

Partalia

Rose Walsh

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Contact:

Rose Walsh
916.768.3972
daisygirl.rose@gmail.com



Handwritten notes on a light green sticky note, partially obscured by other items in the box.

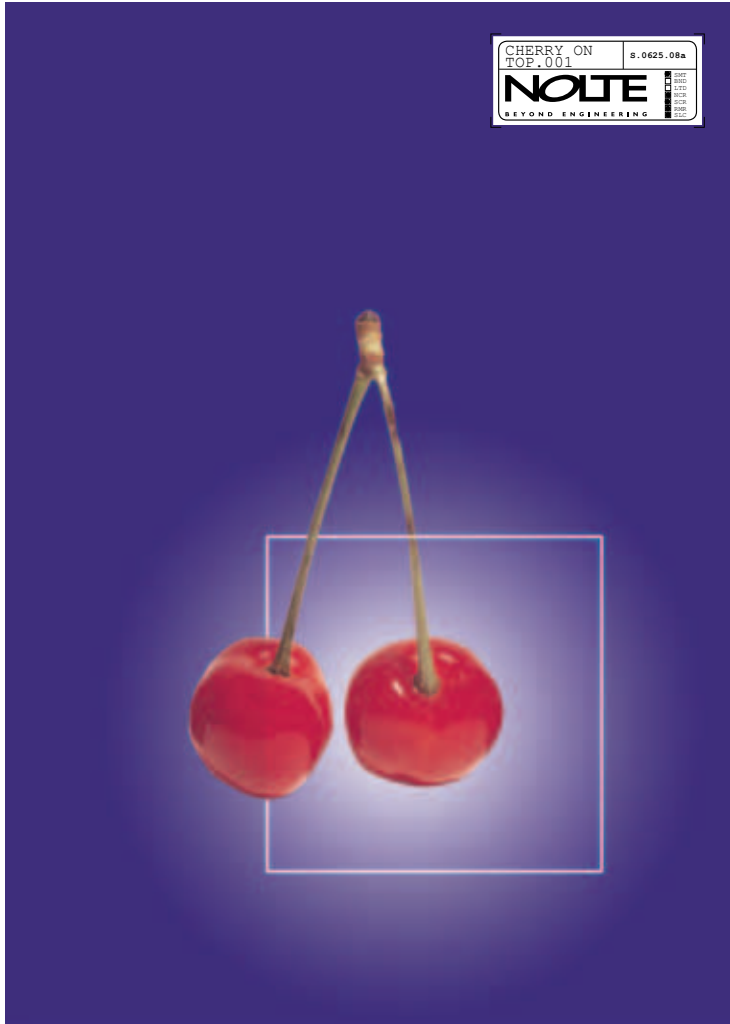
Postcards

The challenge of the Nolte postcard series is to provide imagery that will intrigue the audience; to ask the question, “Why would an engineering firm put a picture of a basset hound with his ears flapping in the fan on the front of their postcard?”

Result: Nolte’s clients turn the card over to read and occasionally put it on their refrigerators.

BLOWN AWAY.001	S.1029.08a
NOLTE	<input checked="" type="checkbox"/> SMT
BEYOND ENGINEERING	<input checked="" type="checkbox"/> BMD
	<input checked="" type="checkbox"/> PTD
	<input checked="" type="checkbox"/> NCR
	<input checked="" type="checkbox"/> SCR
	<input checked="" type="checkbox"/> BMR
	<input checked="" type="checkbox"/> SLC







DEC California
WARWIDO

Posters

The challenge was to create an anti-war poster.

Result: The response to this poster is usually “That’s really disturbing.” Perfect.



Your move.

The challenge was to create an anti-smoking poster.

Result: The poster reminds the smokers that they are playing a dangerous game without yelling “Stop SMOKING!”.



Bikinis for penguins. Planting trees. Do your part to fight global warming.

The challenge was to create an original global warming poster.

Result: Using humor, this poster attracts the audience with a penguin wearing a bikini which begs them to read the tagline: “Bikinis for penguins or planting trees. Do your part to fight global warming.”

Something missing?



VOLUNTEER


Find opportunities at
www.serve.gov

The challenge was to create a one color poster for a non-profit group.

Result: A poster to encourage people to volunteer by showing how to find opportunities.

At the Grove

Rodrigo y Gabriela



In Concert * July 31, 2009 * 7:00 pm

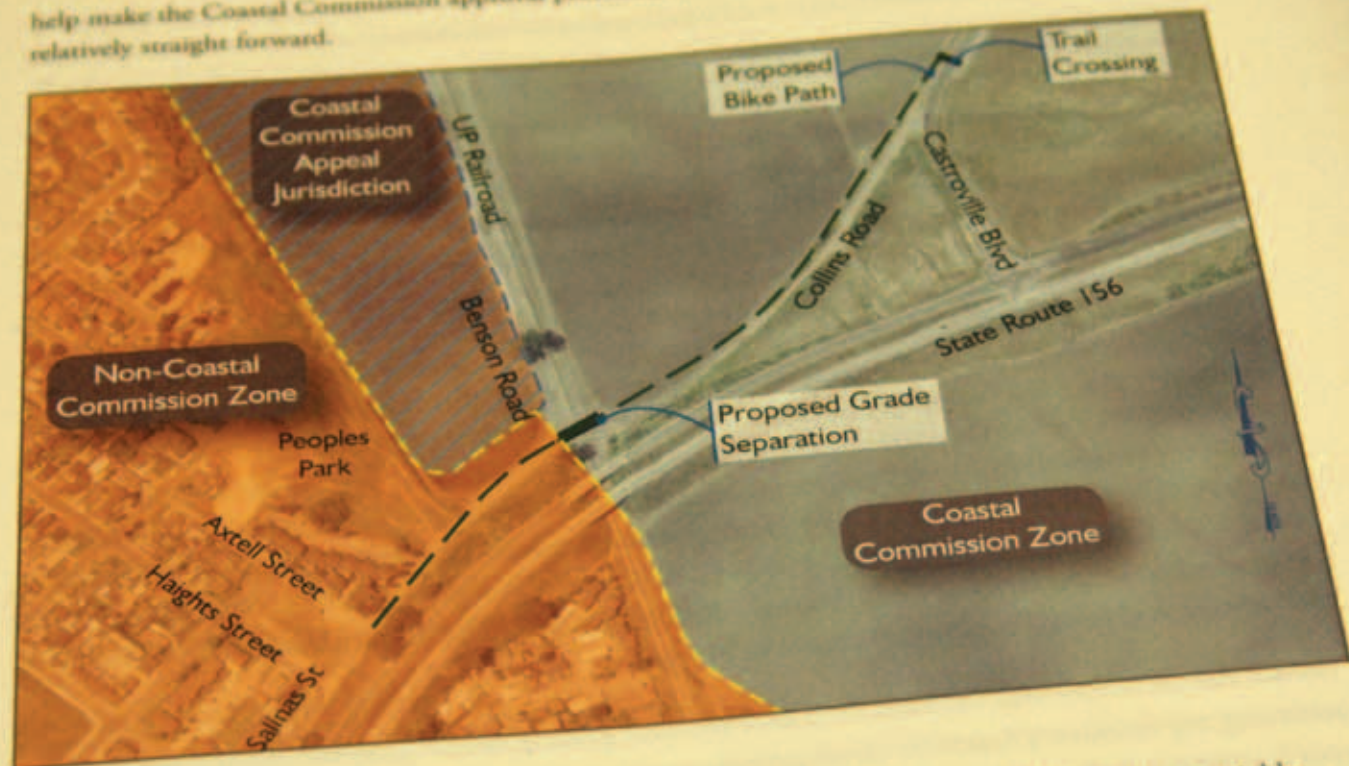
Tickets available at www.AtTheGrove.com or 800.TheGrove

The challenge was to create a four-color poster for a public event.

Result: A poster advertising an upcoming fictitious Rodrigo y Gabriela concert At the Grove.

... (SIMILAR STEEL) REMOVABLE
... EACH

help make the Coastal Commission approval process for your Castroville Railroad Crossing project relatively straight forward.



Design Issues

Nolte's experience on past successful pedestrian grade separation projects will allow us to quickly identify and address design issues related to your Castroville Railroad Crossing project. As part of our research effort in developing our proposal for your project, we have identified the following list of design issues that we will address in order to meet the needs of Monterey County:

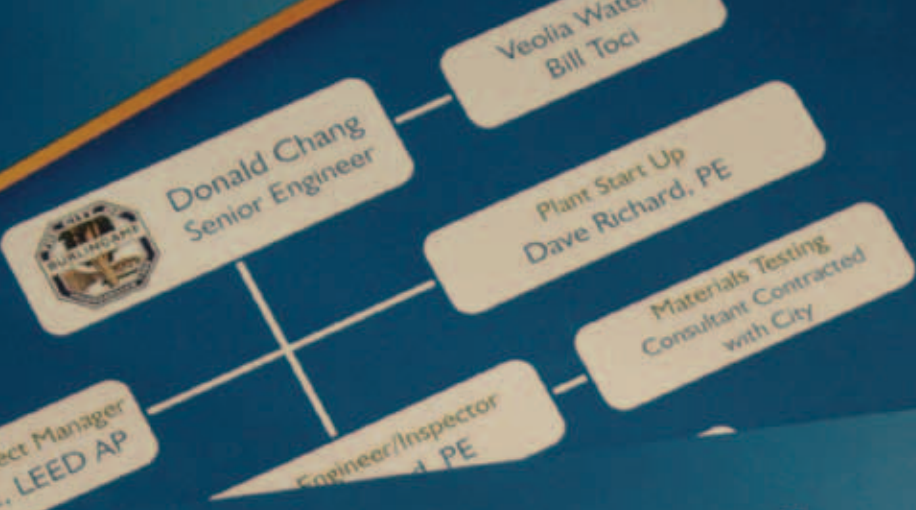
... be pedestrian friendly and encourage usage

Layout



The challenge of producing (editing, writing, layout) a proposal is mostly in the coordination of writers, short timeframe, and fitting all of the requested information into a page limited document. Most requests arrive less than three weeks before they are due.

Result: By using Adobe InDesign's page masters and paragraph styles to create a standard layout, formatting information becomes more focused on creating the final piece with graphics from Adobe Illustrator and AutoCAD as well as text from the Microsoft products.

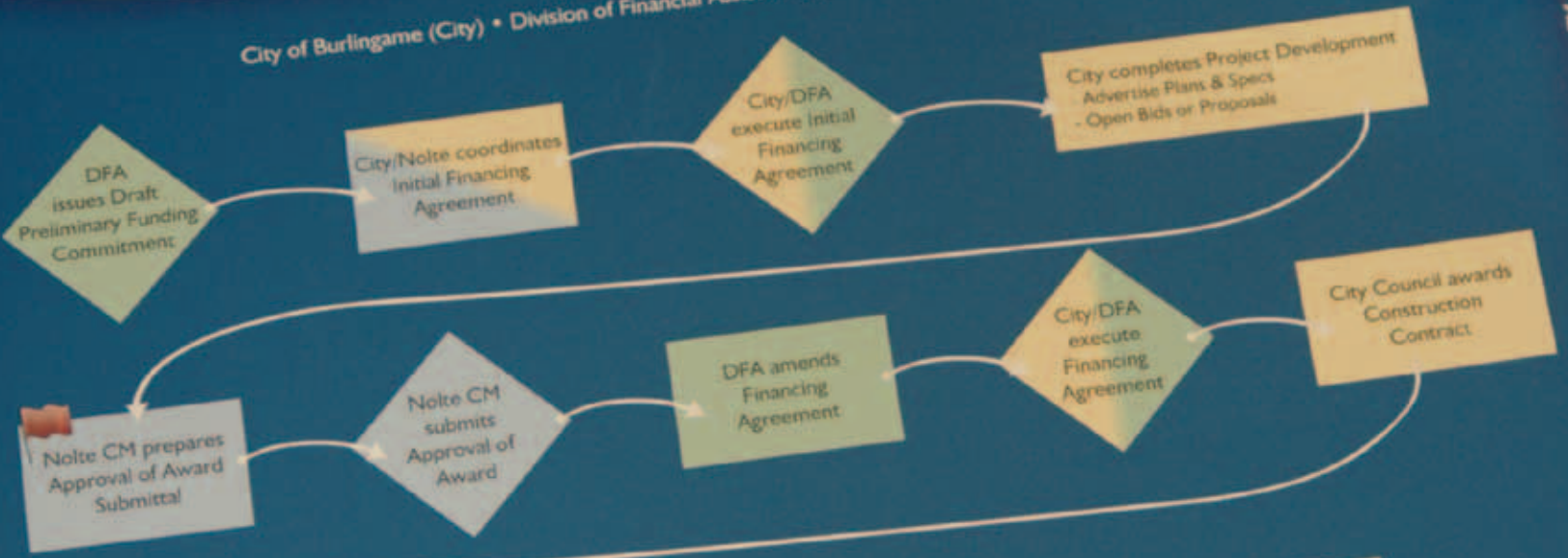


- Intim
 - Comp
 - Quick R
 - Economy
- Presentation for Con
- Infl

State Revolving Fund

Project Issues

SRF Program Flow Chart
 City of Burlingame (City) • Division of Financial Assistance (DFA) • Nolte Associates, Inc. (Nolte)



Presentation Graphics

The challenge is to create a completed look that matches the proposal while communicating technical information. This further challenged by the short time frame (usually one week) in which to develop the system.

Result: By creating standards at the time of the proposal, the look can be easily translated to large a Adobe InDesign layout or a Microsoft PowerPoint. The focus then becomes communication by developing imagery such as flowcharts and aerials with AutoCAD linework. The boards are 18 inches by 24 inches and are easily scalable to 36 inches by 48 inches.



The challenge was to create a logo for a new computer company.

Result: Leap is a creative's computer company. The tagline is "Because the little red fox leaps". See the whole package on page 30.

Logos



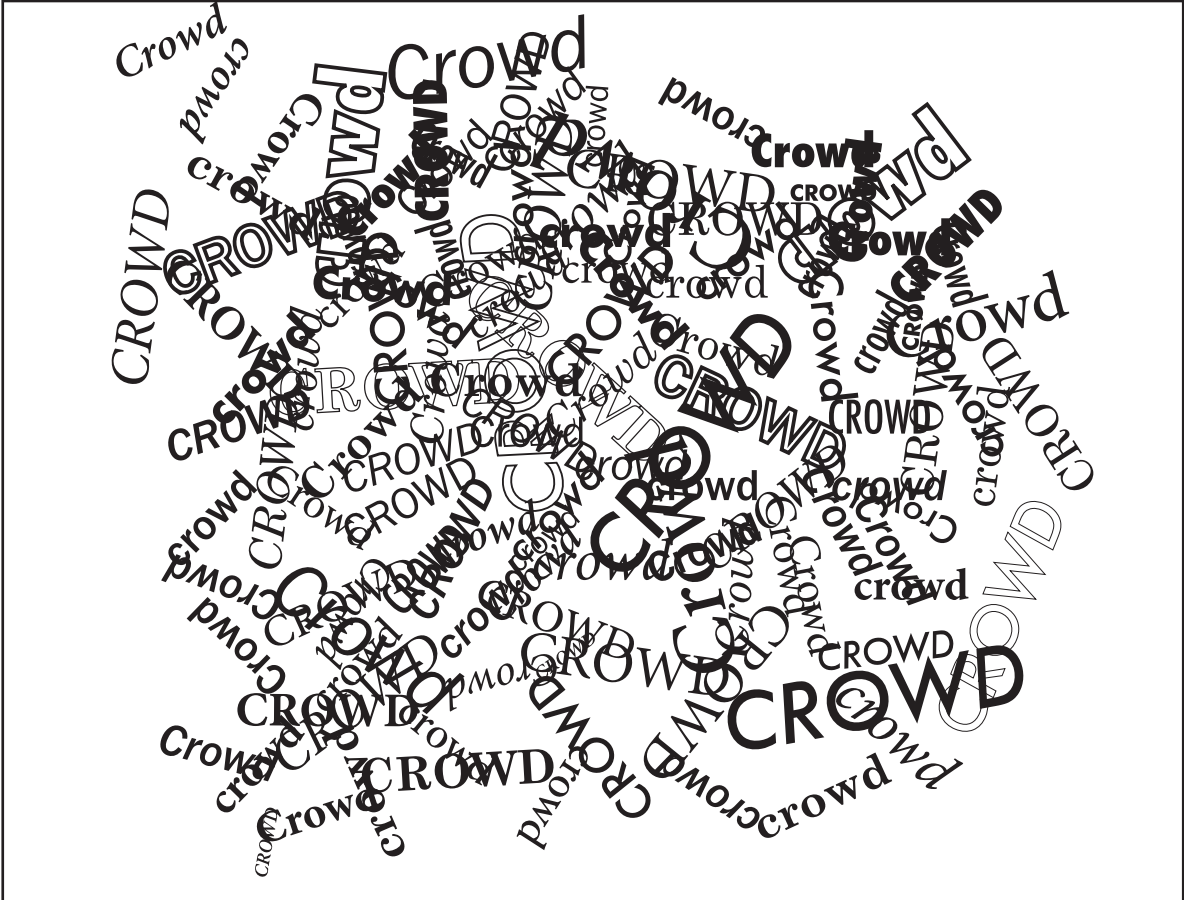
The challenge was to create a logo and package design for a new energy drink.

Result: See the packaging on page 29.



The challenge was to create a logo for a new soft drink.

Result: Fire Freak is a cinnamon cola for the adventurous type.



Escape the crowd at

The Spa

Ads

The challenge was to create an ad to sell a day spa company using only typography.

Result: The ad gives a feeling of wanting escape.

Gluttony

Anger

Pride

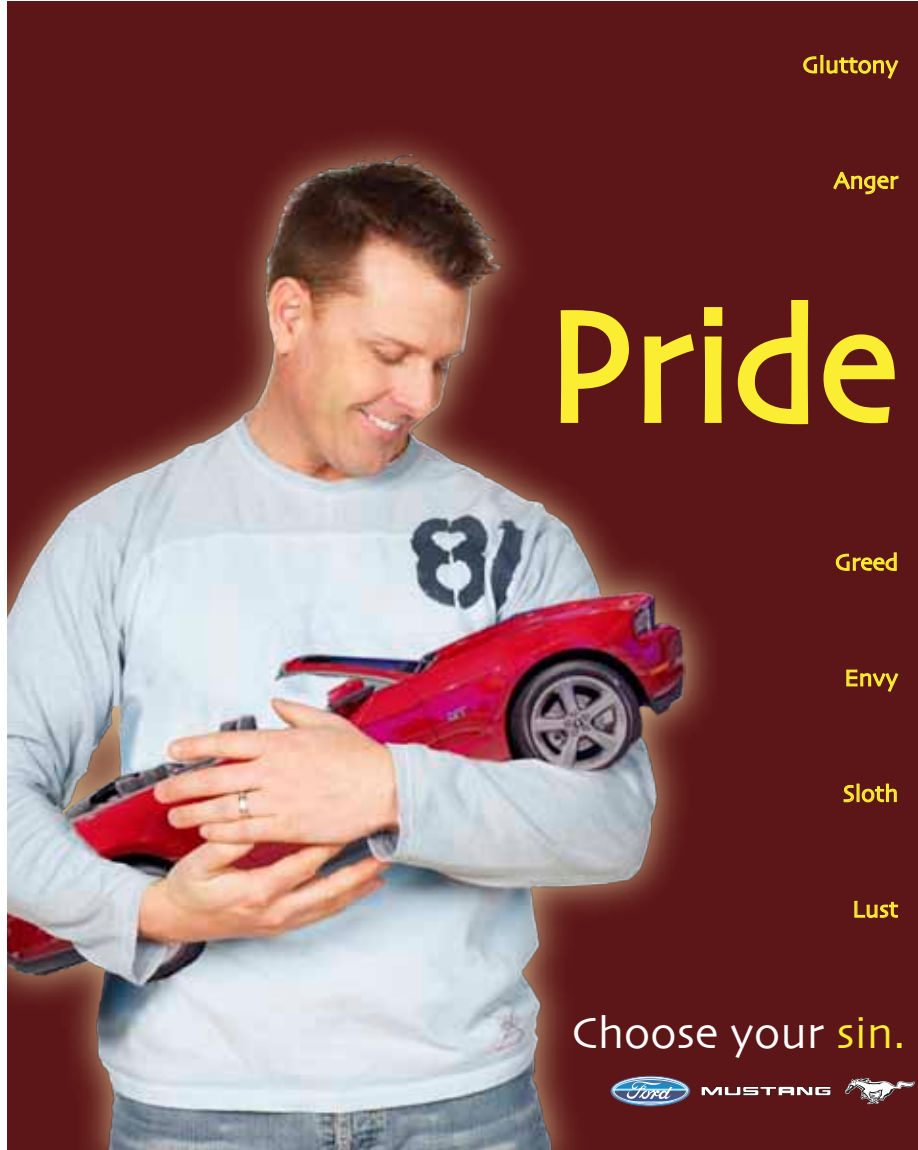
Greed

Envy

Sloth

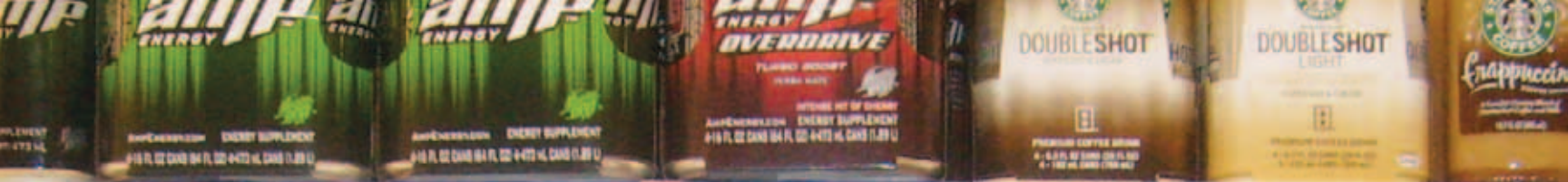
Lust

Choose your sin.



The challenge was to create an ad to sell a a favorite car or car company.

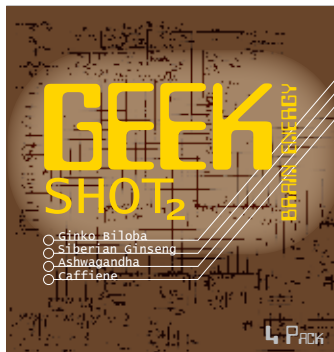
Result: In general, the Ford Mustang owner is very happy and proud of their purchase. This ad reflects that fact.



Packaging



The challenge was to create an energy drink package design including an upscale version of the same drink. The design must take into consideration package design parameters such as shelf impact, brand presence, and legibility.



Result: After exploring the current designs and potential designs, I hit on the idea that there is no energy drink for the geeks of the world. Geek Juice is infused with brain-enhancing supplements. The premium drink, Geek Shot₂, has caffeine. Both drinks would be marketed to intellectuals who need to stay up all night researching, gaming, or blogging. The background is a schematic design of a logic board. In the foreground, the glowing light of “Geek Juice” resembles a monitor in the dark. This design is different from the cans around it.

Foxbook Pro

Because the little red fox leaps



Leap

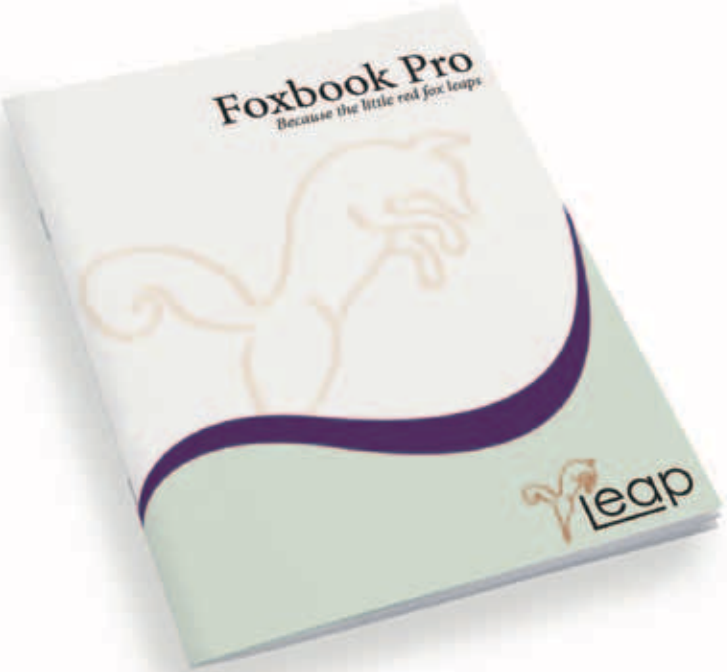
www.LeapingFox.com

System



The challenge was to create a full system for a computer company geared toward the creative. The system had no limit on cost.

Result: Leap is a creative's computer company. The tagline is "Because the little red fox leaps". The system includes the logo, packaging, marketing materials, and stationary.





Month Day, Year

Addressee's Name
Business Name
Street Address
City, State Zip Code

Subject:

Dear Addressee:

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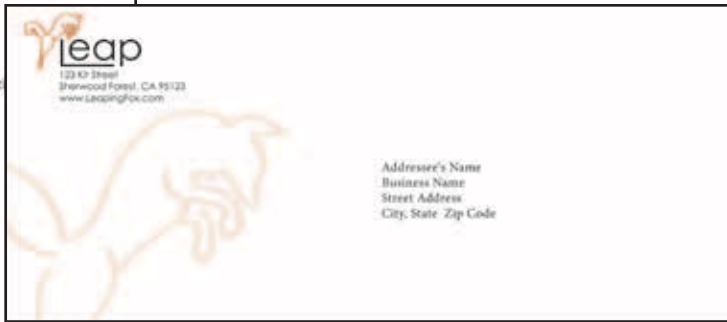
Eiusmod tempor incididunt ut laore ipsum dol ore. Magna liquam erat volupat enim ad mini venia quis nostrud exercitation. Ullamcorp suscipit labori nisi ut aliquip ex ea commodo reprehend erit amet voluptate velit esse. Netaie conseq at vel illumco dolore eu fugi pariatut liquam erat volupat.

Coercend magist et dodecend ensse videan dolo. Etas invitat igitur vera ratio bene sanos amet wi iustiti utt aequitatem ex ea com mod poenes consequat dolor sit.

Sincerely,

Sender's Name

123 Kit Street, Sherwood Forest, CA 95123
p. 800.555.1234 • f. 916.555.1234 • www.LeapingFox.com



RAW

