



DESIGN FOR EDUCATION

A CREATIVE PORTFOLIO





LEISA-MARIE HUME

Visual Communication Designer



I am a designer with a passion for kids and education...

My passion is designing for educational purposes.

Using digital media and design, I hope to offer more opportunities for kids to see themselves in STEM

related careers and connect learning to home,

school and community.

In this portfolio you will find a wide range of design projects and the strategies deployed to solve

design problems. I have also included a few non-

educational pieces in this portfolio to show the

breadth of my visual communication skills.

Please visit my [website](#) for more information.



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MY SKILLS



DIGITAL DESIGN



PRINT PRODUCTION



EMAIL MARKETING



SOCIAL MEDIA MARKETING



MOBILE MARKETING



ADVERTISING



VIDEOGRAPHY



PHOTOGRAPHY



WEB DESIGN



CONTENT WRITING

ADOBE PHOTOSHOP

98 %

ADOBE INDESIGN

90 %

ADOBE ILLUSTRATOR

96 %

ADOBE PREMIERE PRO

90 %

ADOBE AFTER EFFECTS

90 %

HTML 5 / CSS

80 %

JAVASCRIPT

80 %

PROJECT 01.

LOGO DESIGN

CLIENT:

Wake Technical
Community College

PROJECT:

Maker Science &
Technology Fair

DELIVERABLES:

Logo Design

SCIENCE AND TECH FAIR

They call it the Greatest Show (and Tell) on Earth. Its a celebration of invention and creativity that gathers together tech enthusiasts, crafters, educators, tinkerers, food artisans, hobbyists, engineers, science clubs, artists, students, and commercial exhibitors. Makers come to show-off their creations.

The Design Challenge

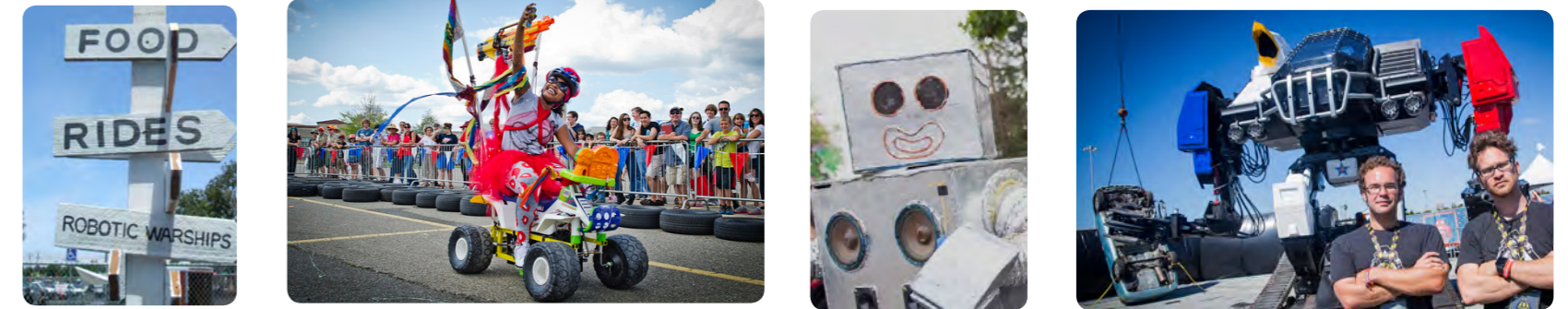
In 2017, the event was being hosted by Wake Technical Community College and a design contest held for the logo design.



This winning design perfectly embodied the spirit of the event.

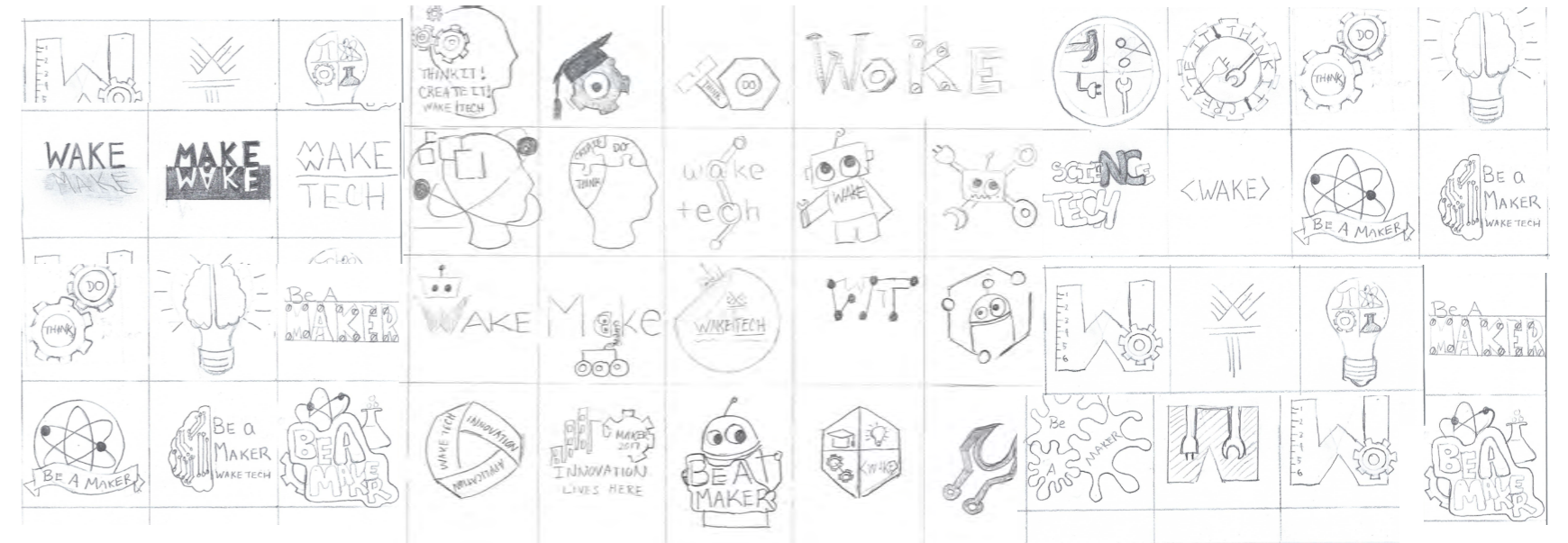
IDEATION

From kids to seniors, engineers to artists, the logo had to appeal to all makers. (Images from prior Maker events. Used with permission)

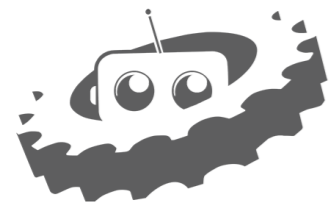
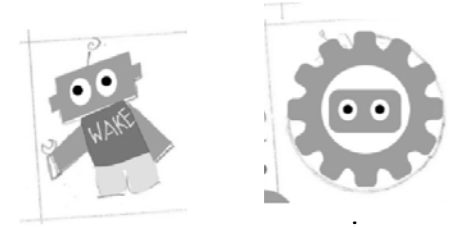


ROUGHS

The maker faire is where people come to glimpse the future. The logo roughs centered around imagination, science and technology.

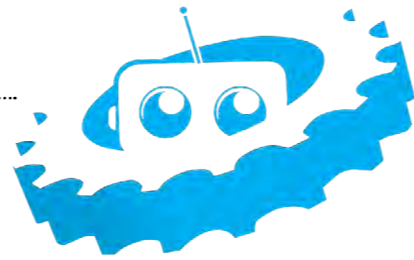


DIGITAL COMPS



FINAL LOGO (B&W)

FINAL COLOR



COLOR EXPLORATION

The logo was designed to appeal to the kid in all of us. Therefore, primary colors suited the theme of the event. The color combinations were jarring, however. In the end, simplicity proved to be the best strategy and the final logo was a single colored logo designed to appear against light background.

Final Color
 CMYK 59-17-0-0
 RGB 66-179-255
 HEX #42B3FF



PROJECT 02.

SOCIAL MEDIA ADVERTISING CAMPAIGN

CLIENT:

Girls In Space Summer Camp

PROJECT:

Social Media Campaign

DELIVERABLES:

Various sized social media ad displays for:

Youtube

Twitter

Google

Facebook

PLAY IS SERIOUS BUSINESS

Girls In Space is a summer camp designed and introduce girls ages to 6-15 to aerospace careers and STEM education. Only 30 percent of those in stem careers are women. The client wanted to change those numbers by helping young girls sustain their natural curiosity about the world into high school and beyond.

The Design Challenge

My job was to create graphics to advertise the summer camp programs via social media. The strategy used in this design was to help parents make the connection between camp activities, academic achievement, and career success.



Facebook Header

Skyscraper
120x600 px



MobileBanner
320x50 px



Vertical Rectangle
240x400 px



Rectangle
180x150 px



Inline Rectangle
300x250 px



Youtube Display Ad
300x60 px



Google Square
250x250 px



Google Large Leaderboard
970x90 px



Facebook Ad
1200x628 px



Twitter LeadGeneration Card
800x200 px



Large Mobile Banner
320x100 px



PROJECT 03.

FUNDRAISING CAMPAIGN MATERIAL

CLIENT:

WiderNet

PROJECT:

Fundraising Campaign

DELIVERABLES:

Facebook Header

Original Poster Design

Thank You Cards

Coffee Cup

Packaging

Water Bottles

To some, digital libraries are not very exciting. But to the folks at WiderNet, a non-profit organization that delivers the Internet to third world countries, it was something to get excited about. They distribute a small off-line server that provides instant access to millions of digital educational documents without the need for an Internet connection.

The Design Challenge

I was contracted to develop graphics and donor materials for their annual giving campaign. It turned out that while they were busy connecting people to the Internet, they could not make a connection with potential donors. People did not understand what they did, who they served, or why their mission was important. I developed a visual solution to fill in that knowledge gap.

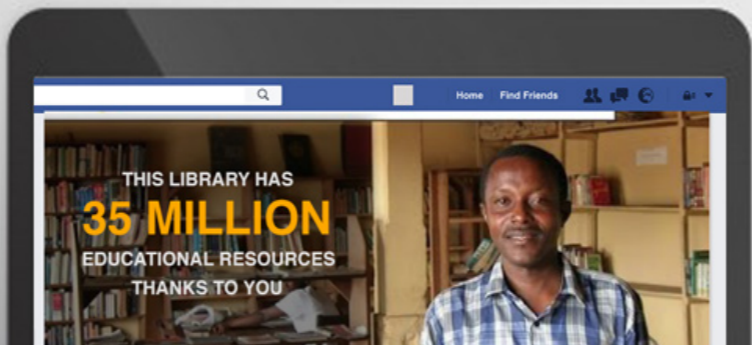
Who? What? Where? Visual Ideation



Donor Appreciation Gifts



Facebook Header



Water Bottle



PROJECT 04.

MOBILE APP DEVELOPMENT

CLIENT:

Project: Preservation

PROJECT:

Mobile App Design

DELIVERABLES:

Persona Development

User Journey Map

Wireframe

Design Mockup

Project: Preservation was inspired by a desire to preserve historical locations during times of rapid urbanization. The project included developing customer persona and user journey maps to outline potential user experiences. The color and layout was designed to appeal to younger generations and give a more youthful look to historical preservation.

How it works

That app utilizes photogrammetry (a technique that turns 2D images into 3D spaces) to show you a simulated 360 degree experience of what landmarks and points of interest looked like years ago. Simply select a nearby landmark and hold your smart phone up at any supported location in the city.



Persona



NAME: SARAH
AGE: 67
OCCUPATION: RETIRED

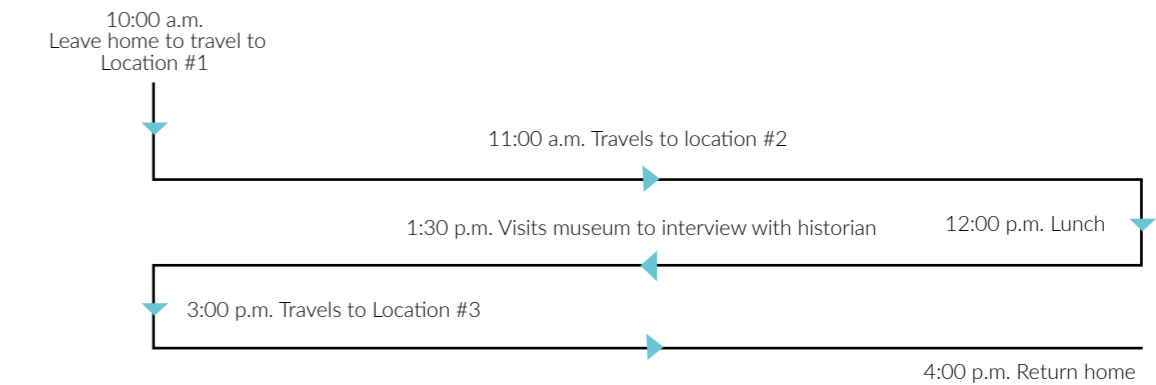
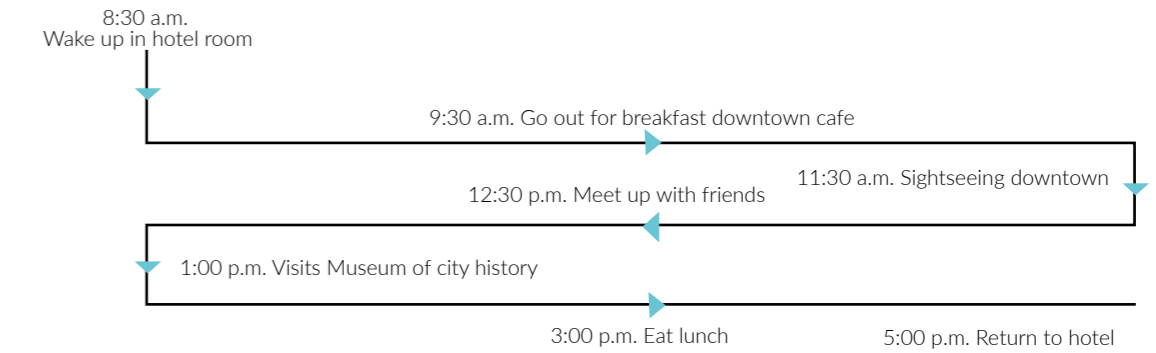
- Sarah is visiting the city for the first time
- She is dining at a restaurant converted from an old tobacco processing warehouse.
- Wants to know what the space looked like when it was operational.
- She would also like to know what events are happening in the area.



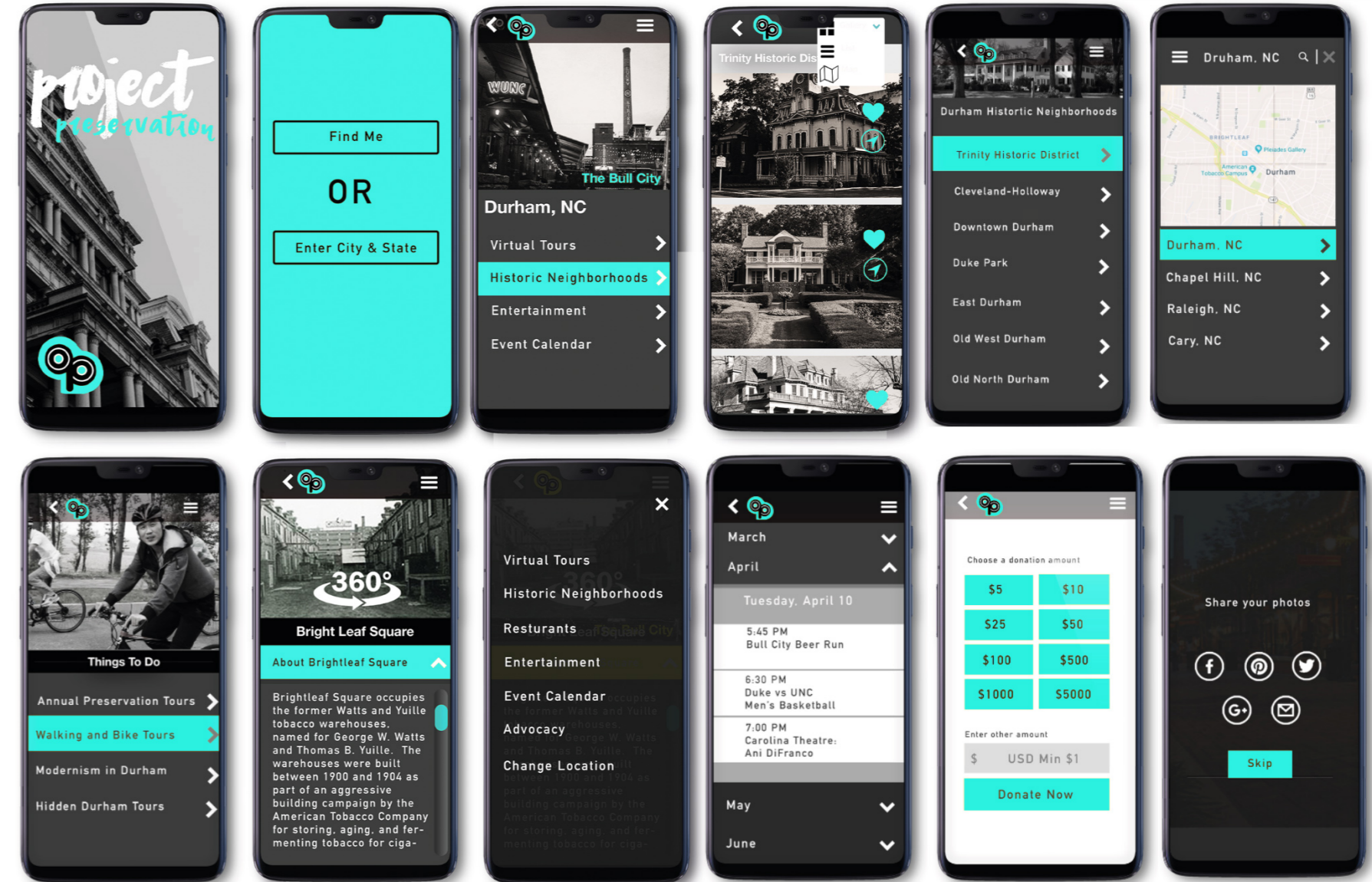
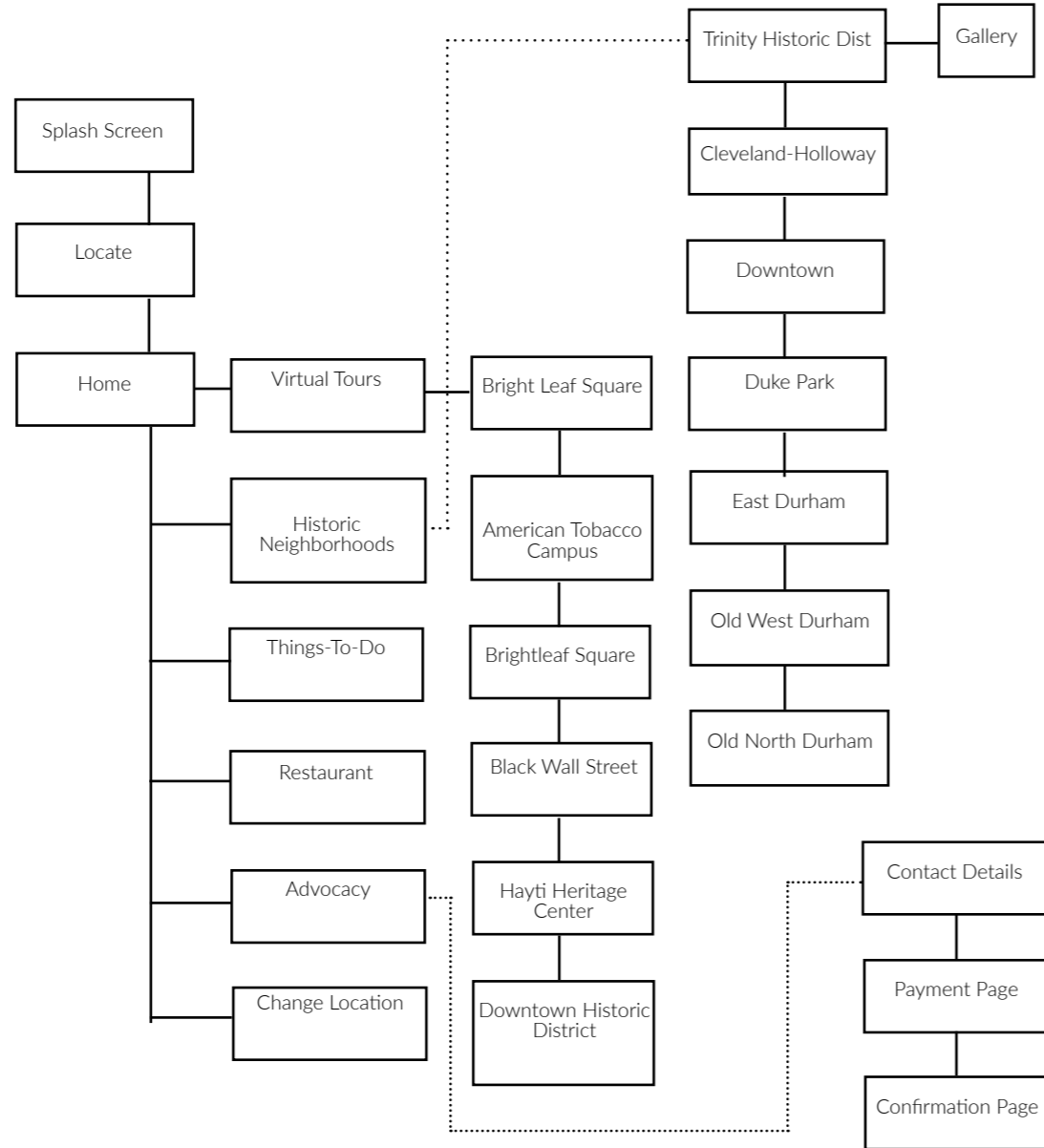
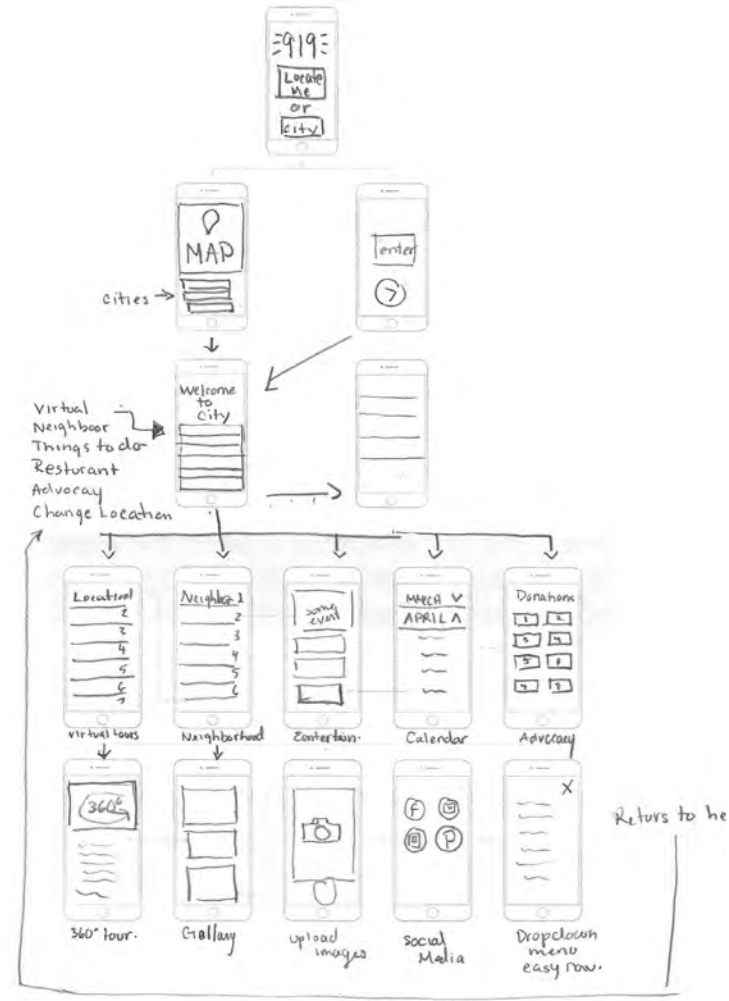
NAME: NASREEN
AGE: 17
OCCUPATION: STUDENT

- Nasreen is a high school student completing a project for A.P. History
- She has to report on three historical locations and interview a historical preservationist
- After meeting with a historian she would like to help raise money for historical preservation in her city.

User Journey Map



Wireframe



PROJECT 05.

LOGO DESIGN & BRAND DEVELOPMENT

CLIENT:

Rae Ruth Pastries Co.

PROJECT:

Logo Design and Brand Development

DELIVERABLES:

Logo Design

Business Card Design

Package Design



MEET RAE RUTH



Rae Ruth Pastries is a start-up pastry shop. The owner, Chef Rae Ruth Henderson, requested an entire branding package, from logo to package design. The final product was a sleek, minimalist design with bold pops of color that appeals to millennials like herself. The project was a joint venture with teammate Michael Jones.

LOGO DEVELOPMENT



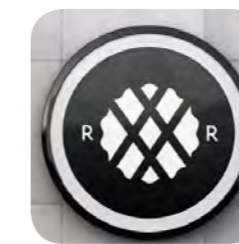
INSPIRATION

Rae Ruth's grandfather inspired her to bake. He lived near a railroad crossing. This inspired the logo.



ROUGH SKETCH

The sketch selected incorporated both the client's craft and her inspiration.

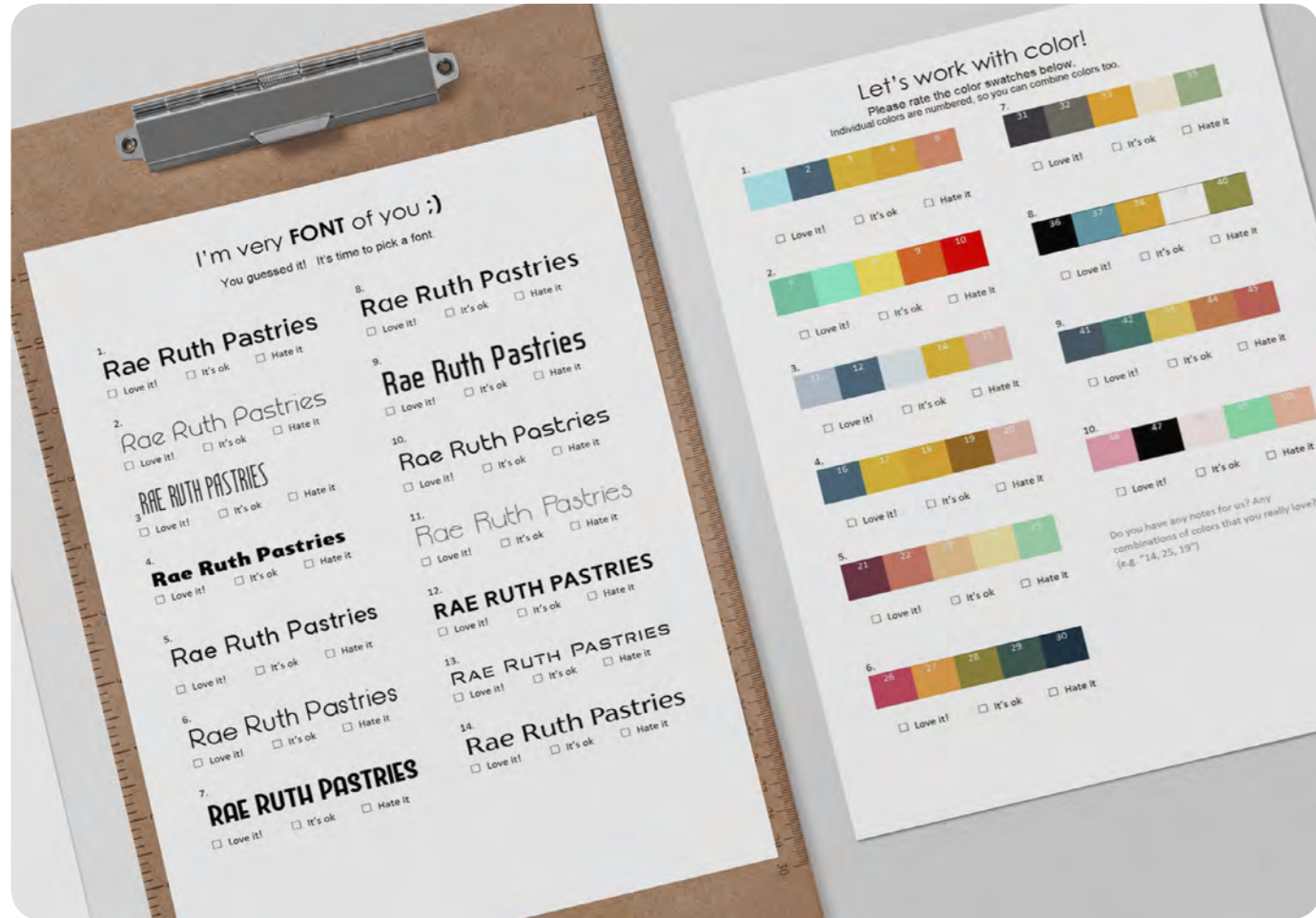


FINAL LOGO

The final logo was a clean design ideal for print production and digital communication.



TYPE & COLOR EXPLORATION



We provided the client with several options for font style and color combinations.

FINAL DISPLAY FONT:

Base 900 Sans OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

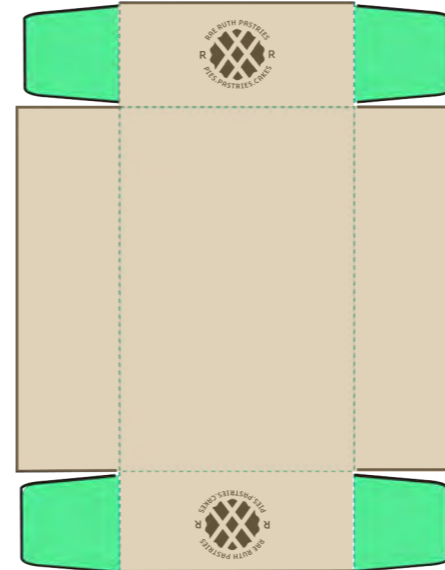
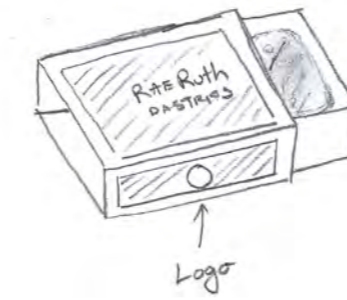
1234567890

FINAL SPOT COLOR:



122UP

PACKAGE DIE CUT DESIGN



PROJECT 06.

BRAND DEVELOPMENT

CLIENT:

New World Order Apparel Co.

PROJECT:

Online Retailer Brand Development

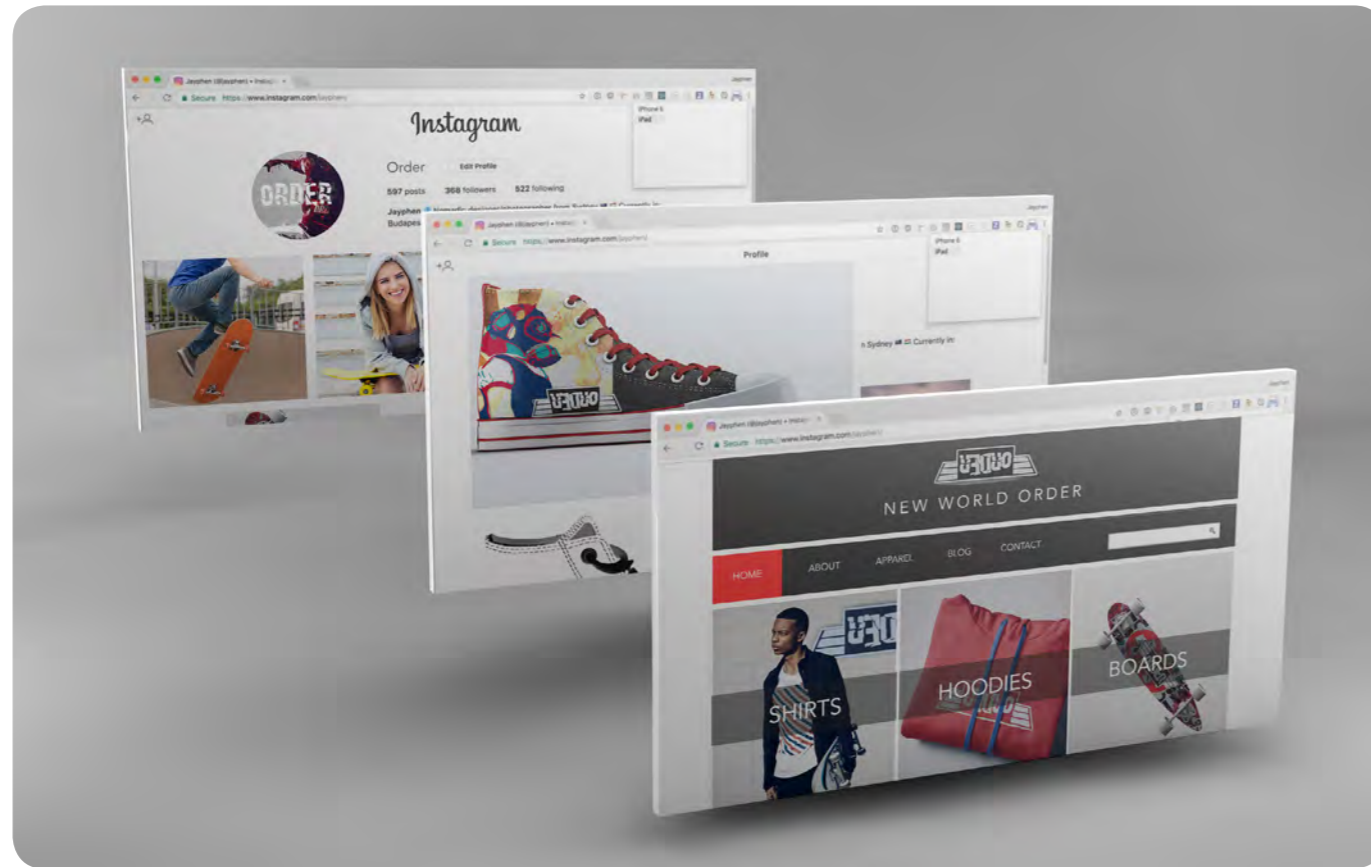
DELIVERABLES:

Logo Design

Shoe Box Design

Hoodie Design

Shoe Design



BRAND DEVELOPEMENT

New World Order, an extreme sporting apparel designer, wanted to build a brand that did more than bottle so-called teenage-angst. They wanted to appeal to Gen Z counter culture born into

a more connected world where everything was continuously moving and changing. The brand is designed to appeal to customers engaged in (or connected to) extreme sports. Therefore, motion

is the primary design strategy behind the New World Order brand. Its influences can be seen in a variety of ways, such as the use of diagonal lines and anticipated motion.



PROJECT 07.

CUSTOM ILLUSTRATION

CLIENT:

Umstead State Park

PROJECT:

2018 Annual Illustration Contest

DELIVERABLES:

Custom Illustration

NATURE INSPIRED

The Design Challenge

This digital illustration was the winner of the 2018 Umstead State Park illustration contest. The objective was to create an original design inspired by nature.



PROJECT 08.

BRAND DEVELOPMENT

CLIENT:

BeetBox Mobile Market

PROJECT:

Brand Identity

DELIVERABLES:

Brand Identity Proposal

Logo

Iconographics

Social Media Templates

Brand Book

NUTRITION EDUCATION FOR KIDS

BeetBox is a startup organization which aimed to teach nutrition education to young children. It was started by an North Carolina State University agricultural science student. His idea was to convert a fleet of old school buses and turn them into a mobile market to bring healthy, fresh foods to urban food deserts in North Carolina and teach kids about healthy eating.

The Design Challenge

The client had no logo, no brand, and no target audience. They intended to rely heavily on social media to promote their brand, therefore, having a mobile friendly brand was critical to the startup's success.



RESEARCH & BRAND PROPOSAL

What is a food desert?

The USDA defines food deserts as parts of the country void of fresh fruit, vegetables, and other healthful whole foods, usually found in impoverished areas. This is largely due to a lack of grocery stores, farmers' markets, and healthy food providers. Families with young children are disproportionately impacted by urban deserts.



This image of a branded bus in the desert visually communicates the mission of the organization.

The Brand Identity Proposal

The brand identity proposal was a critical piece of the design project. I presented the client with my findings and reasons why my brand design was ideal for the target demographic.



Proposal included

- research results
- target demographic
- original iconographics
- mood board
- proposed logo and alternate logos



Original iconographic showing where food deserts are located in North Carolina

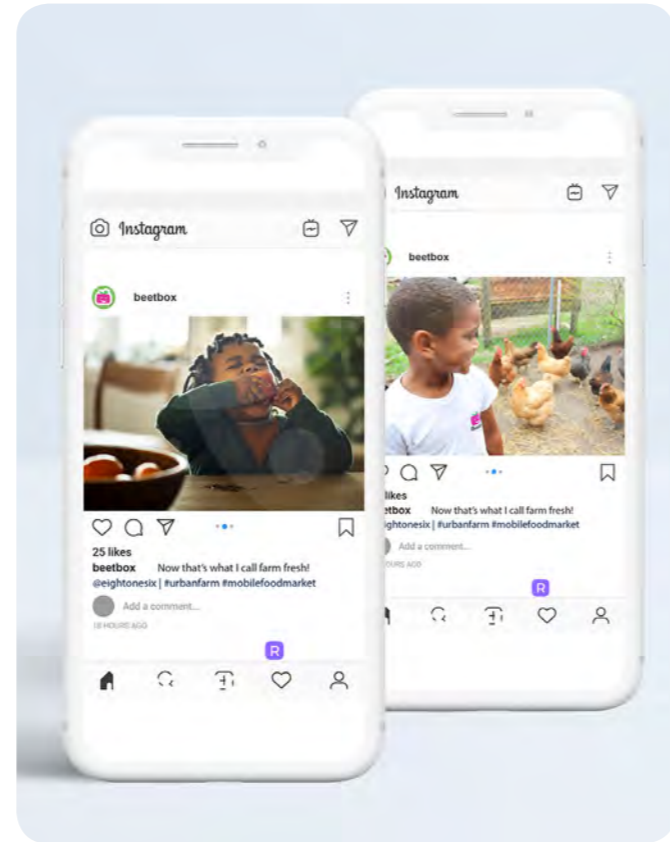
MOOD BOARD

Targeting families with young children meant having a bright and cheerful color palette.



FINAL LOGO

The final logo was a clean and fun design that would easily attract the client's target audience

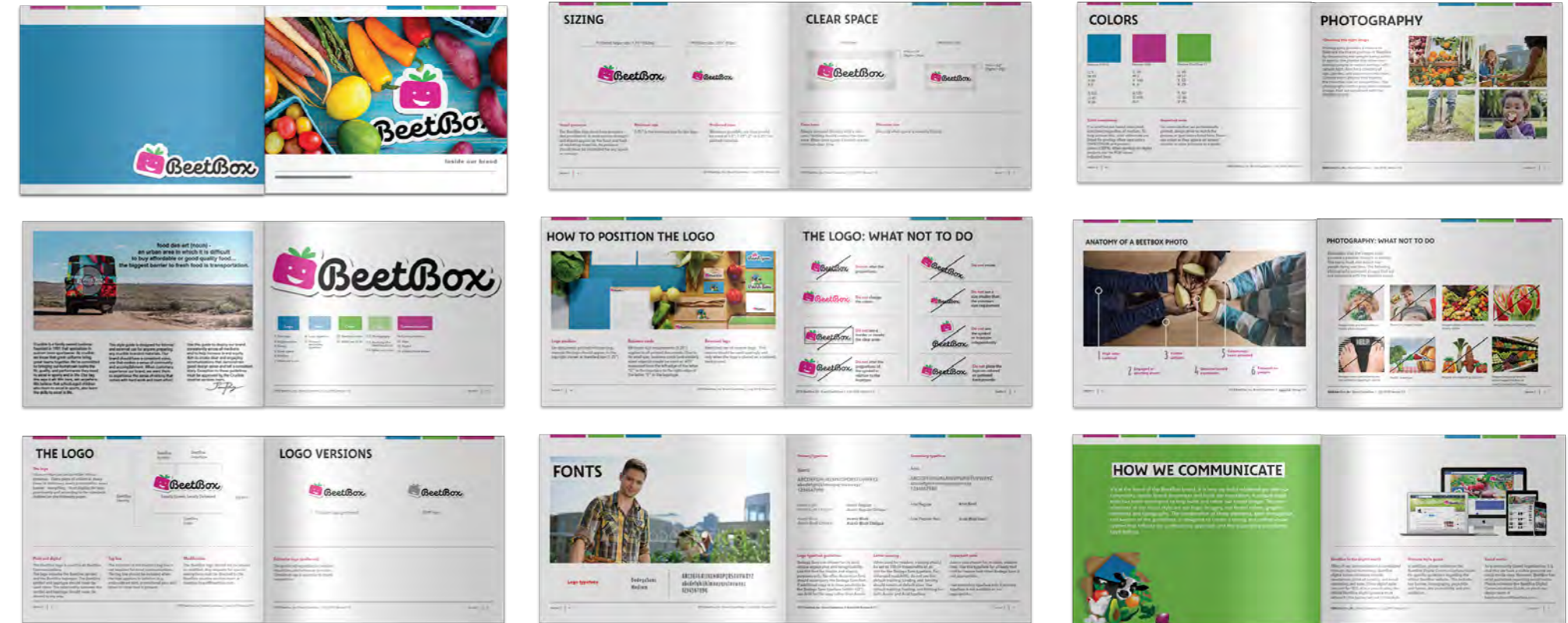


SOCIAL MEDIA

Beetbox's marketing efforts relied heavily on social media. Visualizing the brand as a social media friendly site was a very important part of the design process.

BRAND BOOK

In order to help maintain consistency across various design projects, I created a 20 page brand booklet detailing BeetBox brand standards, logo specification, color palette, type style, business card and letterhead design and proper image selection.





DESIGN FOR EDUCATION

