GABRI GOODWYN

PortFolio

2018

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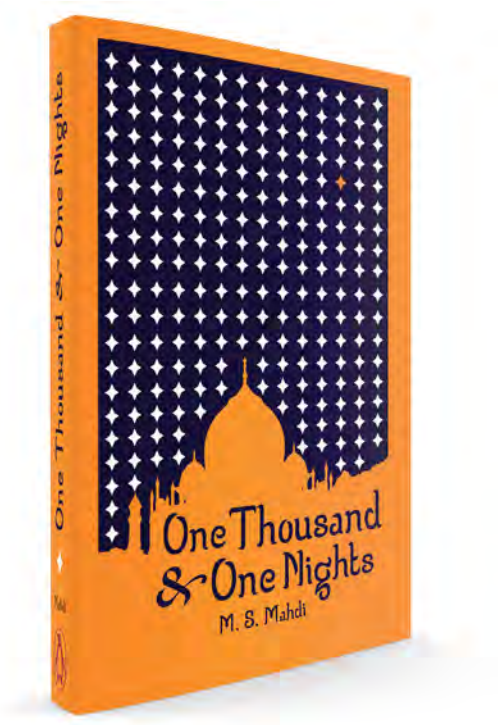
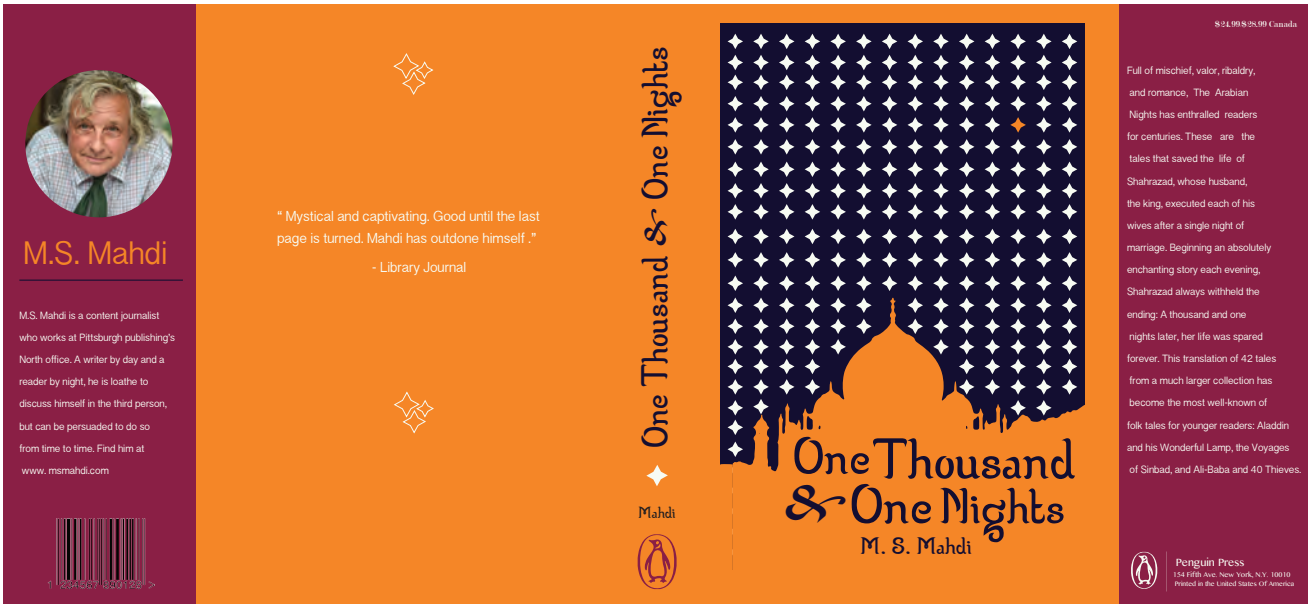
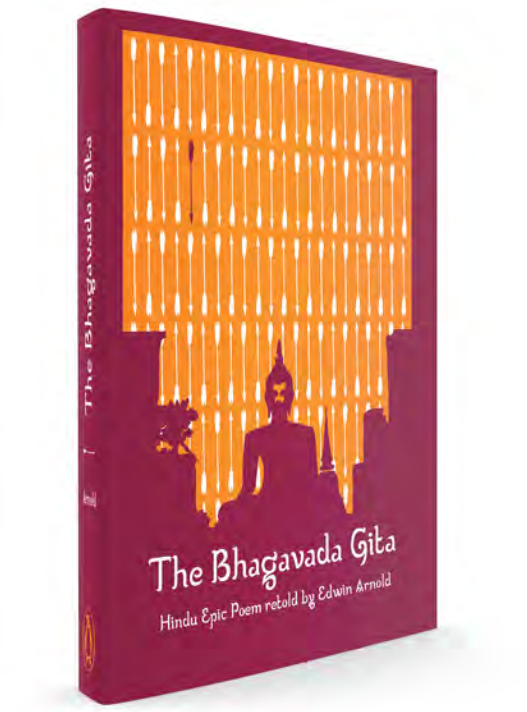
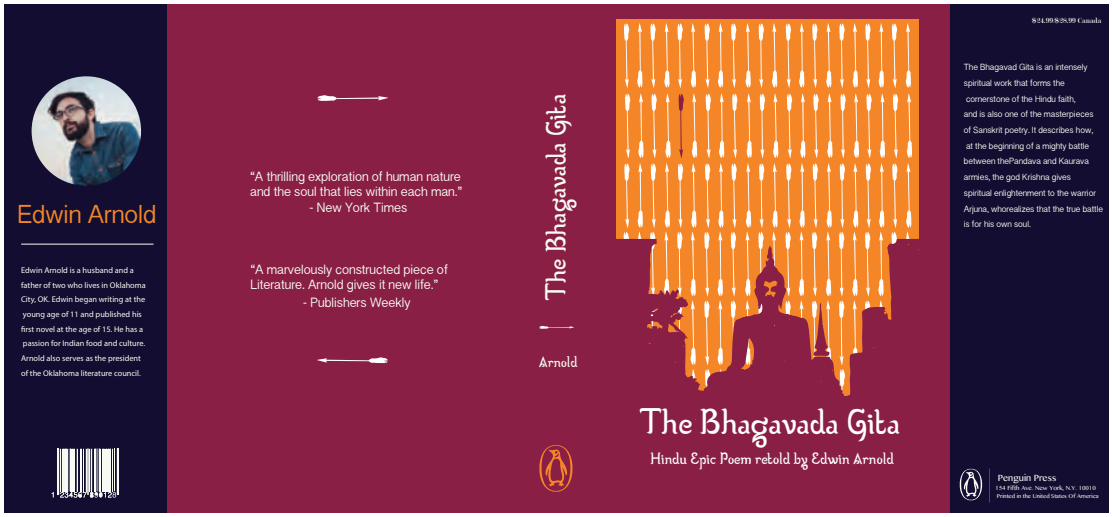

One Thousand & One Nights
M. S. Mahdi


M.S. Mahdi
M.S. Mahdi is a content journalist who works at Pittsburgh publishing's North office. A writer by day and a reader by night, he is loathe to discuss himself in the third person, but can be persuaded to do so from time to time. Find him at www. msmahdi.com
" Mystical and captivating. Good until the last page is turned. Mahdi has outdone himself ."
- Library Journal
One Thousand & One Nights
Mahdi
One Thousand & One Nights
M. S. Mahdi
$24.99 $28.99 Canada
Full of mischief, valor, ribaldry, and romance, The Arabian Nights has enthralled readers for centuries. These are the tales that saved the life of Shahrazad, whose husband, the king, executed each of his wives after a single night of marriage. Beginning an absolutely enchanting story each evening, Shahrazad always withheld the ending: A thousand and one nights later, her life was spared forever. This translation of 42 tales from a much larger collection has become the most well-known of folk tales for younger readers: Aladdin and his Wonderful Lamp, the Voyages of Sinbad, and Ali-Baba and 40 Thieves.
Penguin Press
154 Fifth Ave. New York, N.Y. 10010
Printed in the United States Of America

BOOK COVERS



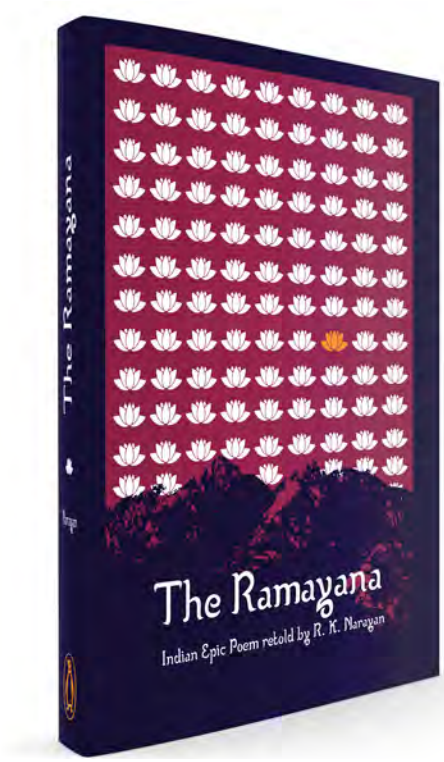


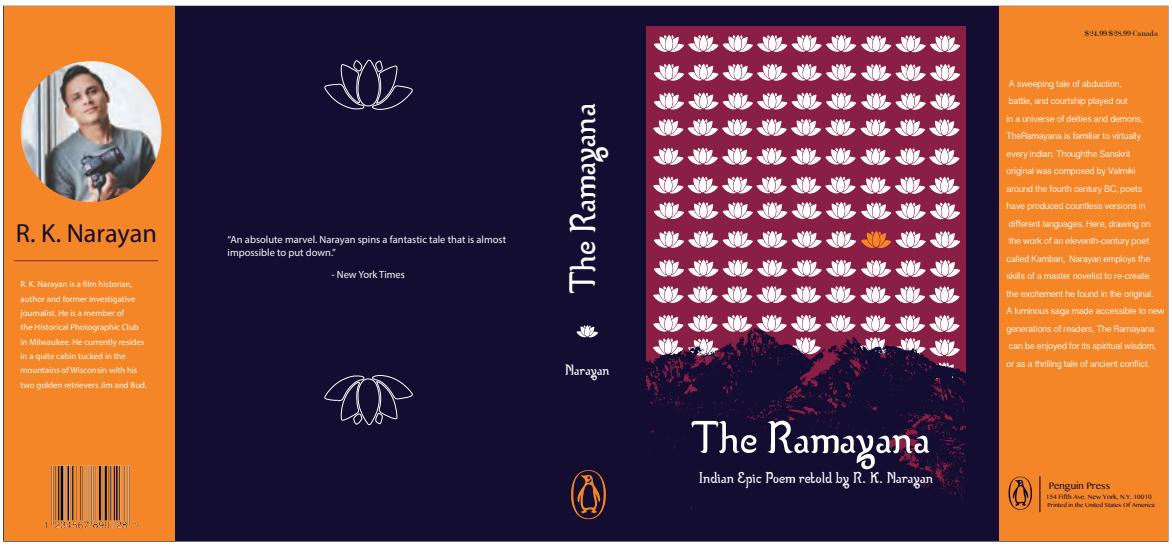
THE CHALLENGE

To design a series of three coordinating book covers

THE SOLUTION

I chose three pieces of literature from ancient India/Arabia that are well known and include spiritual themes. I used modern patterns and high chroma hues to represent the vibrant cultures these stories represent.


The Ramayana
Narayan
The Ramayana
Indian Epic Poem retold by R. K. Narayan


R. K. Narayan
R. K. Narayan is a film historian, author and former investigative journalist. He is a member of the Historical Photographic Club in Milwaukee. He currently resides in a quite cabin tucked in the mountains of Wisconsin with his two golden retrievers Jim and Bud.
"An absolute marvel. Narayan spins a fantastic tale that is almost impossible to put down."
- New York Times
The Ramayana
Narayan
The Ramayana
Indian Epic Poem retold by R. K. Narayan
$24.99 $28.99 Canada
A sweeping tale of abduction, battle, and courtship played out in a universe of deities and demons, TheRamayana is familiar to virtually every Indian. Thoughthe Sanskrit original was composed by Valmiki around the fourth century BC, poets have produced countless versions in different languages. Here, drawing on the work of an eleventh-century poet called Kamban, Narayan employs the skills of a master novelist to re-create the excitement he found in the original. A luminous saga made accessible to new generations of readers, The Ramayana can be enjoyed for its spiritual wisdom, or as a thrilling tale of ancient conflict.
Penguin Press
154 Fifth Ave. New York, N.Y. 10010
Printed in the United States Of America

BRANDING

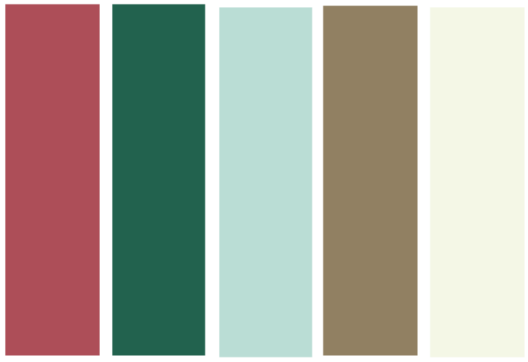
the logo guide

Wisdom script

Charlevoix pro

AaBbCcDd
1234567890
AaBbCcDd
1234567890

AD4E58
26614E
BADBD3
918062
F3F5E4



THE CHALLENGE

To create a farm to table business with a team of two other designers.

Created with help from the brilliant minds of Rachel Gibson and Andrew White

THE SOLUTION

We had to really work to blend our unique personal artistic preferences. Our design is a happy blend of illustrative and clean,modern aesthetic that one would anticipate from an earth-loving company like Barb's Farm Kitchen.

BARB'S
FARM KITCHEN
Dear Mr. Smith,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci.
Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget. Quisque scelerisque sagittis nulla at porttitor.
Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh. Vestibulum id purus lorem.
Sincerely,
John Doe
(912) 555-1234 / hello@yourwebsite.com
1600 Pennsylvania Ave NW, Washington, DC 20500, United States of America
BARB'S
FARM KITCHEN
farm fresh eggs
no.12
Barb's freaking cool stickers
Eat fresh.
Eat fun.

BARB'S
Eat Fresh. Eat Fun.

BARB'S
HOME
FARM
KITCHEN
BOXES
CONTACT
Barb's Farm Kitchen
FREE SHIPPING
ONLY IN DECEMBER
FIND OUT MORE
Barb's Farm Kitchen
315 Jefferson St
Corvallis, OR 97339
Call for more details
(541) 752-4156

CHILD HUNGER PSA

THE CHALLENGE

The goal of the project was to design posters that spread awareness about the harsh reality child hunger in present day America.

THE SOLUTION

My aim was to make the viewer aware that they could actually change things for a child. I wanted them to see their own children in the picture doing everyday things.

WHAT IF
YOU WERE
THE MISSING
LINK...
CHILD HUNGER
WHAT IF
YOU WERE
NOT...
FEEDING
AMERICA
Food insufficiency is associated
with decreased school attendance
or diminished academic achievement.
What if you
donated
one meal...

WHAT IF
YOU WERE
THE MISSING
LINK...
CHILD HUNGER
WHAT IF
YOU WERE
NOT...
FEEDING
AMERICA
FOOD INSUFFICIENCY IS
ASSOCIATED WITH DECREASED
SCHOOL ATTENDANCE OR DIMINISHED
ACADEMIC ACHIEVEMENT.
WHAT IF YOU
SPONSORED
ONE CHILD...

MARKETING PACKAGE

THE CHALLENGE

Design a marketing package to announce and promote the 2016 World Cheese Dip Championship held in Little Rock, AR.

THE SOLUTION

I went with a fun, whimsical design. I wanted the attendees to feel like they were apart of a bigger experience. I coined the phrase "take your mouth on a queso-cation" to add drama.

TAKE YOUR MOUTH ON A
QUESO-CATION
#QUESO-SHARK

SAUL BASS POSTER

THE CHALLENGE

To design a poster about Saul Bass in the style of Saul Bass.

THE SOLUTION

This poster was the beginning of my love affair with Saul's design. I did tons of research and fell in love with the high chroma-primary colors, geometric shapes, and simple forms that are characteristic of Saul's iconic works of art.

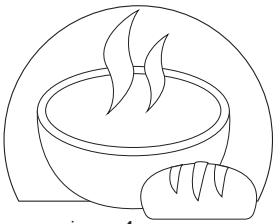
SWIPE 4 SEARCY POSTERS

THE CHALLENGE

To make posters and a logo for a local non-profit called 'Swipe 4 Searcy'. The group gives meals to homeless people by using cafeteria swipes to fill boxes full of food from college kids.

THE SOLUTION

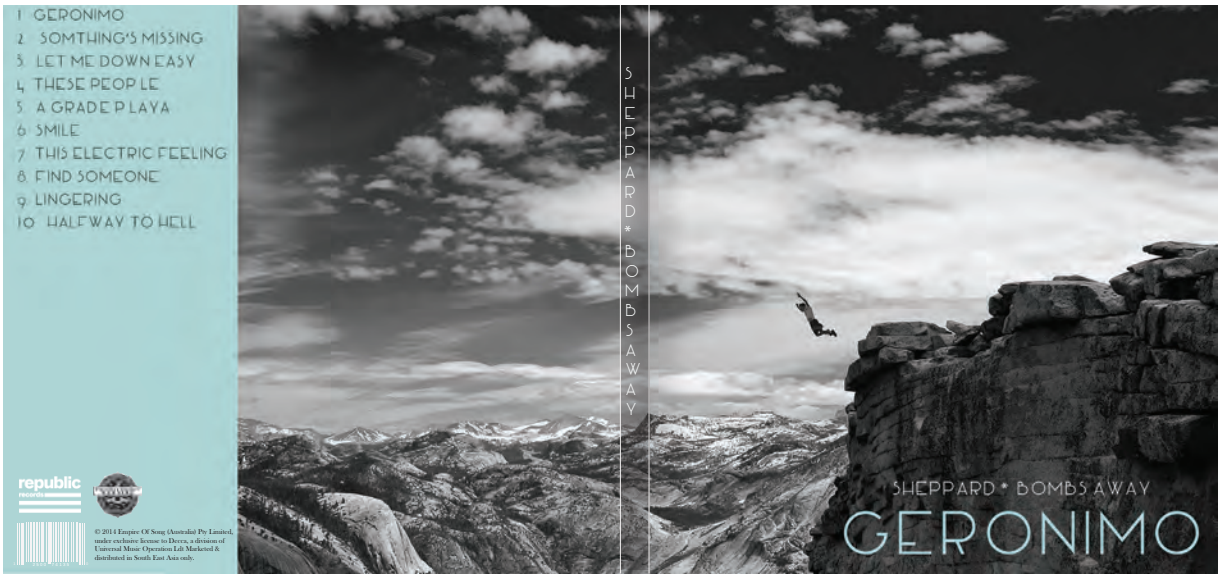
Since the posters were for a college campus, I wanted to make them easy to interpret quickly. I used simple shapes and high color contrast to add impact.



swipe 4 searcy

swipe 4 searcy

CD DESIGN



THE CHALLENGE

To design a CD cover around a song randomly chosen for you by a classmate. I was given 'Geronimo' by Shepard. I listened to it so much during the project, that to this day, I can no longer bear the song.

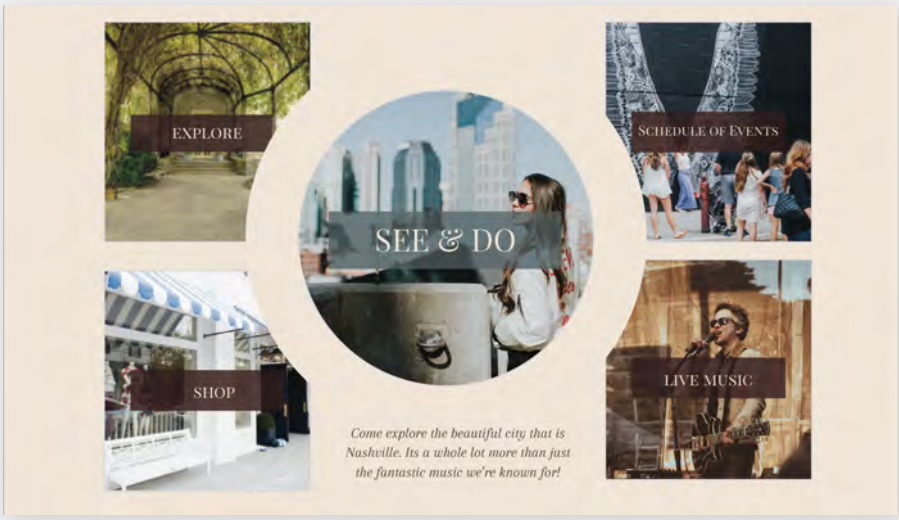
THE SOLUTION

The song features an up beat tune that calls for an intense picture of someone cliff diving. I chose the cool tones because I felt they represented the calming melody.

GERONIMO
OCT 30, 2015

SHEPPARD * BOMBS AWAY
GERONIMO
BOMBS AWAY

WEB DESIGN



THE CHALLENGE

To create a travel website that would draw tourist towards a certain city.

THE SOLUTION

I wanted to stray away from the typical perception people have of Nashville and introduce the idea that Nashville is an ideal place for a family vacation or a good home for a young couple. I chose an image heavy design to effectively convey the city's beauty.

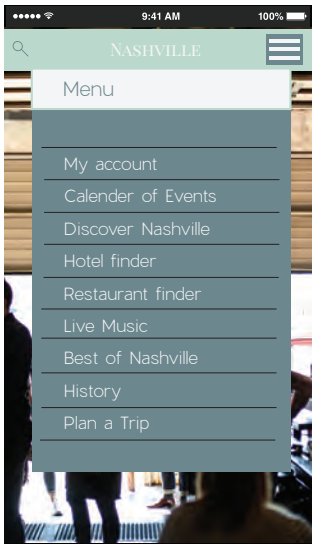
9:41 AM
100%
NASHVILLE

9:41 AM
100%
NASHVILLE
log in
user name
Password
Not a member? Sign up

9:41 AM
100%
NASHVILLE
GERMAN TOWN
DOWN-TOWN
SOBRO
GULCH
MIDTOWN
WEST END
WEHO
8TH AVE S
12 SOUTH
GREEN HILLS
Tap for restaurant options in your area
or
enter your zip code

9:41 AM
100%
NASHVILLE
DISCOVER NASHVILLE
See what people are saying about the hottest spots in Nashville
use #discovernashville to add your two cents

9:41 AM
100%
NASHVILLE
Feb 28
Wine tasting at Arrington Vineyard 6:00 pm
6211 Patton Rd, Arrington, TN 37014
CALENDER OF EVENTS
s m t w th f s
February
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28


9:41 AM
100%
NASHVILLE
Menu
My account
Calender of Events
Discover Nashville
Hotel finder
Restaurant finder
Live Music
Best of Nashville
History
Plan a Trip

STAY AWHILE

Cozy up in a quaint B&B

Try a luxury hotel in downtown Nashville

Stay at one of Nashville's most iconic destinations

Book a room that will comfortably accommodate the whole family

Discover the perfect hotel or bed and breakfast for your time in Nashville

LOGOS

Just for Her
fitness studio & gym

Ollie Mae

Called to Serve
Park Avenue Men's Ministry

BACK TO NATURE
homestay

DIGITAL PORTRAITS

THE CHALLENGE

I wanted to create digital portraits of some of my favorite entertainers

THE SOLUTION

I chose Lucille Ball and John Mayer. Both portraits are geometric and meant to portray the spirit of the artist it represents

HU GROWS

THE CHALLENGE

Branding for a community garden that would happen at Harding University

THE SOLUTION

I wanted the gardens persona to feel fun and inviting so that any student felt like they could get involved in the process.

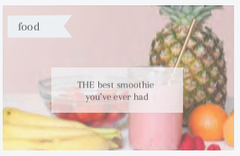
HU GROWS
TAKE PART IN HARDING'S COMMUNITY
GARDEN & ENJOY THE FRESH PRODUCE
HU GROWS !

HU GROWS
TAKE PART IN HARDING'S COMMUNITY
GARDEN & ENJOY THE FRESH PRODUCE
HU GROWS !

avoiding creative block

I gather my inspiration from experiencing the beauty of the ordinary and everyday. Thing like, tasty food; visiting a artfully-designed website; and traveling to new places, all inspire me. A visit to the Metropolitan Museum of Art was one of the most impactful and inspiring experiences of my year so far. But the creative energy I gather from experiment-

popular posts



recent posts

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keep in touch

email address

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THE CHALLENGE

To create a user friendly blog that represents my personal style

THE SOLUTION

I used pastel colors and pattern in combination with a a light, airy script font logo to portray my feminine aesthetic

About ME

Hello! I'm Gabri.
I'm currently studying graphic design at Harding University. I love chai tea lattes, squirrels, organizing closets, and whipping up tasty gourmet grilled cheese sandwiches. My design heros include, but are not limited to, Saul Bass, Garance Dore, and Anna Bond of rifle paper co. My passion for all things creative began at a young age. I would create elaborate games with insane rules for my family to follow. These days, you can usually find me taking artsy pictures of my succulent or doodling ice cream cones next to my art history notes.