

Suzy Lempe



Publication Design

National Park Explorer Magazine

National Park Postcards

PIM Print Showcase Postcard

Intern Expo Student Pages

Rock the Garden Poster

NATIONAL PARK EXPLORER

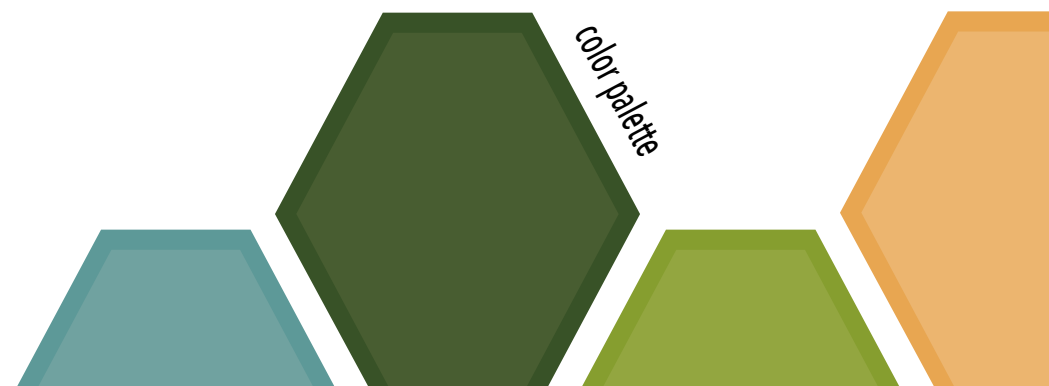
magazine



PUBLICATION DESIGN

National Park Explorer is a quarterly magazine giving information about our National Parks System. This was a comprehensive project starting with the design of the masthead to creating cohesive spreads of content. In this project I was able to explore the use of InDesign, type layout, information design and Illustrator for the graphics.

color palette





initial masthead sketches



initial masthead comps



final masthead

OLDEST National Parks

President Woodrow Wilson is credited with establishing the National Park Service in 1916. But this wasn't the first effort to preserve the country's most precious landscapes. Before that, a handful of national parks were individually managed by the Department of the Interior. The National Forest Service was established in 1891, and California established the first state park system back in 1854. Prior to Wilson creating the NPS, earlier presidents and members of Congress also fought to stop settlements and mineral-stripping from important areas of the country's most beautiful and unique areas. Thanks to these and other early initiatives, the U.S. is today home to 63 national parks. Here are the first 8 ever created.

- 1872** **Yellowstone National Park** (7,333 sq miles)
The first national park in the world, established by President Grant. It was the first park to be established in the United States and the first to be established in the world.
- 1890** **Adirondack Park** (26,000 sq miles)
The largest national park in the world, established by President Harrison. It was the first park to be established in the United States and the first to be established in the world.
- 1890** **Denali National Park** (6,000 sq miles)
The first national park in Alaska, established by President Harrison. It was the first park to be established in the United States and the first to be established in the world.
- 1899** **Denali National Park** (6,000 sq miles)
The first national park in Alaska, established by President Harrison. It was the first park to be established in the United States and the first to be established in the world.
- 1902** **Denali National Park** (6,000 sq miles)
The first national park in Alaska, established by President Harrison. It was the first park to be established in the United States and the first to be established in the world.
- 1903** **Rocky Mountain National Park** (35,000 sq miles)
The first national park in the Rocky Mountains, established by President Roosevelt. It was the first park to be established in the United States and the first to be established in the world.
- 1906** **Sequoia National Park** (150,000 sq miles)
The first national park in California, established by President Roosevelt. It was the first park to be established in the United States and the first to be established in the world.

How many National Parks are there?

See, Generative National Historical Park became the newest addition to the National Park System on October 26, 2020.

The National Park System encompasses 422 national parks across 48 states and extends into the territories, including Puerto Rico, the Virgin Islands, American Samoa, and Guam.

Within the system, there are 62 sites that include "national" as part of their proper name such as Acadia, Carlsbad, Grand Canyon, and Yellowstone. Though world-renowned for their gardens and forests, our national treasures encompass far more than just 62 sites. They include landscapes and historic landmarks that stretch our minds and bodies to learn and explore.

The system is comprised of 20 national park types that fall under the protection of the National Park Service to preserve, interpret, and educate for this and future generations. These designations include:

- 1** **Great Smoky Mountains National Park** (527,000 acres)
- 2** **Grand Canyon National Park** (1,000,000 acres)
- 3** **Badlands National Park** (1,000,000 acres)
- 4** **Denali National Park** (6,000,000 acres)
- 5** **Yosemite National Park** (1,200,000 acres)
- 6** **Yellowstone National Park** (3,472,000 acres)
- 7** **Arches National Park** (1,000,000 acres)
- 8** **Grand Teton National Park** (1,000,000 acres)
- 9** **Alkyon National Park** (1,000,000 acres)
- 10** **Clayton National Park** (1,000,000 acres)

Out of the 422 parks in the National Park System in 2019, there are 62 with the designation "national park" as part of their official name. These are the top 10 most visited National Parks.

With over 400 places for you to find great parks, where will you go? If you want some inspiration on where to go, what to do, and what to bring, sign up for the download of our free travel guide and start planning your next adventure today!

4 National Park EXPLORER | Fall 2021

Your National Parks: ALL SIZES GREAT & SMALL

BIG AND SMALL, FAR AND WIDE, NATIONAL PARKS PRESERVE AND INTERPRET STORIES AS DIVERSE AS THE LANDSCAPES THEY PROTECT.

Some national parks, such as the Grand Canyon, are so large that you can't see them all in one day. Other parks, like the Grand Teton, are so small that you can see them all in one day. But no matter how big or small, every national park has a story to tell. And every park has a unique landscape that is worth seeing. So, whether you're looking for a big adventure or a small escape, there's a national park for you. And every park has a unique landscape that is worth seeing. So, whether you're looking for a big adventure or a small escape, there's a national park for you.

LONGEST MILE SPAN
The longest trail in the world is the Appalachian Trail, which spans 2,170 miles from Georgia to New Hampshire. It was established in 1916 and is now managed by the Appalachian Trail Conservancy.

SMALLEST PARK
The smallest national park is the Grand Prismatic Spring National Monument, which covers only 1,000 acres in Yellowstone National Park. It was established in 1906 and is now managed by the National Park Service.

17
18
19
20
21
22
23
24
25

13 National Park EXPLORER | Fall 2021

spreads



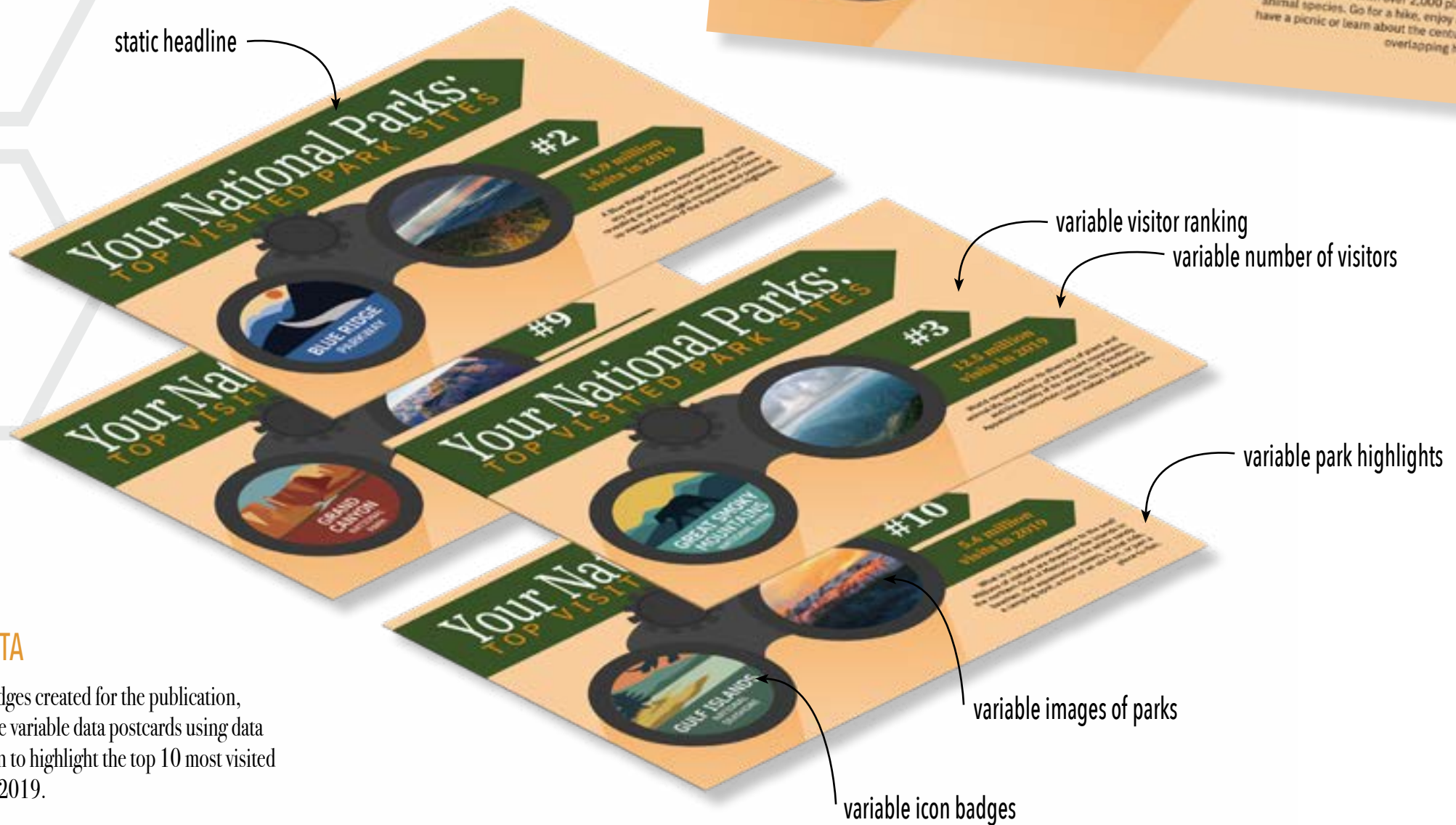
ICON BADGES

For the publication I was able to create icon badges using Illustrator to represent the top 10 most visited National Parks of 2019.

NATIONAL PARK postcards



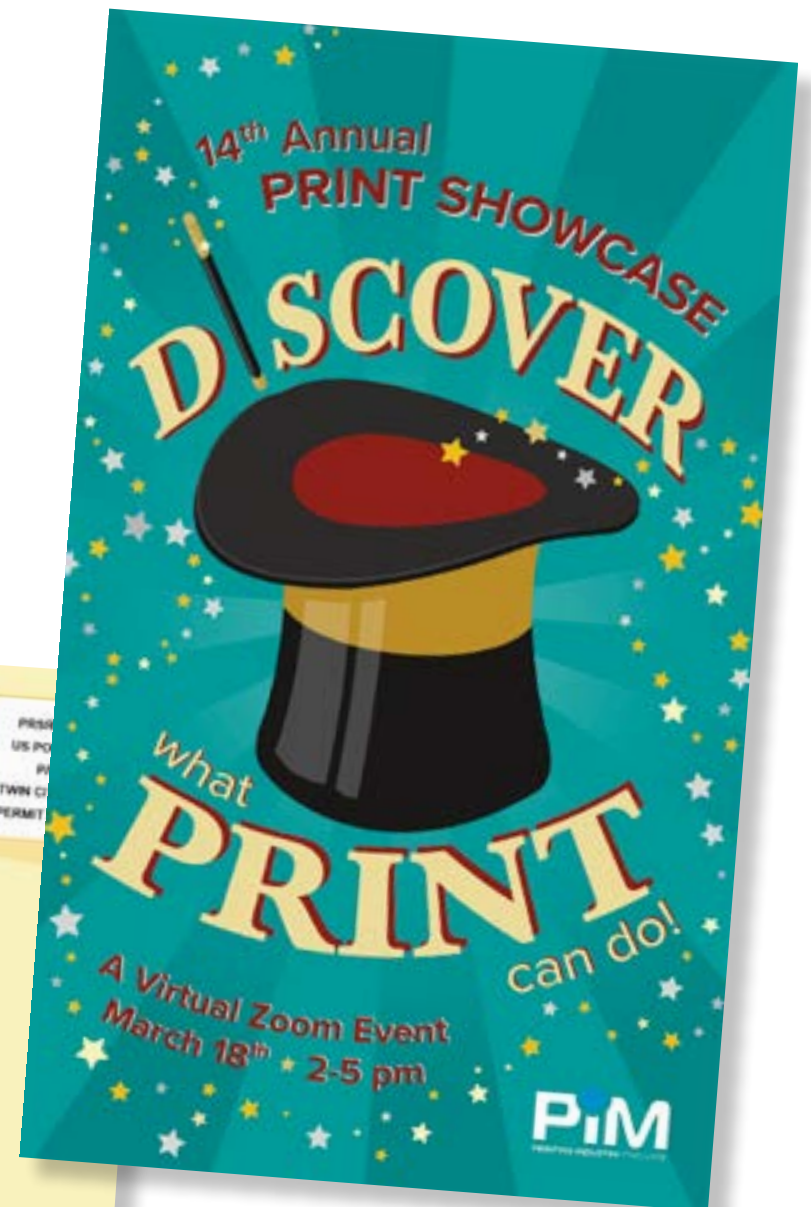
static headline



VARIABLE DATA

Using the icon badges created for the publication, I was able to create variable data postcards using data merge in InDesign to highlight the top 10 most visited National Parks of 2019.

PIM PRINT SHOWCASE postcard



PROMOTIONAL DESIGN

“Discover What Print Can Do” is the theme for this year's PIM Print Showcase. My pitch was to use the idea of Magic and it was chosen by PIM for their virtual event in March. The final postcard graphic was designed in Illustrator and the body copy given by the client was stylized in InDesign.

color palette



initial concept ideas



initial comp



INTERN EXPO student pages



folded

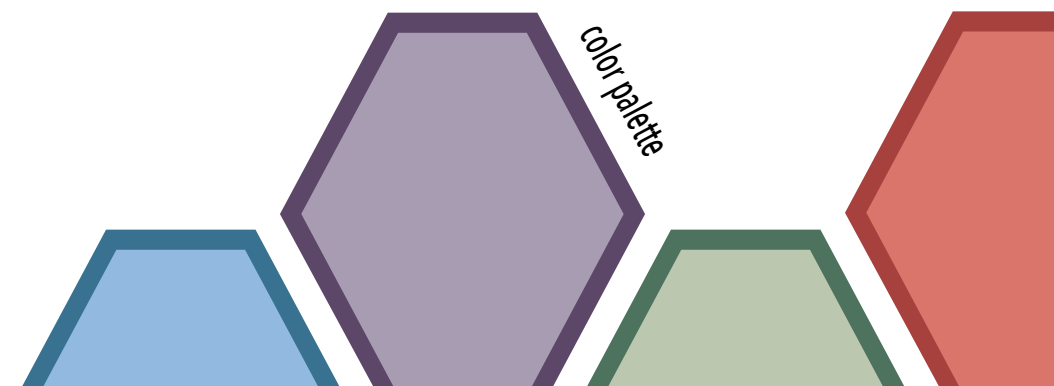


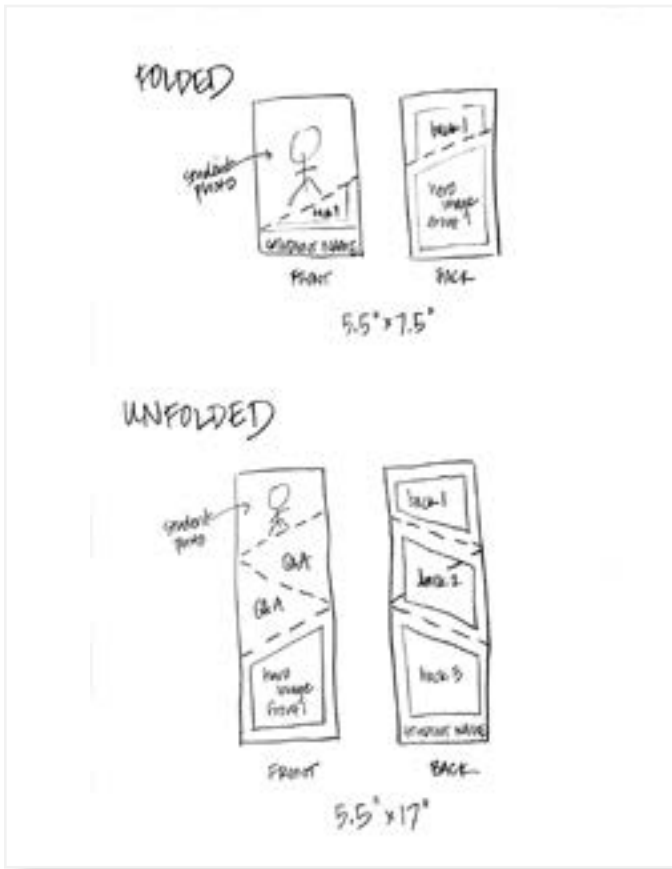
unfolded

PRODUCT DESIGN

The intern expo student pages were designed as individual pages to highlight each student individually. The original concept had fold lines on the diagonal, but was modified during the design process due to budget constraints. Even with the changes, the final version maintained some of the diagonal features within the design. Working with a team, the background graphics were designed by another student and included to add visual interest.

color palette





initial concept sketches

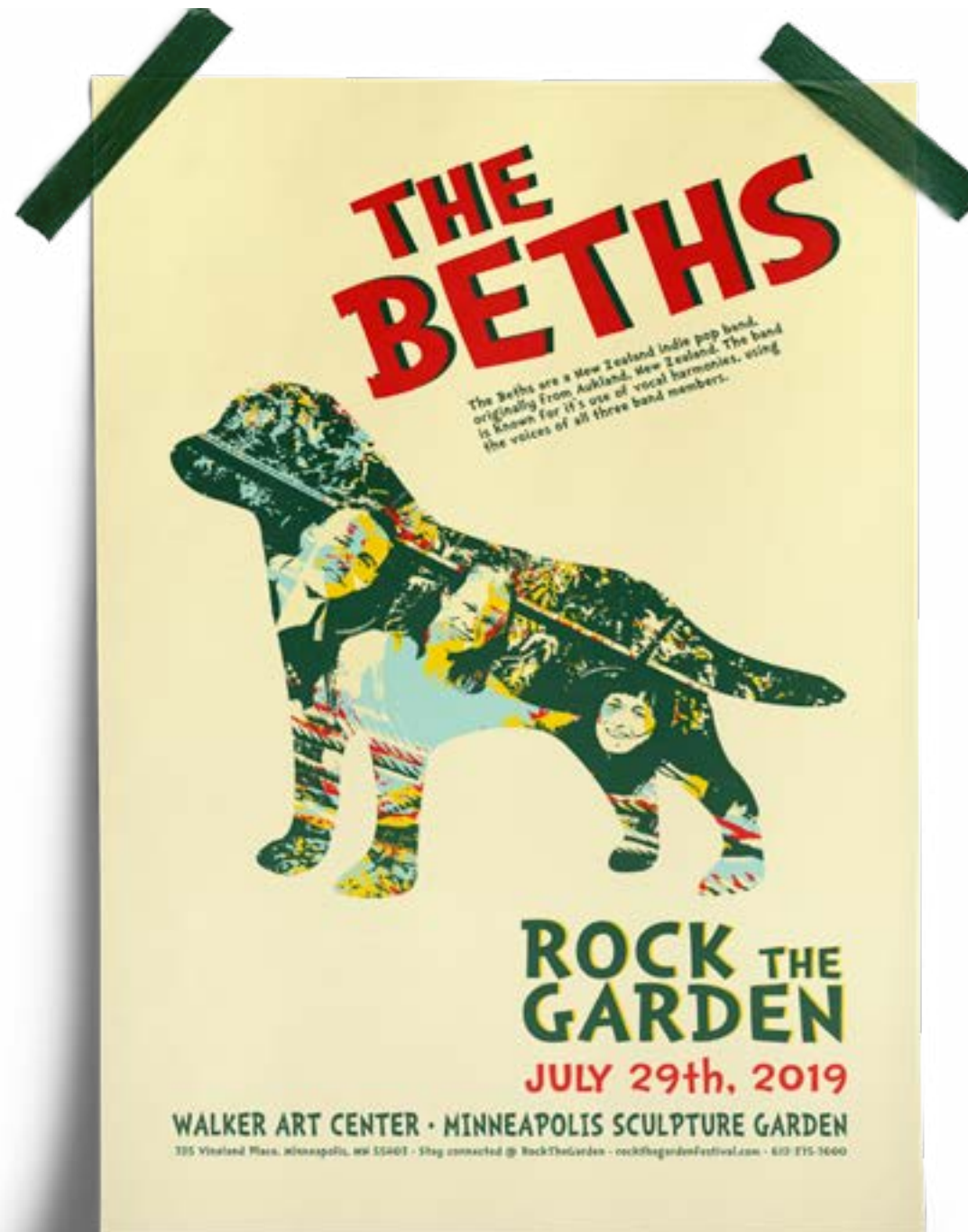


final page layouts



initial comps

ROCK THE GARDEN poster



PROMOTIONAL DESIGN

For this project we designed promotional materials for one of the bands participating in the Rock the Garden concert at the Minneapolis Sculpture Garden. I chose the band named the Beths. We created a poster, a postcard, as well as three different sized web advertisements.

color palette



mood board





Structural Design

Warrior Helmet

AICC Packaging Design Competition

3D Mountain Dew Bottle

Handmade Toy Truck Packaging

WARRIOR helmet



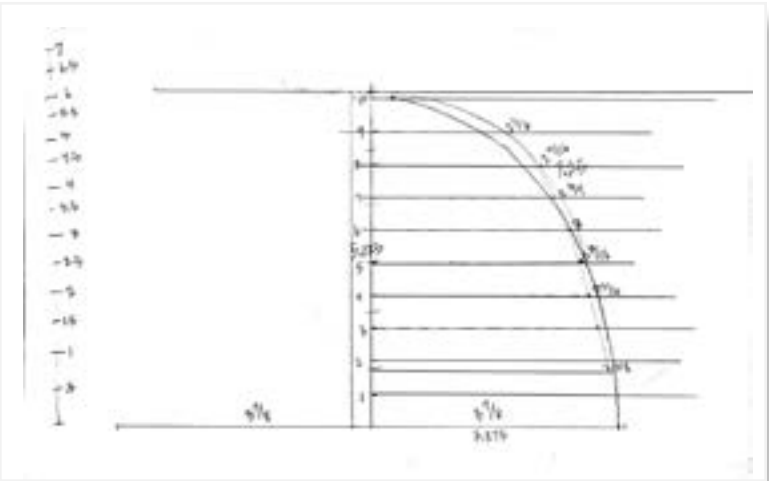
STRUCTURAL DESIGN

The challenge of this assignment was to design a warrior helmet of our choice out of corrugated. To add detail to the helmet, I used the crease wheel to create indented details in the helmet. In contrast the ear flaps were hand painted to give a raised detail. The biggest challenge was creating the initial dome like structure.



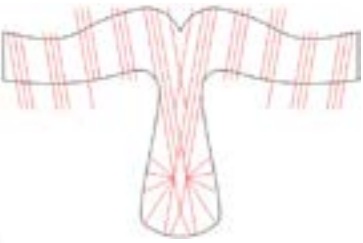
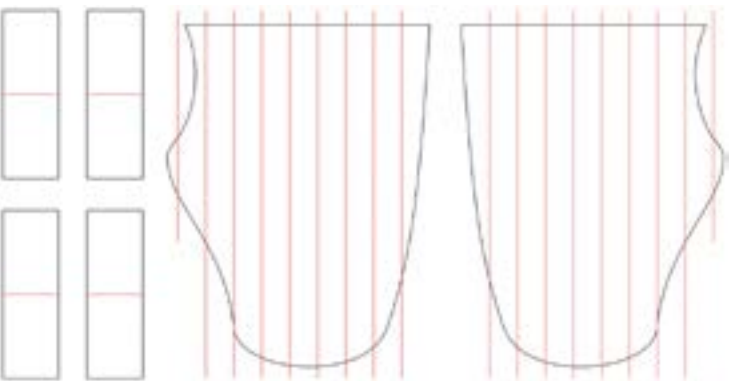
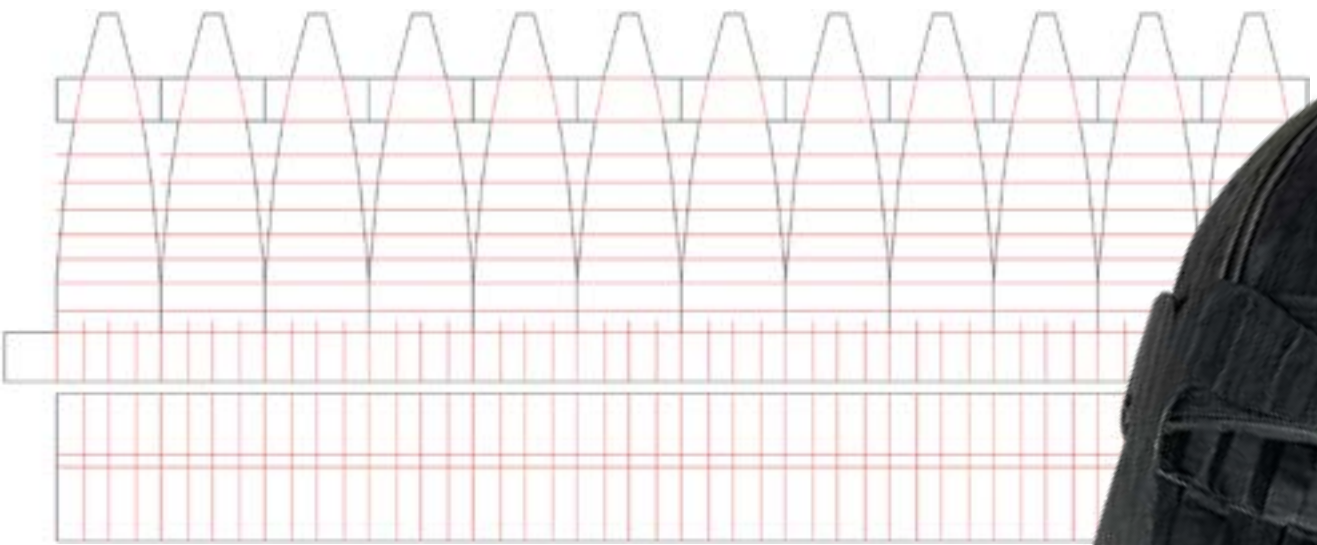
the inspiration

helmet dome calculations



Height	Radius	Chord	Distance
10	1.00	1.00	0.00
9	1.05	1.05	0.05
8	1.10	1.10	0.10
7	1.15	1.15	0.15
6	1.20	1.20	0.20
5	1.25	1.25	0.25
4	1.30	1.30	0.30
3	1.35	1.35	0.35
2	1.40	1.40	0.40
1	1.45	1.45	0.45

Height	Radius	Chord	Distance
10	1.50	1.50	0.50
9	1.55	1.55	0.55
8	1.60	1.60	0.60
7	1.65	1.65	0.65
6	1.70	1.70	0.70
5	1.75	1.75	0.75
4	1.80	1.80	0.80
3	1.85	1.85	0.85
2	1.90	1.90	0.90
1	1.95	1.95	0.95



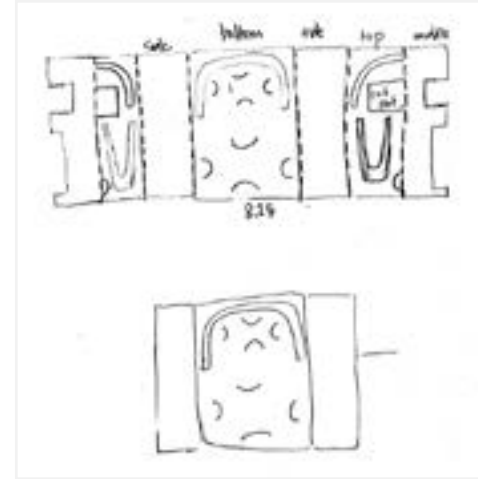
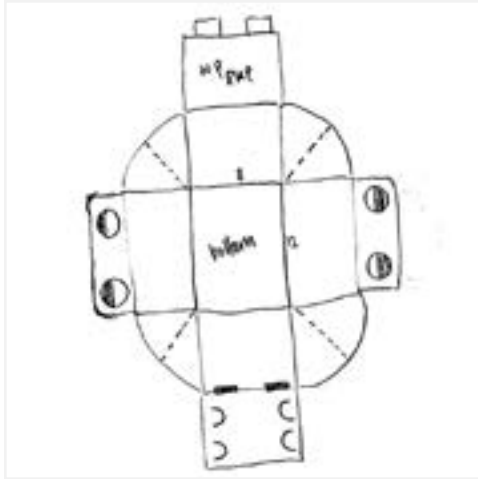
final dielines

AICC PACKAGING DESIGN competition



PACKAGE DESIGN

Our team winning this national competition was a definite highlight! As a team we worked over the summer to create and design a shipper that can protect and hold several specific items for the 2020 Ryder Cup golf tournament. The challenge focused on both the structure and the graphics of the shipper. My contribution was collaborating on the design of the shipper. Both the exterior box and the insert were intentionally designed to be as compact as possible, put together without glue, and protective of breakable items.



initial concept sketches



final dielines with graphics

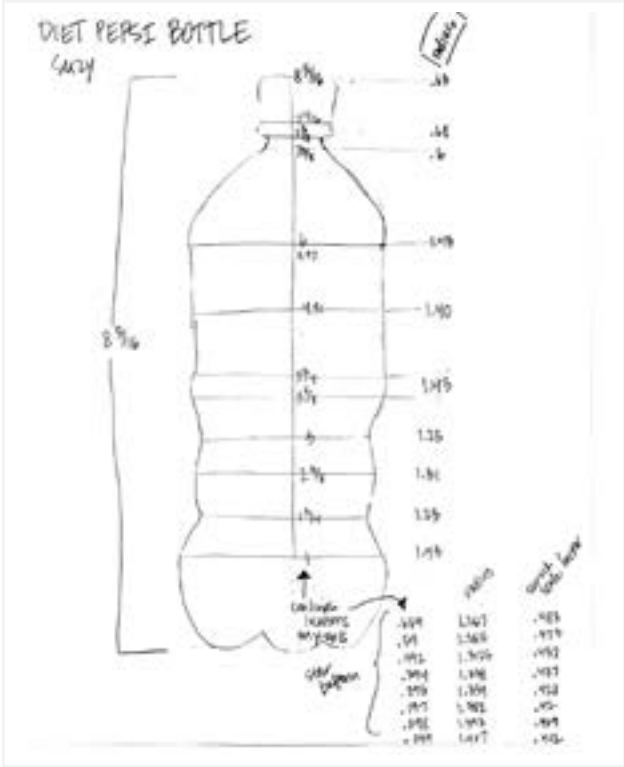
3D MOUNTAIN DEW bottle



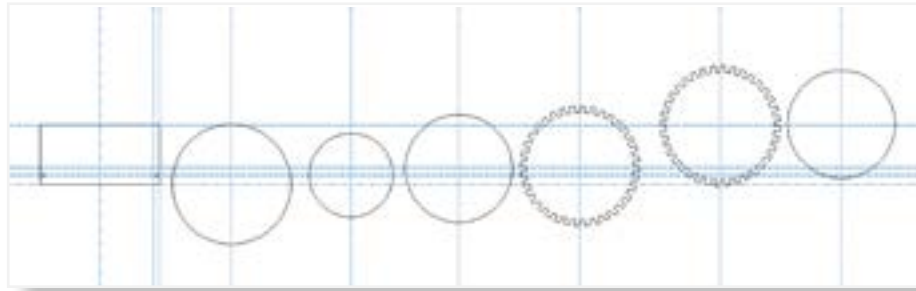
3D RENDERING DESIGN

Creating a bottle from scratch was a fun project. ArtiosCAD, Studio Toolkit, Illustrator, and Studio Designer were all used to create the bottle and the tray. After the bottle and tray were created, we went into Studio Store Visualizer and created our own little 3D store where we were able to stock the shelves with the product we created.

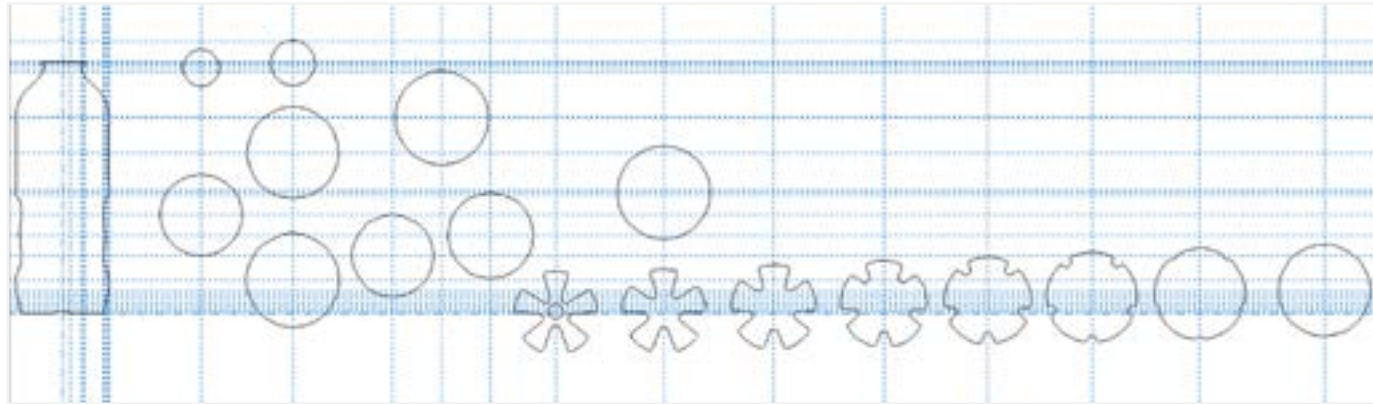
color palette



initial bottle sketch



bottle cap die line



bottle die line



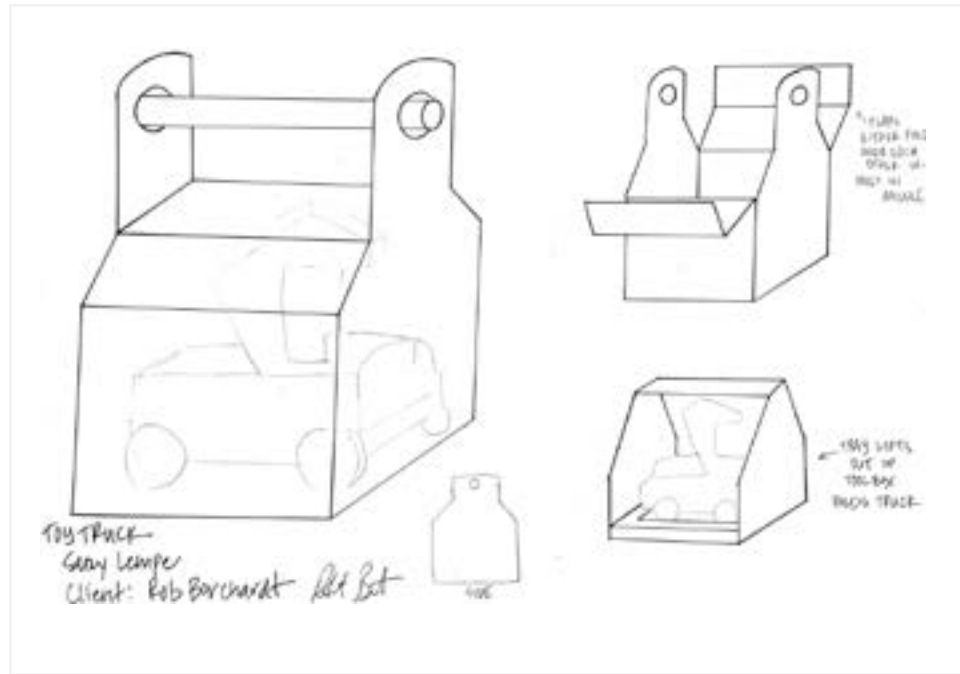
HANDMADE TOY TRUCK package



PACKAGE & GRAPHIC DESIGN

Designing the packaging and the graphics for this handmade toy truck was truly a comprehensive project. In this project I was able to work with the client to design a fun and unique structure to hold and protect the truck. The whole design was inspired from Grandpa making these treasures in his wood shop and the brand mark he leaves on the bottom of his pieces. They led to the toolbox structure, the unique logo, as well as the illustrations highlighting more of his special work.

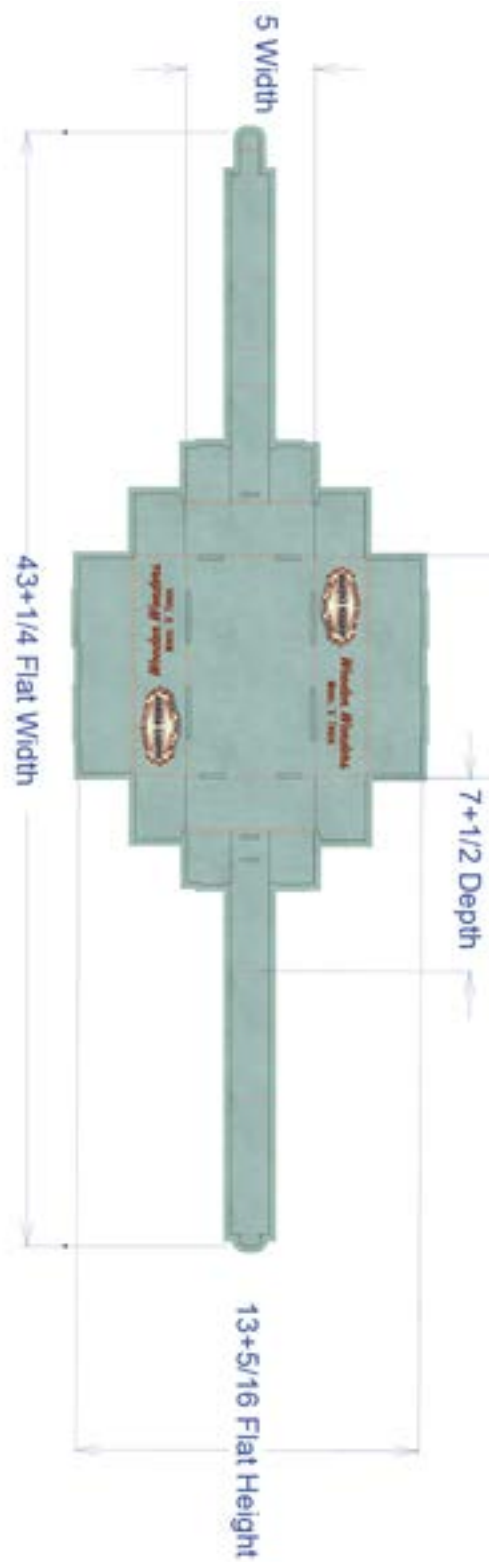
color palette



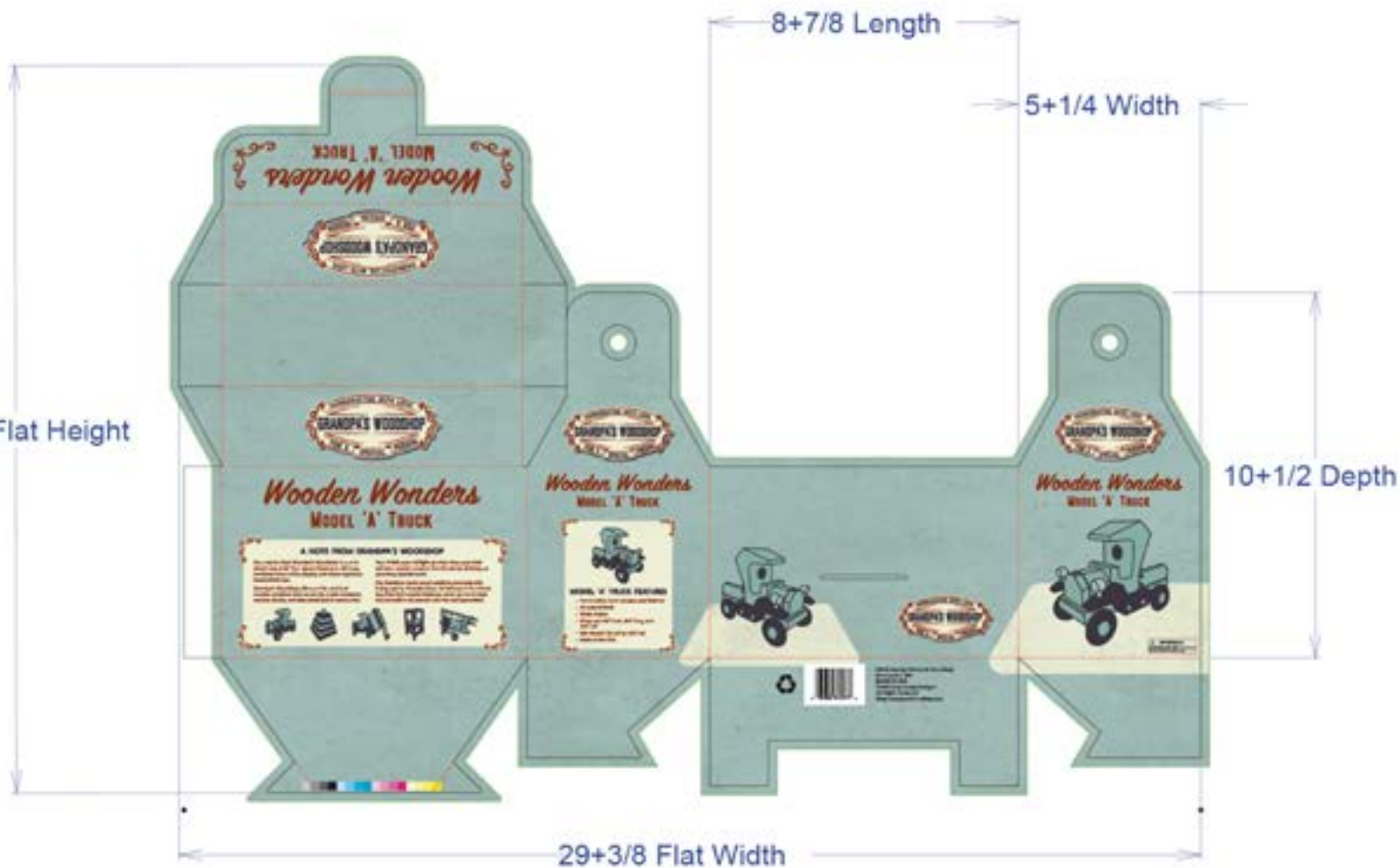
initial concept sketches



NOTE: These are the final prototypes before COVID-19 took school online. The remaining parts of this project; all of the graphics, communication with the client, and final product representations were done virtually.

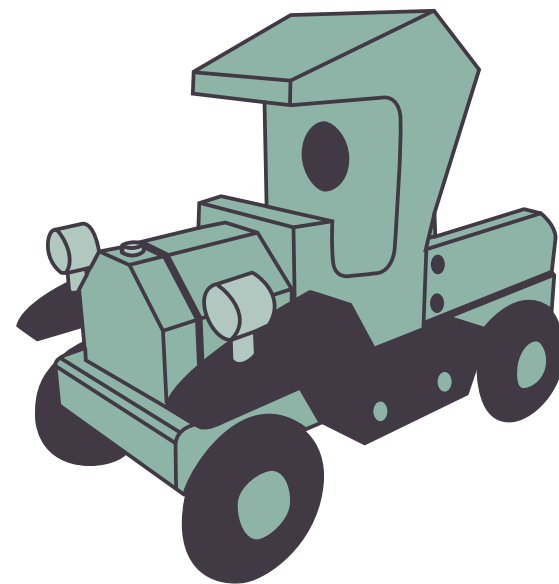


20+15/16 Flat Height

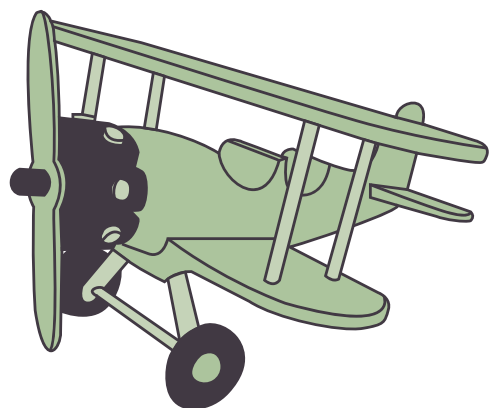


final dielines with graphics



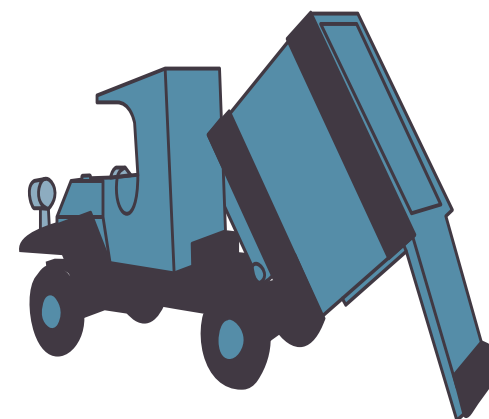
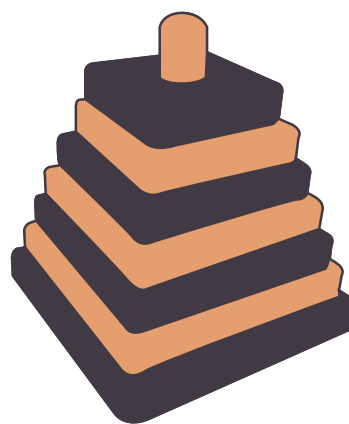


Wooden Wonders
MODEL 'A' TRUCK



Wooden Wonders
MODEL AIRPLANE

Wooden Wonders
STACKING BLOCKS



Wooden Wonders
GARBAGE TRUCK

VECTOR GRAPHICS

These are the vector graphics that were created for the toy truck packaging. Included is the brand logo as well as the vector graphics of some of the wooden toys Grandpa has built. The different color schemes show how the brand could be expanded to be cohesive yet unique for each toy.

About Suzy...



I'm a creator of thoughtful all-encompassing designs!

I love to solve puzzles!

I am currently a student at Dunwoody School of Technology, studying Graphic Design and Production. After being a stay at home mom and high school math teacher, I now have the opportunity to pursue a career in graphic design. I am currently looking for internship opportunities in either structural or publication design.

Design is the perfect new path to use my problem solving skills, math skills, and attention to detail in a new, unique, and creative way. It's an absolute win-win!

When I'm not designing, I'm spending time with my family. Watching movies or sports, playing games, and traveling are just a few of the things we like to do together.

SUZY LEMPE

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