

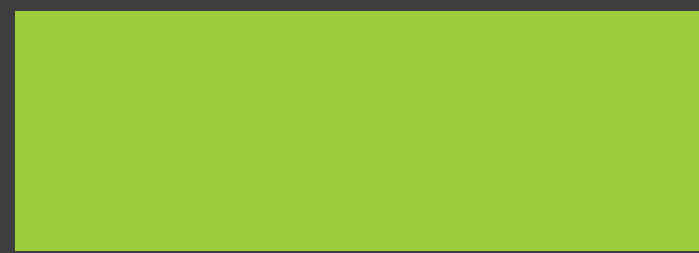
RYAN BURNEO



GRAPHIC
DESIGN

**PORT
FOLIO**

LAYOUT



“ WITHOUT **GOOD**
DESIGN IT IS EASY TO
MISS THE **POINT.** ”

01

Contemporary Art Event Package

A four piece event package done for the Art San Diego, Contemporary art show held once in year in San Diego, California. I wanted to create something that had a modern contemporary feel to fit the look of the art exhibition's branding.

Programs used: Photoshop & InDesign

ART SAN DIEGO
CONTEMPORARY ART SHOW

Presented by **UBS** The San Diego Union-Tribune

NOV 3 — 6
2016

art-sandiego.com
#ARTSD

Presented By **UBS**

NOV 3 — 6
2016

ART SAN DIEGO
CONTEMPORARY ART SHOW

Thursday Nov 3	7:00PM - 9:00PM
Friday Nov 4	12:00PM - 8:00PM
Saturday Nov 5	12:00PM - 8:00PM
Sunday Nov 6	12:00PM - 8:00PM

Balboa Park Activity Center



Use your phone to scan for more details.

art-sandiego.com
#ARTSD

NOV 3 — 6
2016

ART SAN DIEGO
CONTEMPORARY ART SHOW

Presenting Sponsor



Lead Media Sponsor



ART SAN DIEGO

CONTEMPORARY ART SHOW

Where contemporary, meets extraordinary.

art-sandiego.com
#ARTSD

Admission

Opening Night:
\$75 online / \$85 at event

General Public, 3-Day Pass:
\$25 online / \$30 at event

General Public, 1-Day Pass:
\$20 online / \$25 at event

Students/Seniors, 3-Day Pass:
\$15 online / \$20 at event

Students/Seniors, 1-Day Pass:
\$10 online / \$15 at event

Tickets are available and can be purchased through Eventbrite.com

Thursday Nov 3	7:00PM - 9:00PM
Friday Nov 4	12:00PM - 8:00PM
Saturday Nov 5	12:00PM - 8:00PM
Sunday Nov 6	12:00PM - 8:00PM



Balboa Park Activity Center

ADMIT ONE

ART SAN DIEGO
CONTEMPORARY ART SHOW

NOV 03 2016

Price: \$75.00 | Pass: 1 Day | Member: Official

Thursday Evening 5:00pm
@Balboa Park Activity Center

art-sandiego.com
#ARTSD

ONE DAY PASS

ART SAN DIEGO
CONTEMPORARY ART SHOW

Presented by **UBS** The San Diego Union-Tribune

Balboa Park Activity Center

Where contemporary, meets extraordinary.

01a

From left to right: Billboard, Poster, Flier (back & front), Ticket (back & front). Ticket and flier are shown in actual size.



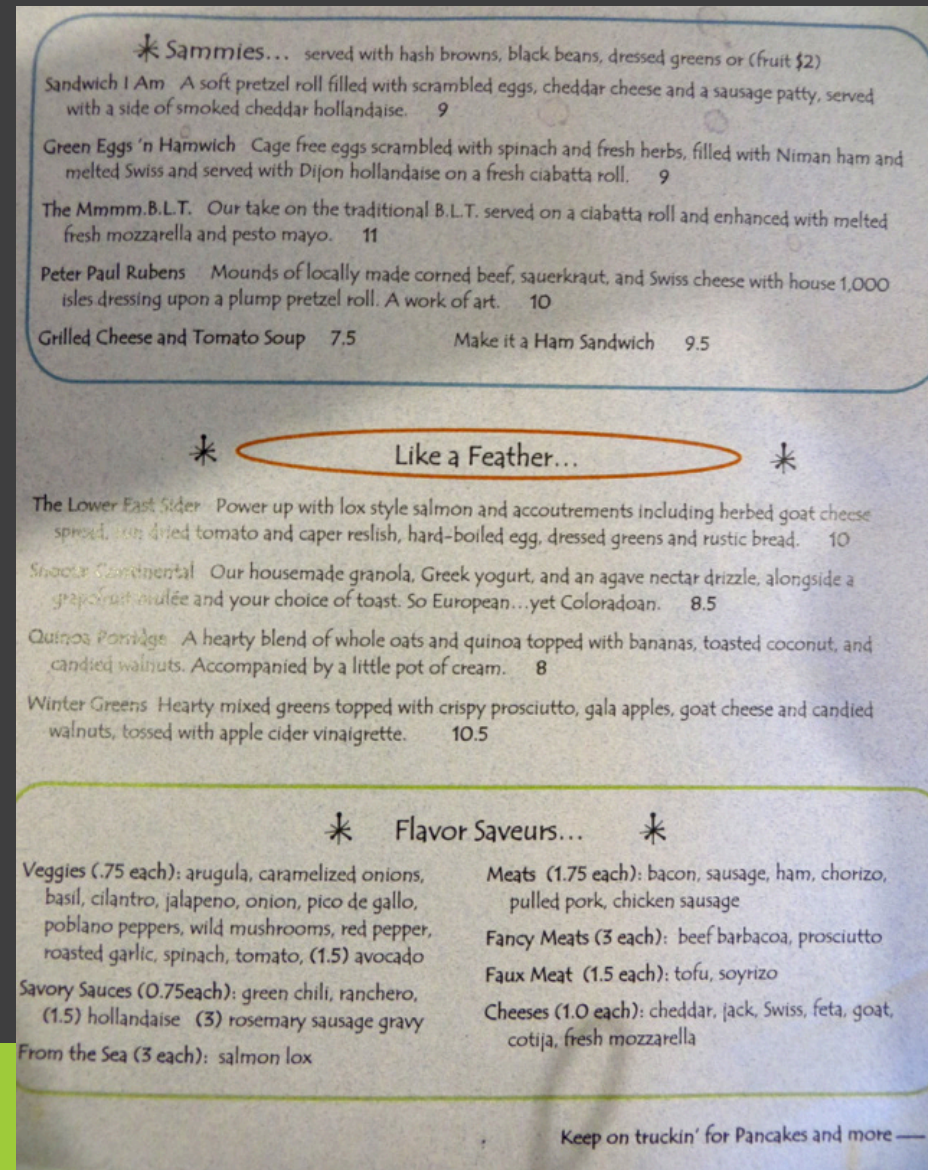
01b

The photos used were pieces from the exhibit. Simple shapes and color were used to create the flow and balance to help support the imagery.



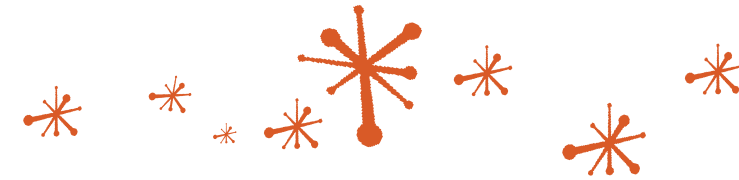
02b

The original menu (seen to the right) was very condensed. I wanted to give the elements room to breath and inject more of the fun energy the atmosphere of the diner had inside.



MAIN HEADER

121 pt.

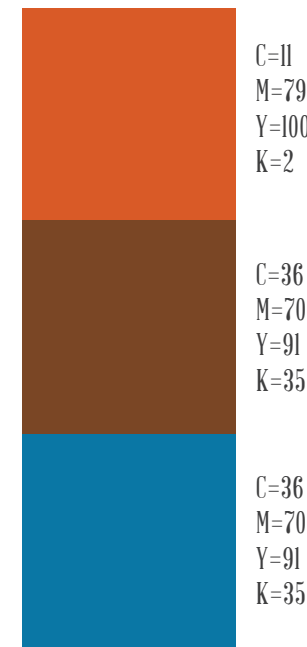


Menu Item (21 pt.) 80% tint

Description (14 pt.) 90% tint. \$ Price (15 pt.) 100% tint

Menu Item (21 pt.) 80% tint

Description (14 pt.) 90% tint. \$ Price (15 pt.) 100% tint



03

WIRED Magazine Cover Design

Cortana was the subject of this cover. The brand colors were used with a simple system basic font. The image was chosen to imply the futuristic new feeling Cortana implies.

Programs used: Photoshop & Illustrator



PHOTO
EDITING

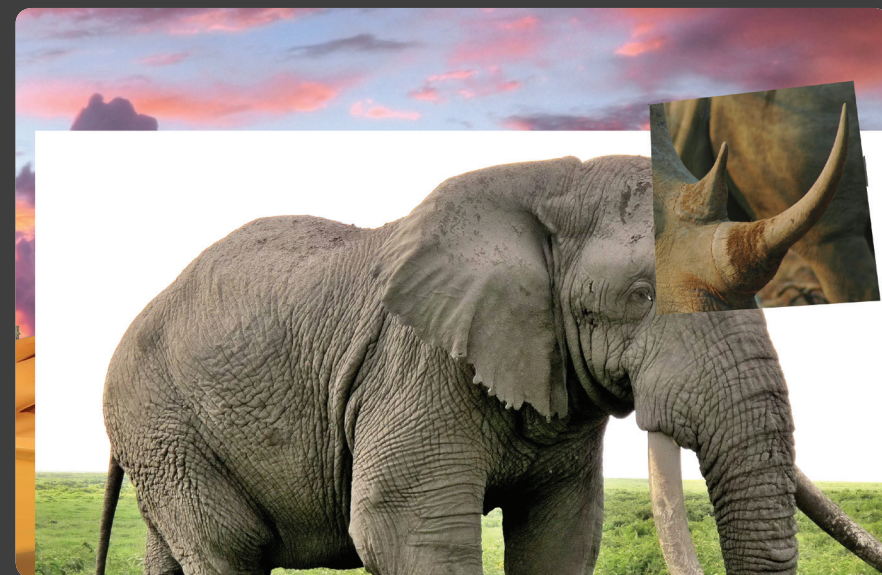


“ USE A **PICTURE,**
IT'S WORTH A
THOUSAND **WORDS.** ”

01 | Surreal Photo Comp.



01a | An example of painted overlays and blending modes to create the realistic look of an android.



01b | Curve and level adjustments were used to help create more contrast and definition.



01c | Non-destructive photo editing was used through proper use of masking and refine edge techniques.

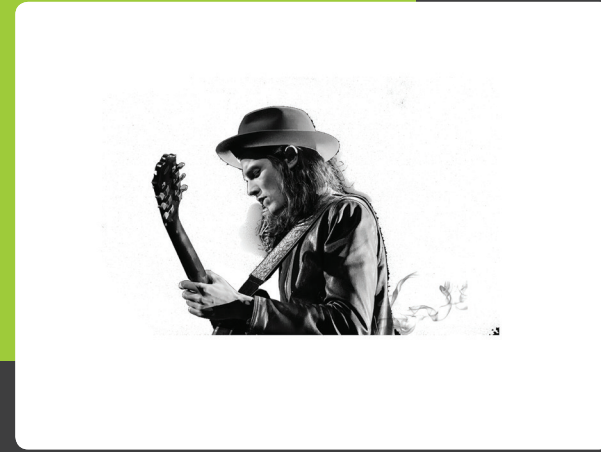
This project is made up of over 10 separate images. Painted overlays, masking and filters were used to blend and fuse the images to make one cohesive piece.

Programs used: Photoshop & Lightroom



02

Digital Media Album Art



02a

A Black and white photo was used for the base and adjusted using levels to create the right amount of contrast.



02b

Bristle and feather brushes were used to create texture. Heavy strokes were used to help frame the image and give it weight.



02c

Masking and creating custom brushes were used to create the illusion of the image breaking apart and birds flying away.

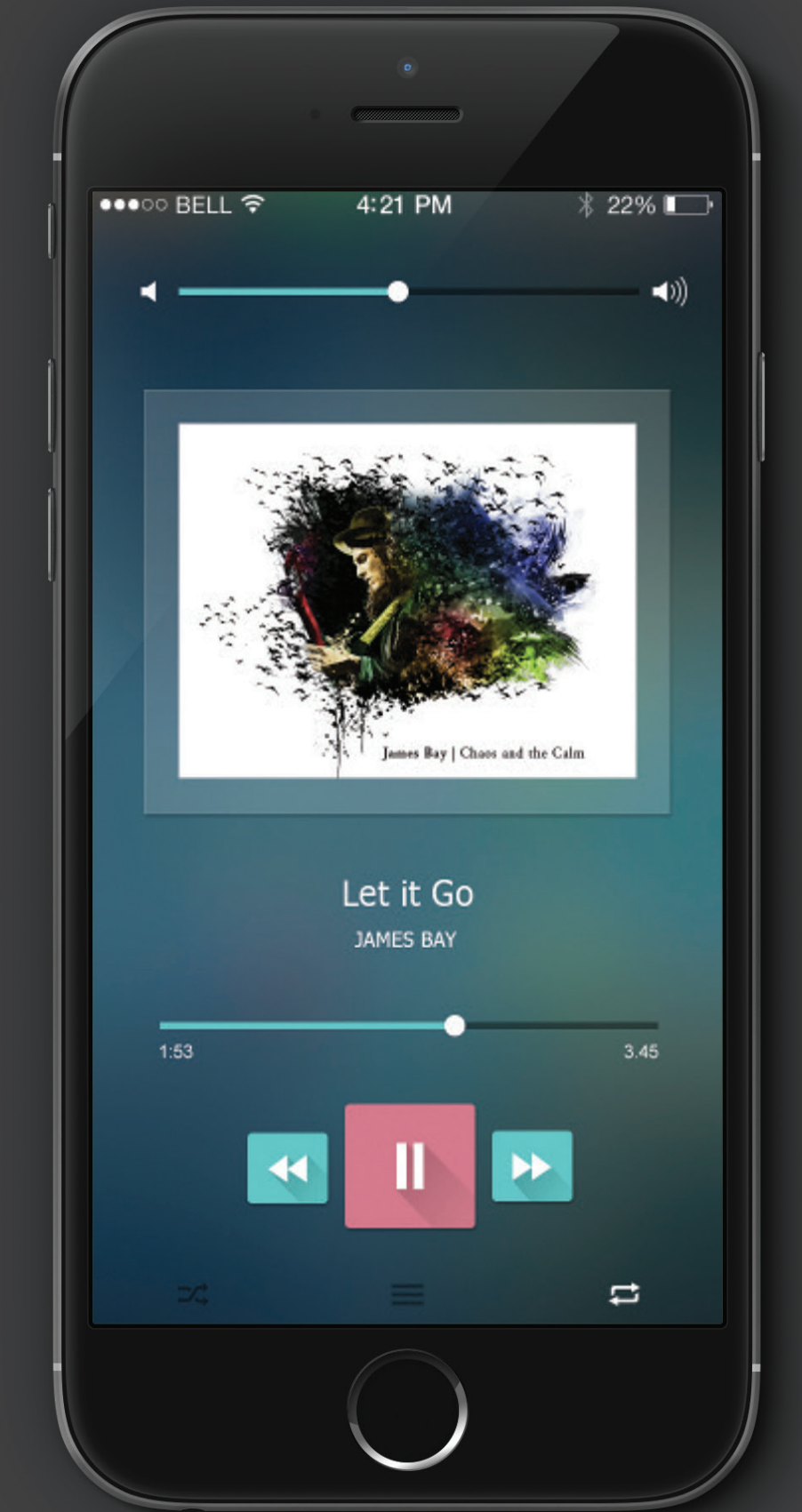
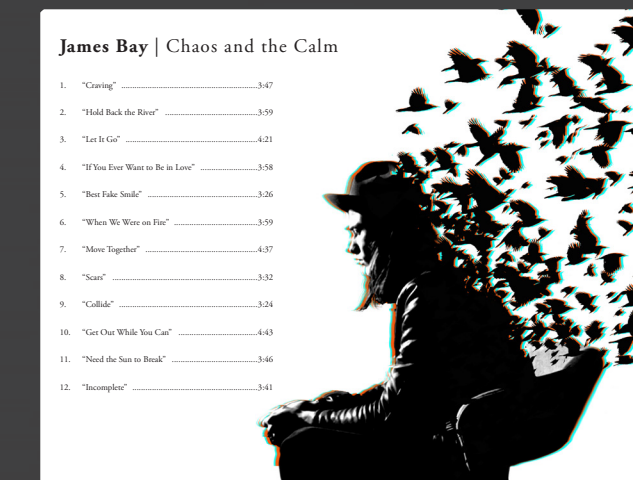
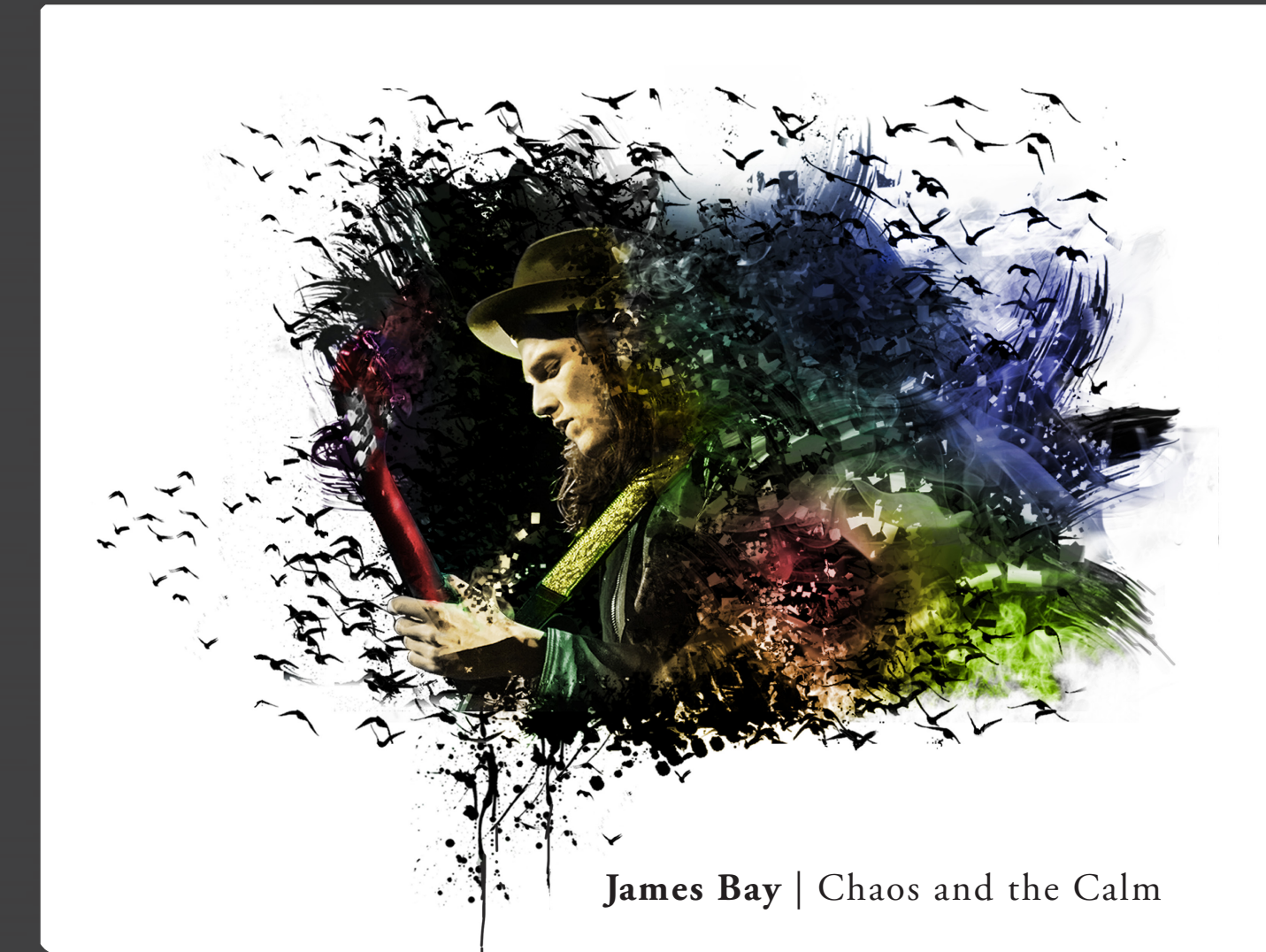


02d

Simple colors were used to help bring everything together. The color also allows for the detail of the chaotic elements to pop out.

Using the album's name chaos and the calm for inspiration. I used wild strokes and heavy elements against a stark white background to create that feeling.

Programs used: Photoshop



03

B&W Photo Colorization

Many layers and blending options were used to color this photo to make it appear natural. A proper understanding of color theory and lighting helped to create natural looking skin tones.

Programs used: Photoshop





ILLUSTRATION

“ THE BEST **DESIGN**
TOOL IS A LONG ERASER
WITH A PENCIL AT ONE
END. ”

01

Mardi Gras Street Banner

The street banner was created from a sketch of a photo reference and embellished with a mask and a feather top. The colors were chosen to represent the Mardi Gras nights.

Programs used: Procreate & Illustrator

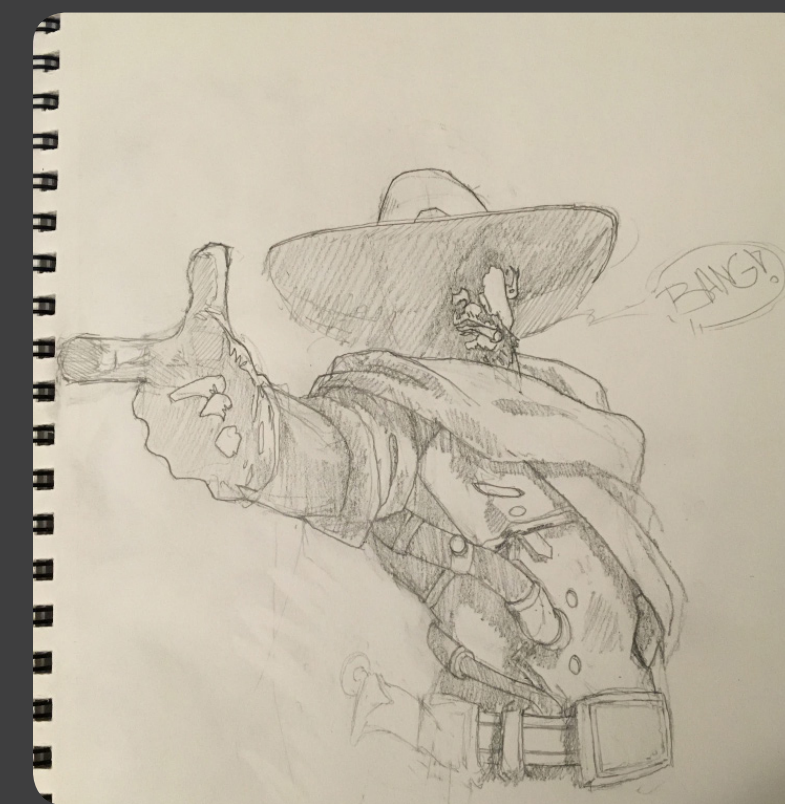


02

Social Media Promotional Post

Used to promote the new game Overwatch. The idea was sketched then imported into Photoshop to color the image. Custom brushes and blending options were used to create the effects. Various filters and overlays helped to bring the piece together.

Programs used: Photoshop



03

Shanle Wines Bottle Label

Sketchy and wild lines were used to help create the character in this piece. This theme was used through out the bottle label to tie the different elements together. A cut out is used to make the label interact with the bottle in an interesting way. The bottle mock up was drawn by hand in Illustrator.

Programs used: Illustrator

“Grandpa Grape” White Merlot, Mixed berry flavors and aromas with a clean finish on the palate. This semi-dry, semi-sweet merlot is a perfectly balanced wine. Named in honor of the owner’s father.

*Bibamus,
Moriendum
est.*



Shanle Wines
Produced and bottled by
WALNUT STREET WINERY

14.2% ABV.

750 ML.

CONTAINS SULFATES

PRODUCED & BOTTLED BY:
Walnut Street Winery,
Rochester, Illinois

www.walnutstreetwinery.com

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



BRANDING



“ A **BRAND**
IS THE PROMISE OF AN
EXPERIENCE. ”

03

Coast to Coast Brand Manual

This project was done for a start up brewing company. The founder wanted a coastal feel. The San Diego Skyline was used to define the logo. Simple strong fonts and colors were used so that the branding can be applied in all sorts of environments and imagery.

Programs Used: Photoshop, InDesign & Illustrator

Brewed and bottled by:
Coast to Coast Brewing
1234 Coast to Coast Way, San Diego, CA 92115
www.C2CBrewing.com



El Hefe (the boss) is a tropical Hefeweizen that will body slam your taste buds. With hoppy hints of pineapple and tropical flora to the sweet yeasty banana. This drink comes with a kick of fresh mango. Why leave your house when you can have a vacation at home. Pour the glass smell the air and you will be transported to a tropical beach with palm trees and warm sand between your toes.



GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CT-ME-VT-DE-MA-NY-IA-OR-SC-DEP.MI 10¢ DEP. CA REDEMPTION VALUE



PLEASE RECYCLE THE BOTTLES AND ALWAYS DRINK RESPONSIBLY

LOGO

About The Logo

The logo depicts the San Diego and Philadelphia skylines in all formats except the simple monogram (seen on page 7). The circle symbolizes the beautiful California sun sets and the East Coast sunrises. This logo represents the two hometowns of the Brewery founder. It is important to note that the shapes are bold, flat and crisp and that there will carry over to many aspects of the brand.



RESPONSIVE LOGO

Sizing steps
Here are examples of how you can use the logo in responsive situations such as apps and websites. You can choose to omit certain logos when transitioning but you cannot change the order.



LOGO

MAIN LOGO



Main Logo

The main logo should be used when the web address or the Coast to Coast name will not appear. This insures clear communication of the brand. This logo should be displayed on medium to large formats. Logo cannot be less the 2 inches in width.

ALTERNATE LOGO



Alternate Logo

The alternate logo should be used during special promotions or when advertising limited beer releases. This logo should be used in larger format display to preserve the detail. This logo cannot be less than 2 inches in width.

FULL



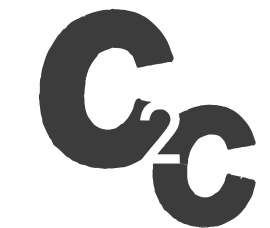
Monogram Logos

The full monogram logo should be the logo of choice for most advertisements. All monograms must be accompanied by the web address or company name so that the brand is clear. The only instance of the monogram remaining solo is when it is printed on bottle caps and stickers. The dimensions you are printing or displaying will dictate which monogram to use. The full monogram is for large to medium print while the cropped and simple are for smaller mediums. All monograms can be used on larger print however the full and cropped cannot be the less 1 inch in width.

CROPPED



SIMPLE



LOGO



TYPOGRAPHY

TYPOGRAPHY

UZQP HSBQ IZ
VORQ ITCR JO
W1SR J UDSK 1
X2TSK VET 12

TYPOGRAPHY: RULES

Usage

Font should be displayed as outlined. In this chapter, no other fonts are permitted. The size of the font should be displayed as needed. Body text must remain 12 points for print and 14 points for web. Text should never be placed over the logo or any part of an image that is promoting the brand. All text must be aligned left and under no circumstance should justified text be used. Text margins should never be less than 6% the width of the page. Generic font will only be used for tag lines and slogans.

HEADER (IMPACT REGULAR)

Sub Header (Catamaran Bold)
Body text (Catamaran Regular)

TYPOGRAPHY

GINERICA REGULAR

1234567890!@#%\$^&*()_+
ABCDEFGHIJKLMNPOQRST
UVWXYZ
abcdefghijklmnopqrstu-
vwxyz

TYPOGRAPHY

CATAMARAN REGULAR

1234567890!@#%\$^&*()_+
ABCDEFGHIJKLMNPOQRSTU-
VWXYZ
abcdefghijklmnopqrstu-
vwxyz

TYPOGRAPHY

GINERICA REGULAR

1234567890!@#%\$^&*()_+
ABCDEFGHIJKLMNPOQRST
UVWXYZ
abcdefghijklmnopqrstu-
vwxyz

TYPOGRAPHY

TYPOGRAPHY

CATAMARAN REGULAR

1234567890!@#%\$^&*()_+
ABCDEFGHIJKLMNPOQRSTU-
VWXYZ
abcdefghijklmnopqrstu-
vwxyz

TYPOGRAPHY



03

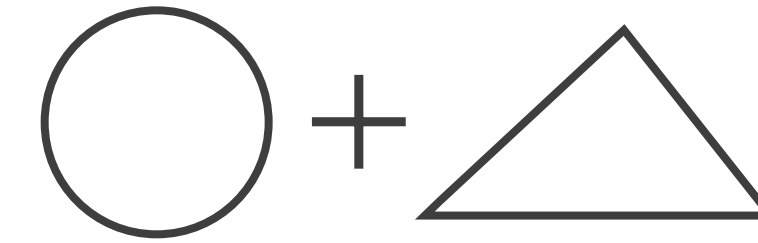
Personal Branding



My personal logo came through the concept of my initials and basic shapes. I wanted something that represented me as well as translate on a broad spectrum of mediums.

Programs used: Illustrator & Procreate

R + B =



=



01b

The color scheme came right away. The logo however was a progression of different concepts as seen to the left. I wanted it both abstract with the initials still readable.

Style Sheet



BIG JOHN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SLIM JOE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial (various weights)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

