

Chelsea ✨
McDaniel



Portfolio

*Creative
Greenradist*



Me

Growing up in Central FL as a creative generalist dabbling in various mediums from graphic design and painting, to fiber arts and nail design, I love to experiment and try new things. Testing my limits and learning new skills is my passion, and I try to dedicate any time not spent working on personal hobbies and furthering my knowledge of the arts. I have been working in libraries for the past 7 years, and look forward to moving on into a graphic design centered field. Throughout my career, I've had amazing opportunities to work on fulfilling and inspiring projects, while meeting many influential and creative individuals along the way. For more information about my experience and portfolio, or how we can collaborate on a project, get in touch today.

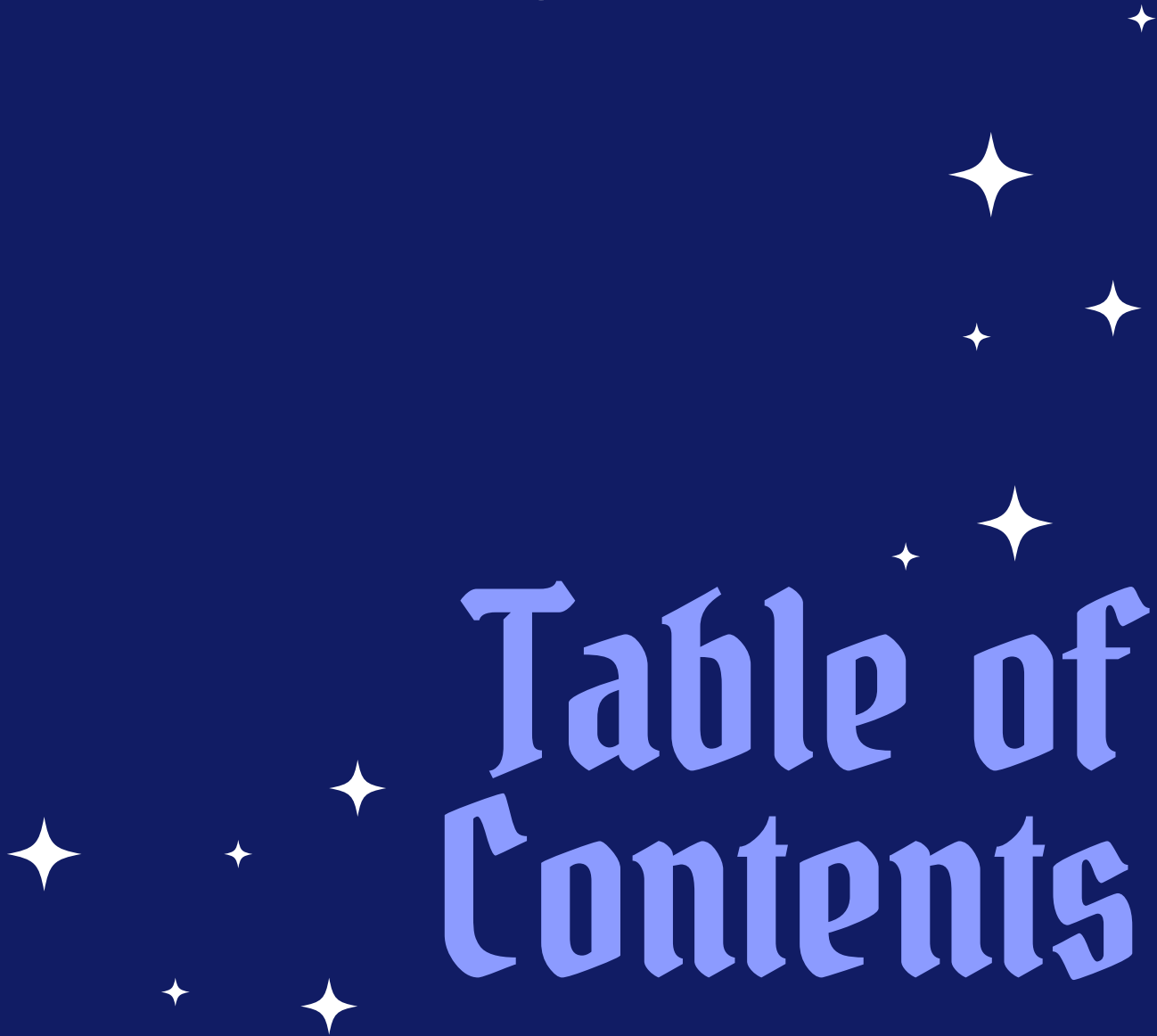
About





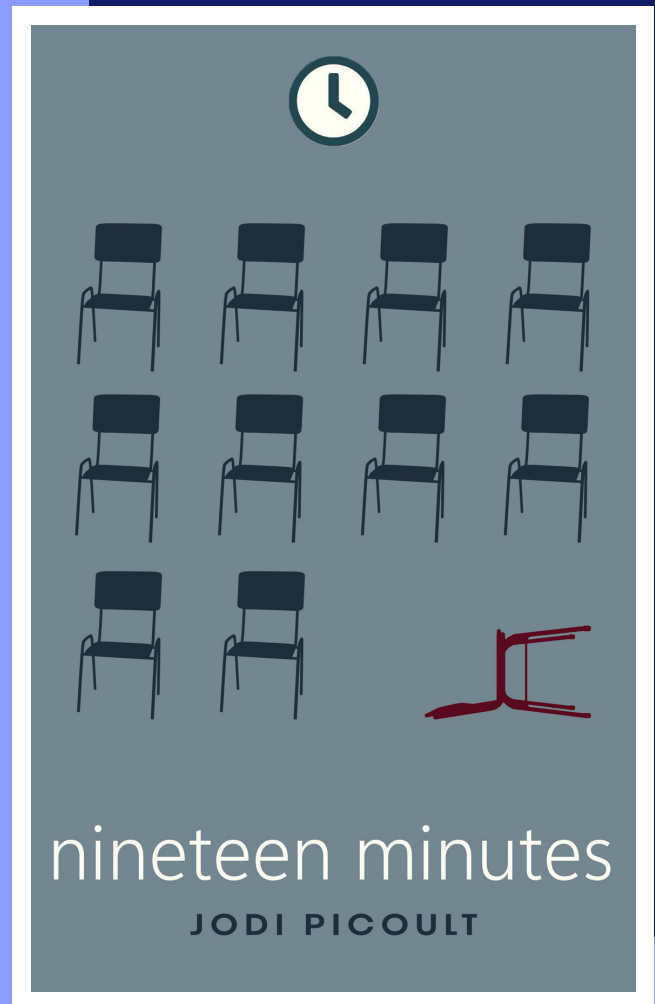
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eBook Cover

The goal of this assignment was to create an ebook cover that conveys the general plot of the story it is covering, as well as some of the themes present in the book. The cover will include at least three images, combined to create a new composition that includes relevant identifying information such as title and author.



The book I chose for this assignment was Nineteen Minutes by Jodi Picoult. The story details the events leading up to a school shooting at a high school in a small town, each of the nineteen minutes during which the shooting takes place, and the aftermath of the tragedy in the community. As with many of Picoult's other work, the story is not so black and white as it may first be perceived, as she goes deeper into the lives of those involved, both in the present and the future

For this cover I kept a very simple, flat color palette of 3-5 solid colors. I wanted there to be strong contrast that conveyed a general statement about the plot very plainly and effectively. This applies to the fonts as well. For the title I chose a plain, sans serif font and for the author, a smaller font but in all caps in order to keep the reader's attention on the graphics.



SUMMER ADOPTION EVENT

9am - 7pm Saturday, July 28

The Haven Humane Society is full of pets who want to share their love and affection with their forever families. Find your new best friend at the Haven Humane Society Summer Adoption Event! On Saturday, July 28th all adoption fees will be reduced by 50% and free microchipping will be included! All animals have been spayed or neutered and are up-to-date on vaccines.



<http://www.havenhumane.com>
(222) 373-5855

Haven Humane Society
421 Main Street
Haven, FL 22355



All potential adopters must fill out the official adoption application onsite. Please be prepared to provide veterinarian and personal references. Adoptions may require a home check.

E-Mail Blast Design

The goal of this assignment was to create an email blast design for an animal shelter's summer adoption event. The design needed to include five images and a series of information, including a blurb about the event, the event location, and information about the shelter itself.

I looked into email blasts and webpages created for other adoption events, or events related to animals. I also looked at generic event email blast designs and different techniques they used. This email blast is for anyone interested in adoption events, or who are members of the community in which the shelter is located. Ideally, this email should appeal to those considering adopting an animal, or encourage people to forward the email to those who want to adopt.

While I believe there are many improvements to be done for this design, I wanted it to be uniform and simple so that the audience could understand the message in the email blast. I used colors that matched the photo at the top which are a little more muted, but if I were to recreate this design I would use brighter colors and a more diverse palette.

Social Media Campaign

For this project, I created a social media campaign for a fictional online travel service. The requirements were that I needed to use the logo and information provided to create three items: a Facebook post, an animated Instagram story, and an Instagram post.

For a travel organization, I believe that the best marketing tactic is to utilize visuals of scenery from different locations that could be visited in order to evoke a longing for travel.

With that concept in mind, I primarily selected scenic images featuring breathtaking landscapes or people enjoying different locations. I utilized very minimal text that merely supported the images, making the photos the main focus of the posts. I wanted to highlight the possibilities visually instead of taking away from them with lengthy descriptions and clipart that wouldn't properly illustrate the amazing adventures that the audience could imagine.





Volusia County
Public Library

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CATALOG SEARCH

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SEARCH ENTIRE COLLECTION

ADVANCED SEARCH

QUICK LINKS

New Materials

Large Print

Children's Collection

Non-Fiction

STAFF PICKS



Website Redesign

For this website redesign project, I was tasked with redesigning the homepage of a website of my choice. I was required to create a wireframe, and then design both a desktop and mobile mockup.

The website I selected was a library catalog for the Volusia County Public Library System. Their catalog was barren and difficult to navigate, so I researched the catalogs from successful, nearby library systems and created a new homepage using the best concepts I'd discovered in my research.



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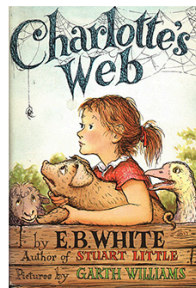
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For this assignment, I was restricted by the pre-existing brand guide already in place by the Volusia County Public Library System, which meant I was required to use certain colors and fonts. Being a government entity, I also strived to keep my design simple, accessible, and easy to read.

Contact

Get in touch!



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CM Design and Art



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