody mountaintop confrontation was the denouement of a political dispute that began down in the valley, where rivals within the Iceman's own tribe tried to assassinate him. A microscopic analysis of the Iceman's hand wound, and the fact that it had begun to close and heal, suggests that it occurred well before the final mortal blow. "So there must have been some fight, some kind of battle, at least one day—and perhaps even two or three days—earlier," said Egarter Vigl. "The time had come where his opponents had become stronger," Leitner

The Iceman Mystery

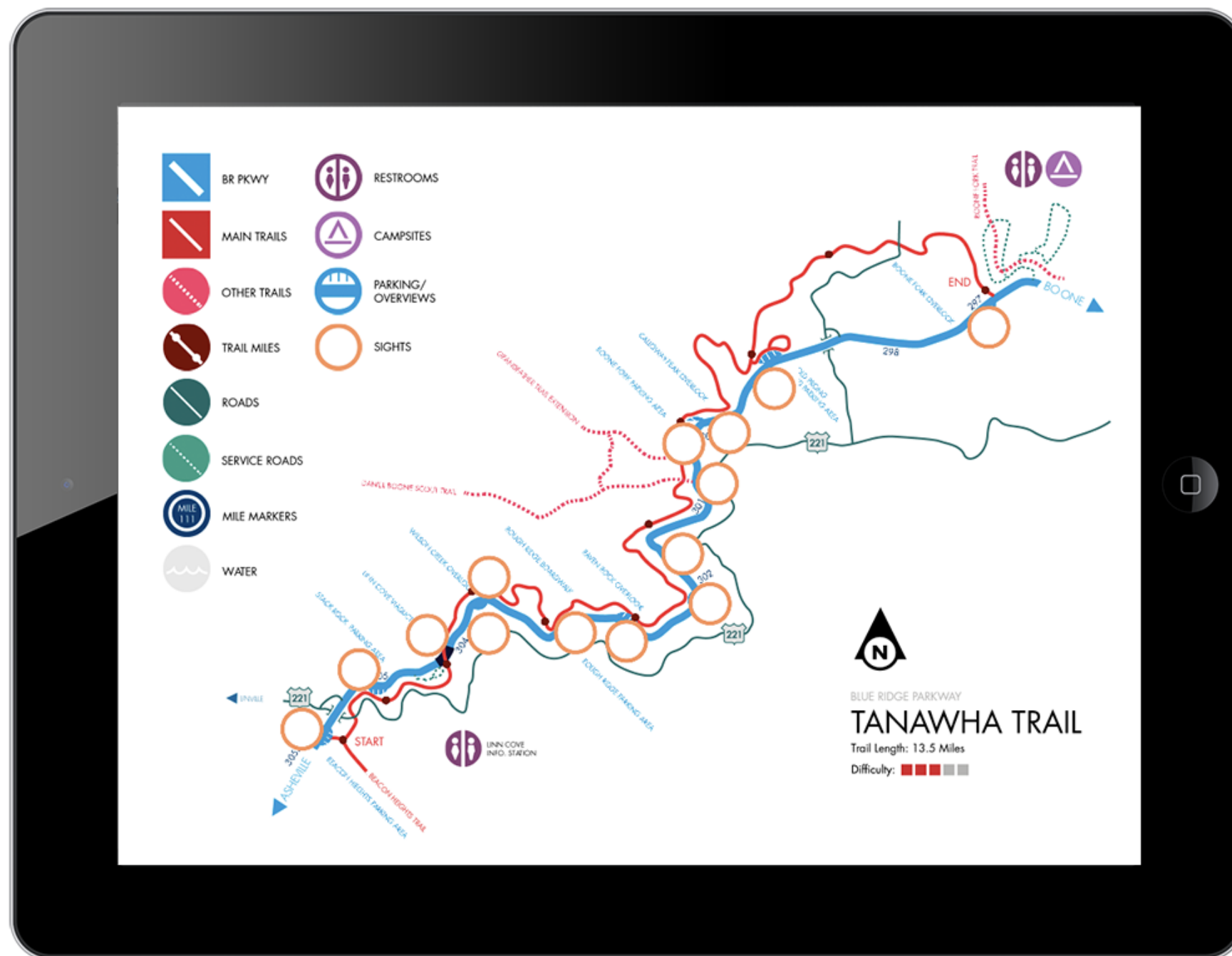
epublication, Spring 2014

In this student work, the requirement was to find an existing article of interest and update it for interactive publication use. The chosen topic was Otzi, the naturally preserved, oldest in-tact member of humanity.



Tanawha Trail Map (Default)
Interactive Map, Fall 2014

There can be a lot of unwanted information displayed on a traditional map. This project gives the user complete control over what information they wish to view.



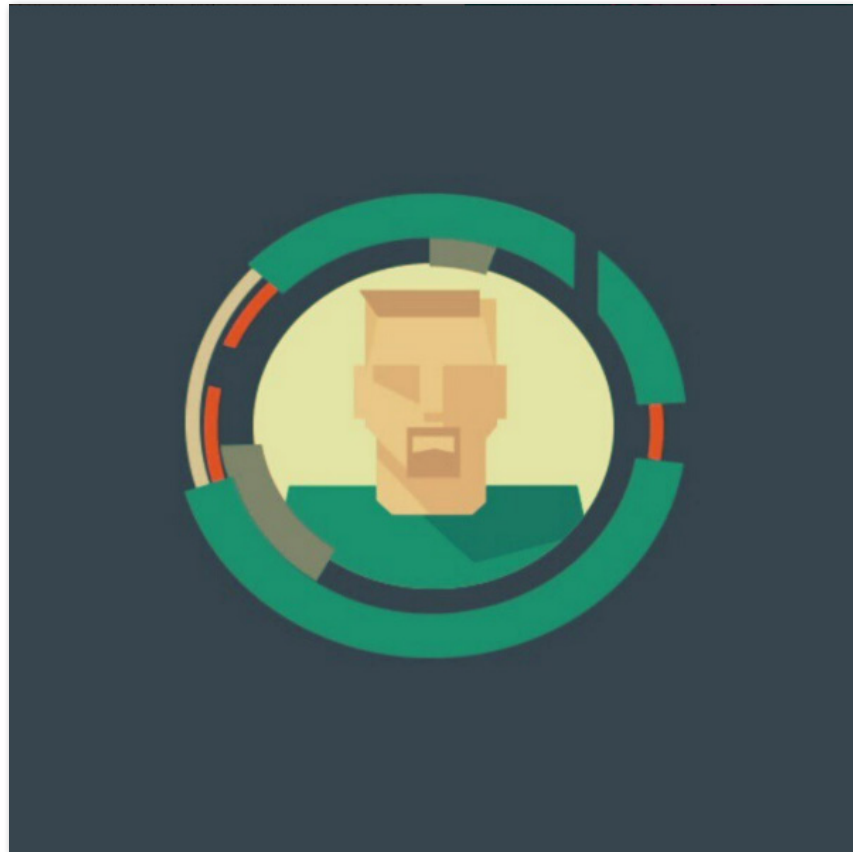
Tanawha Trail Map (Active)
Interactive Map, Fall 2014

There can be a lot of unwanted information displayed on a traditional map. This project gives the user complete control over what information they wish to view.



Graduation Announcement Print, Fall 2014

This graduation announcement is meant to represent a personal BFA major with a concentration in graphic design as reflected through color, content, and arrangement.



www.instagram.com/p/4cyxeTlQch/?taken-by=jetpackkid



www.instagram.com/p/5P-HKvFQT4/?taken-by=jetpackkid



www.instagram.com/p/6Ya3TlFQWr/?taken-by=jetpackkid

MOTION GRAPHICS

DVD Menu Loop

Motion Graphics, Spring 2014

This motion graphic was made for the menu of a final video reel of all motion graphics projects done during the semester

Brand Interstitial Exercise

Motion Graphics, 2015

This was a warm up project to continue the development of motion graphic skills after graduations. It represents the Benjamin Armstrong brand, and attempts to display a diversity of skills and aesthetics.

Rush Hour

Cinemagraph, 2015

Another attempt at continuing the development of skill in motion graphics, this project plays with moving double exposure and reflects the current state of lingering frustration over Dallas TX, rush-hour traffic.

Resumé

Benjamin Armstrong

[HTTP://7armsdesign.com](http://7armsdesign.com)

benarmstrongdesign@gmail.com

919.247.0143

WORK

Seven Arms Design

Freelance Design & Illustration

NC and TX

2012–present

Working with clients such as:

Walmart, SVI, El Saber Interprises, TIGI Cosmetics,
Freedom Firm, Altometrics, TR Snyder Productions llc, etc...

Projects include:

digital publication, branding, logo design, packaging,
UX design, advertising, illustration

The Brown Lab

graphic design intern

Hurst TX

Fall 2015

Projects included:

Ad layout, landing pages, logo design, brand revision

Turchin Center for the Visual Arts

Gallery Ambassador

Boone, NC

October 2013–December 2014

Responsibilities included:

General knowledge of exhibits and artists, high attention
to detail, organization, staying two steps ahead of guests,
have a passion for the arts

Retail Experience

Gamestop, Levi's

NC, 2009– 2012

Notable achievements and skills:

Promotion to Senior Advisor, often ranked highest in
performance, Consistently met goals, provided excellent
customer service, had broad knowledge of inventory

EDUCATION

BFA in Graphic Design

Appalachian State University

Member of AIGA Charlotte

PROFICIENCIES

Adobe CC:

Illustrator

InDesign

Photoshop

After Effects

Premier Pro

Dreamweaver

HTML5, CSS, JQuery

Microsoft Office:

Word

Excel

Powerpoint

OTHER SKILLS

Calligraphy/ Hand Lettering

Illustration

Photography

Painting

Printmaking

Sculpting

3D Modeling

Woodwork

Textiles

I make a mean macchiato

