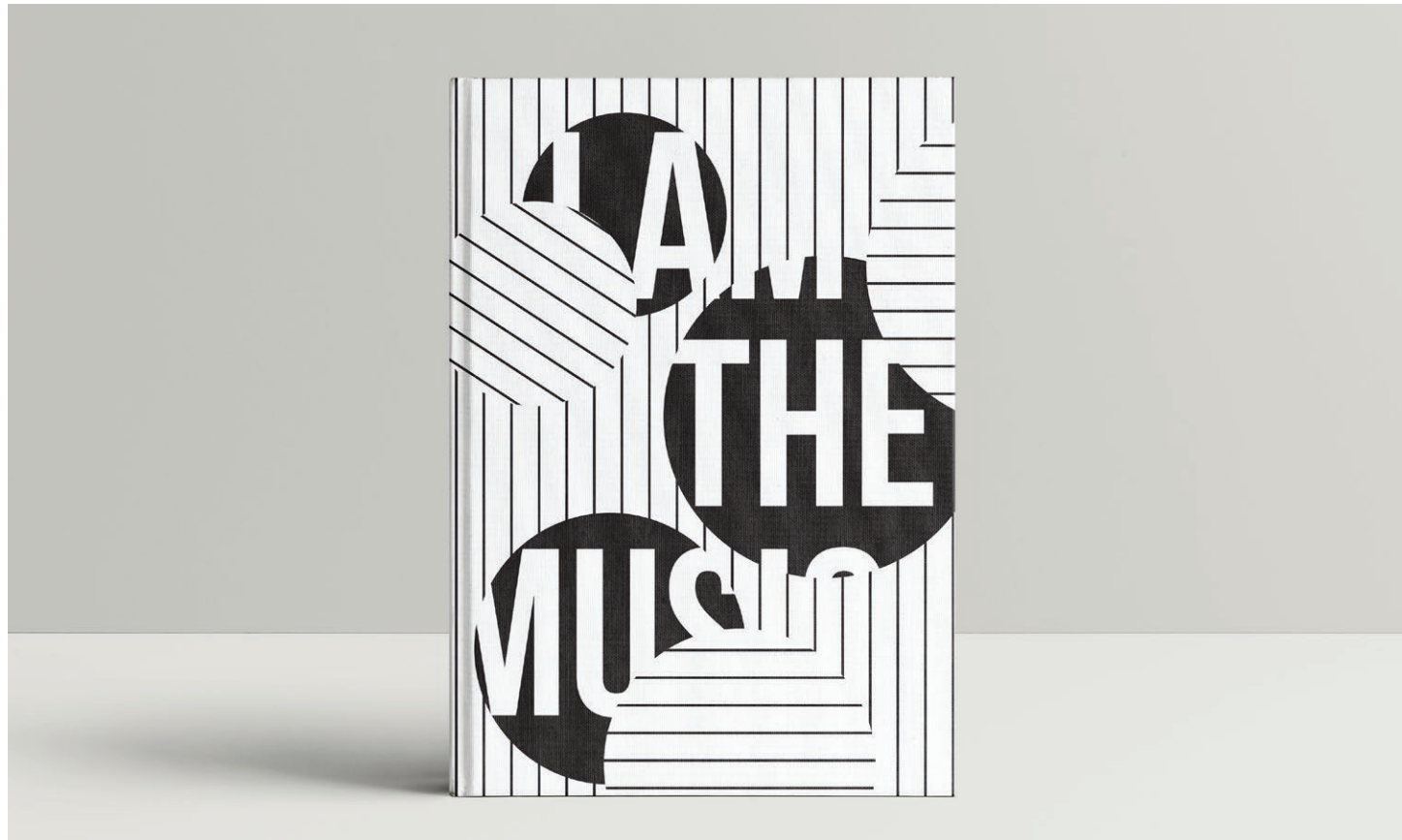


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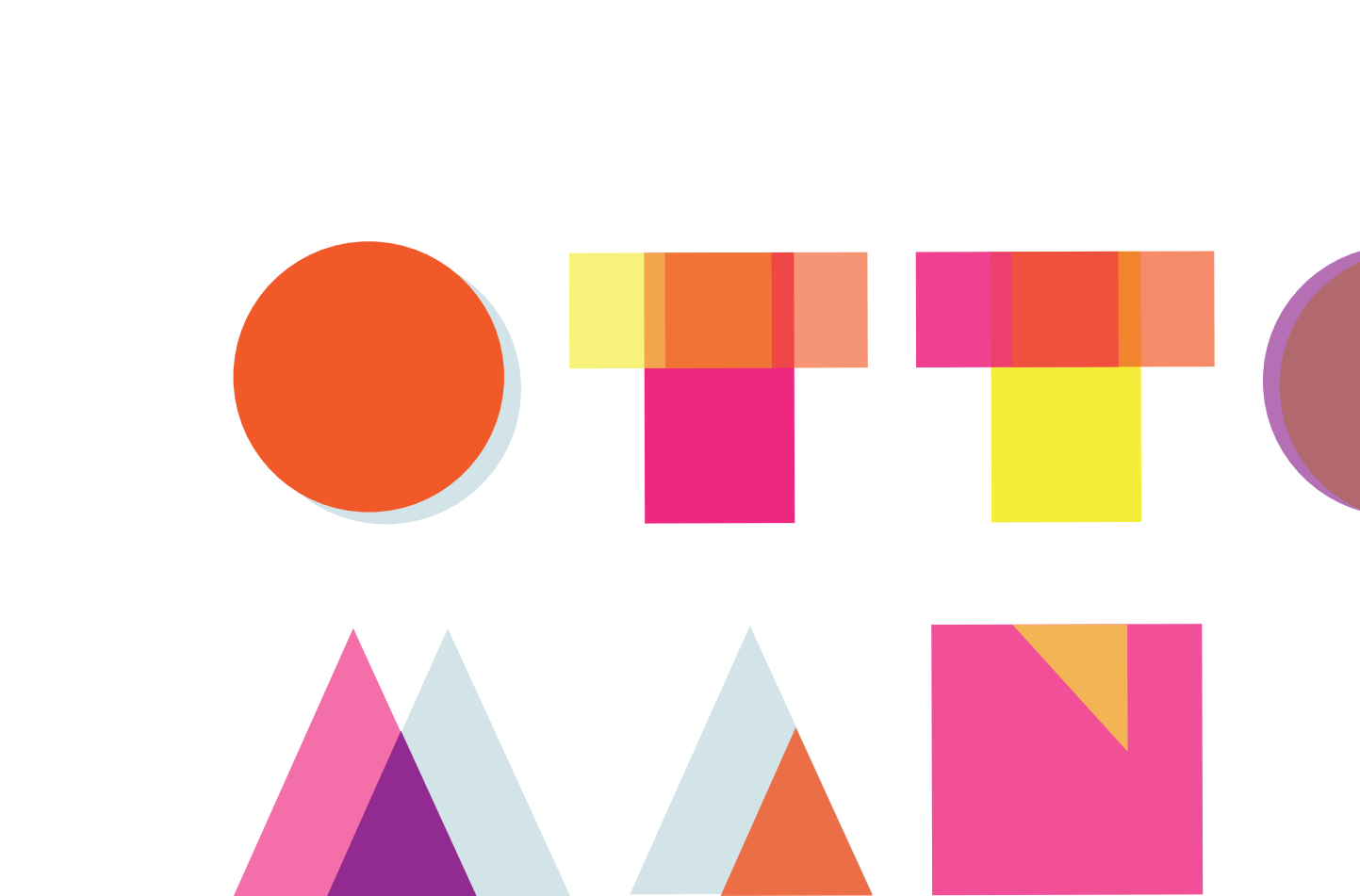
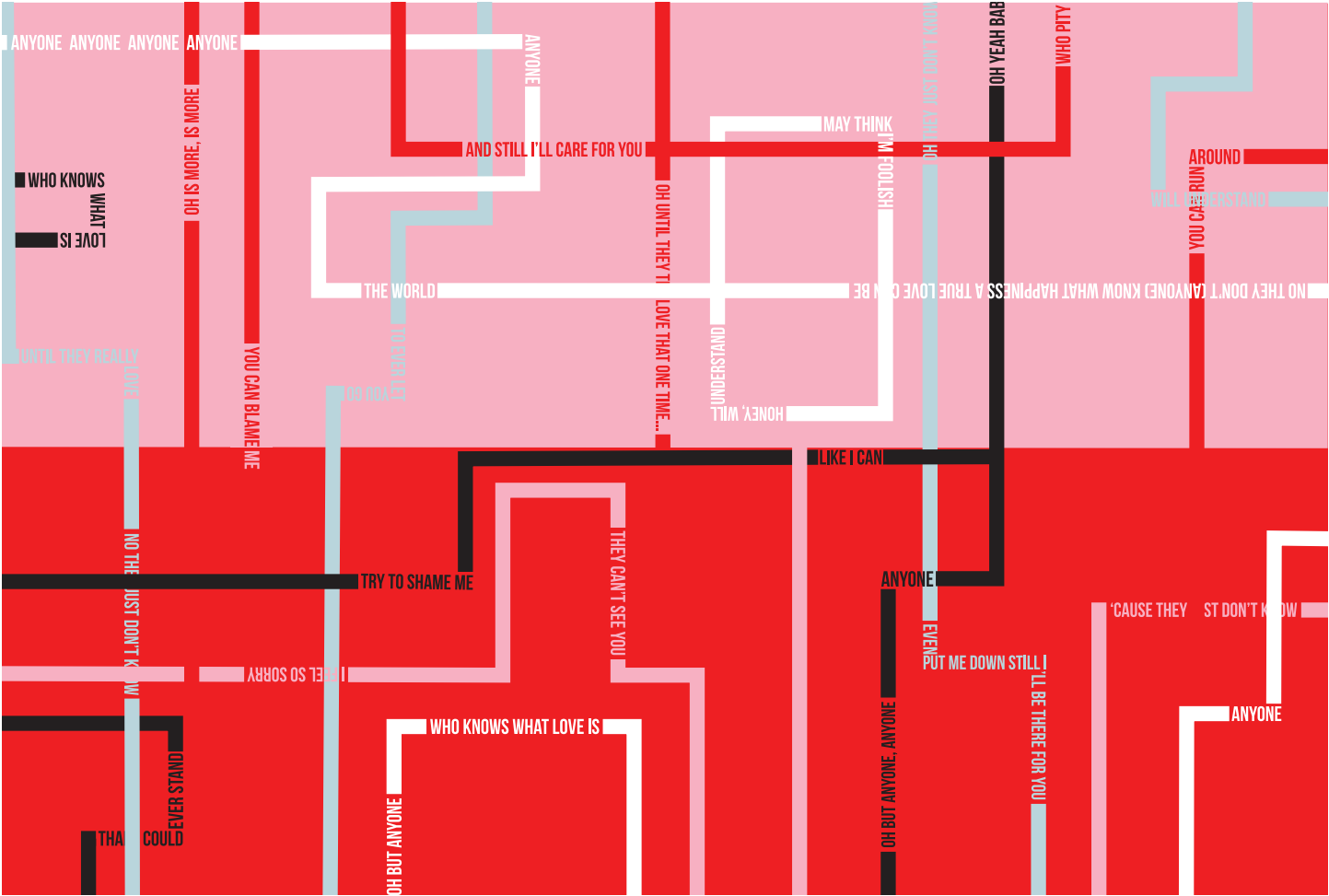
TYPOGRAPHIC SONGBOOK

Created for Typography II
Fall 2017

This publication explores the characteristics of typography in order to create a songbook that delivers the rhythm and tone of each varied song. Each song contains a cover spread with an accompanied lyric spread. It is titled "I am the Music," which is to imply that the type itself is the music. I originally discovered each song represented in the background of movies and television shows, and wanted to represent this visually by creating an overall compositional pattern, obscuring the type at times, to most accurately represent the feeling I had hearing each song for the first time.

Award Received: AIGA SHOW 2018,
Silver for Student Publication Design





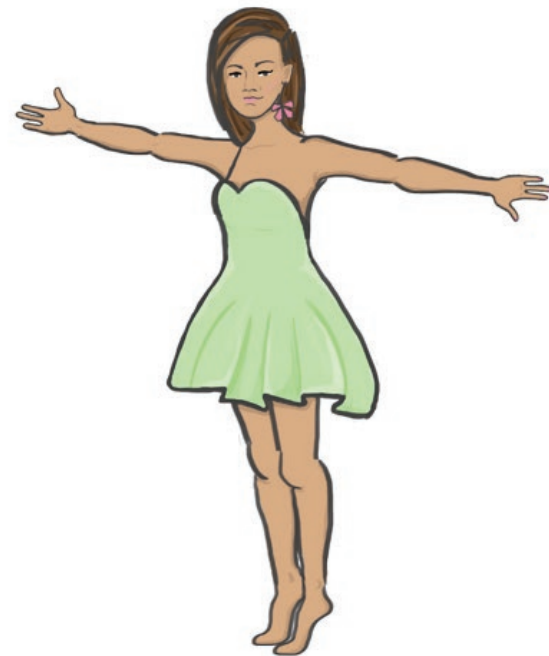


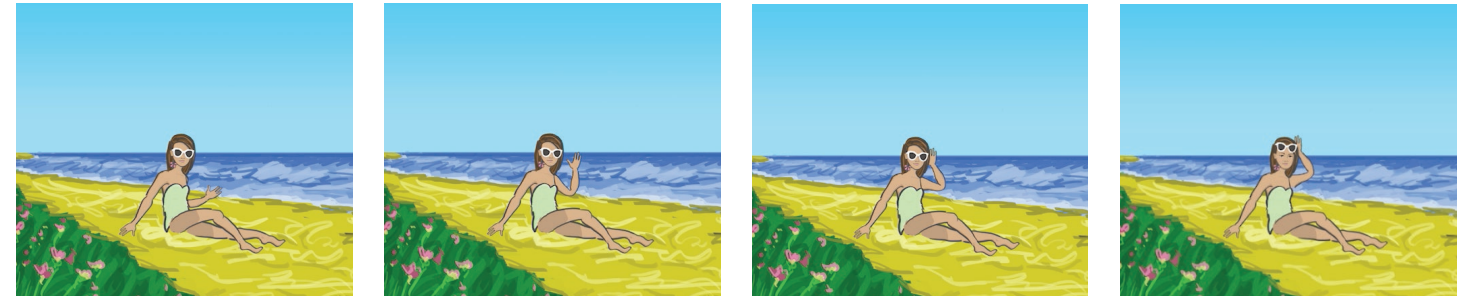
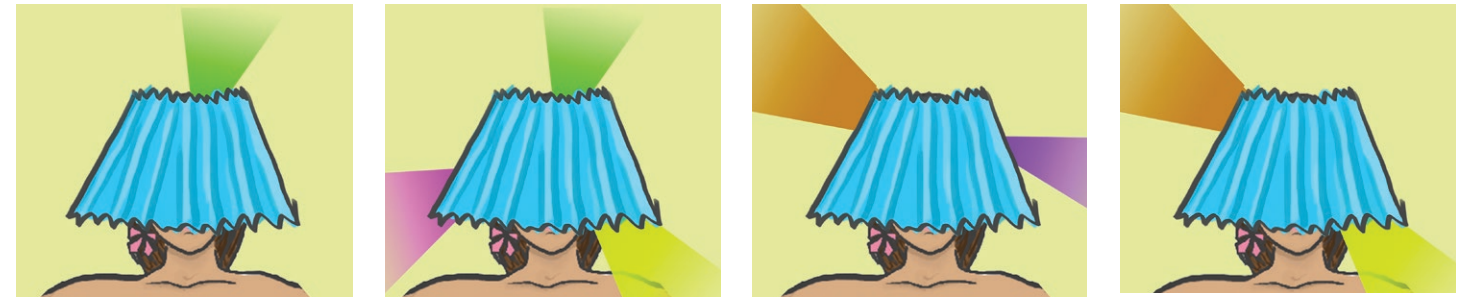
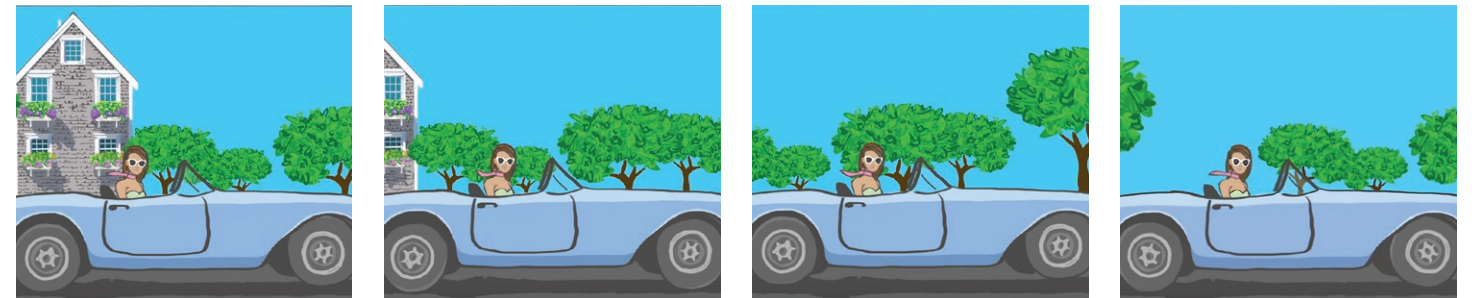
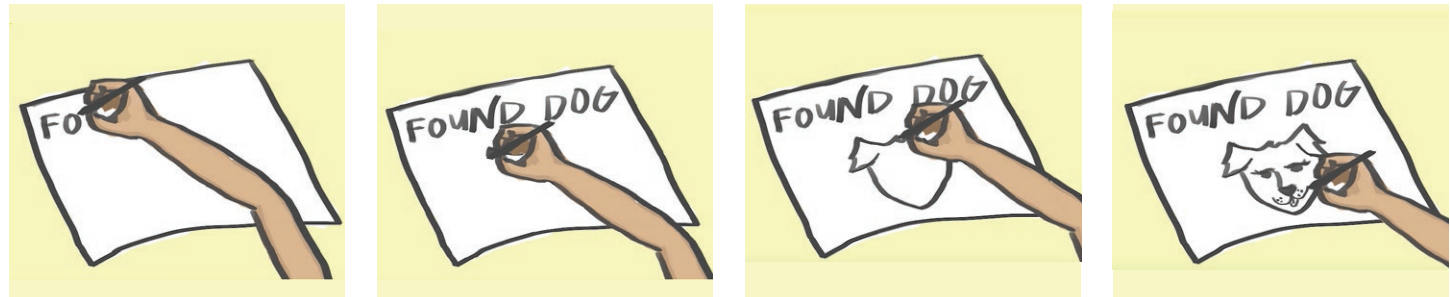
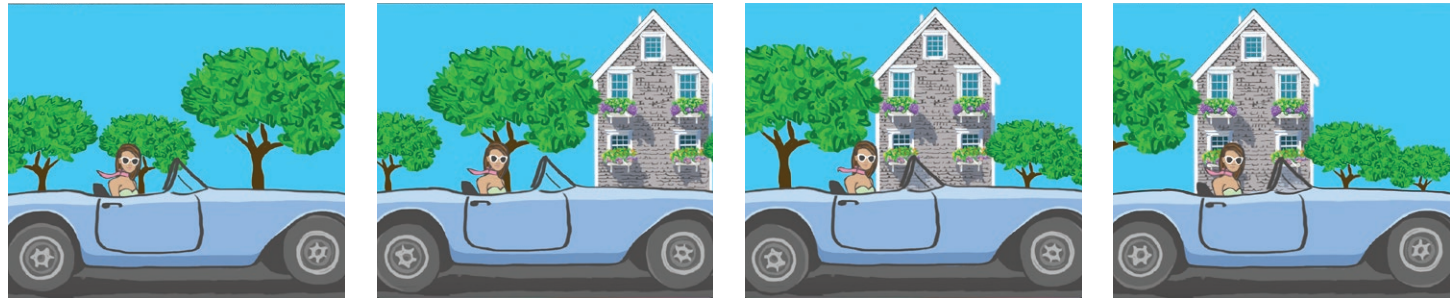
CHARACTER DEVELOPMENT

Created for Interactive Design II
Spring 2018

This project explored developing a character and creating an interactive experience. My goal was to create a character and give her world as much life and lavishness as she has to create a feeling of nostalgia and familiarity using tools and methods I had never used before. The final product included over 30 unique animations created in After Effects and over 40 web pages coded in PHP.

Explore the site at: weekendwithmaeve.com







MAHA MUSIC FESTIVAL & BIG OMAHA 2018

Created for The New BLK
Summer 2018

One of the main projects I had the opportunity to contribute to as the design intern at The New BLK was creating print and digital design content for Maha Music Festival and Big Omaha, a local music festival and entrepreneurship conference. My responsibilities ranged from anything big or small: from animated gifs, emailers distributed by the Omaha World Herald, to 9 ft cow silhouettes for environmental day of show pieces.





ALPHA PHI RED DRESS GALA 2017 & 2018

Created for Alpha Phi UNL
Spring 2017 & Spring 2018

As the Printing and Invitations Chair for my sorority Alpha Phi two years in a row, my goal was to create a unique series of designed materials while continuing to elevate the event as it is the campus's only formal philanthropic event. I created a series of hand painted illustrations so that I did not have to rely on the same imagery in every branded piece, allowing the typography and illustrated accents lead the composition.

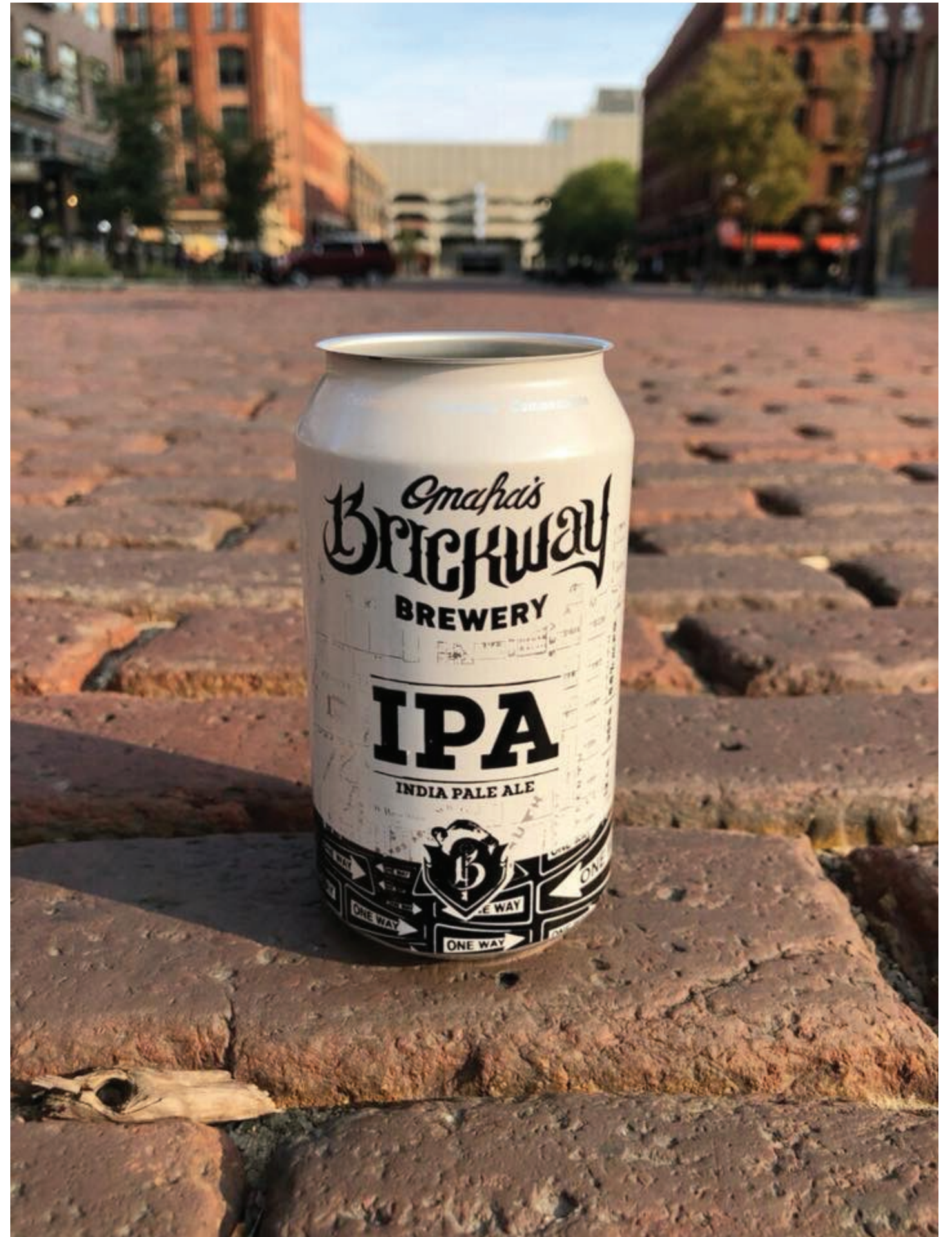




BRICKWAY BREWERY

Created for The New BLK / Brickway
Summer 2018

As a design intern at The New BLK, I had the opportunity to develop a design for Brickway Brewery's One Way IPA. Because of their strong brand and established style, I wanted to create a label that fit within their system while also standing apart. I selected the black and white design because of the "One Way" sign association, and created a pattern banded on the bottom using the signs, as well.

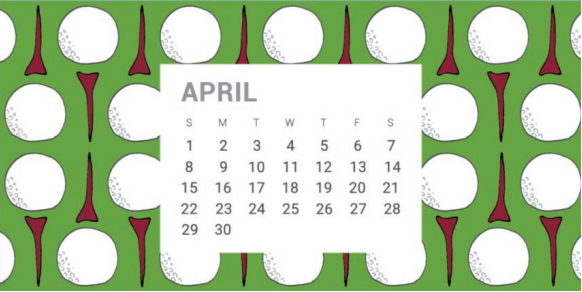




ELECTION SYSTEMS & SOFTWARE

Created for Election Systems & Software
Summer 2017

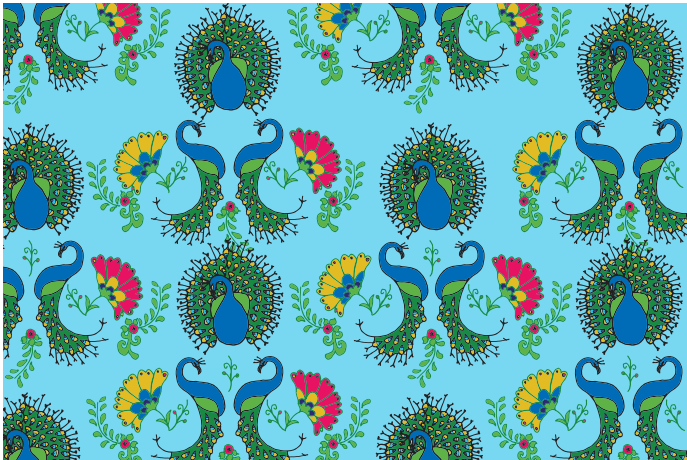
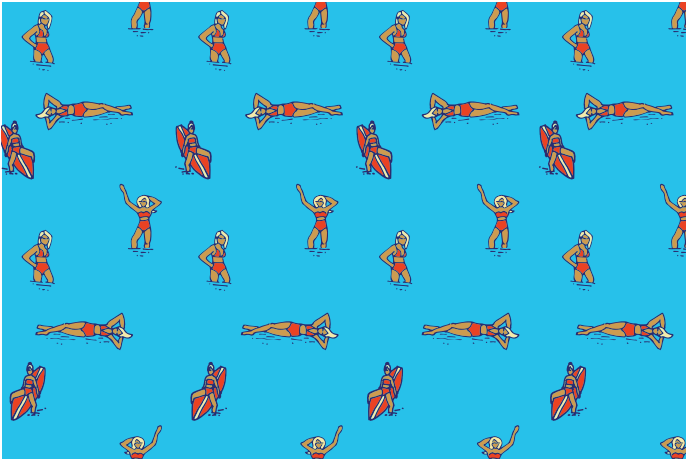
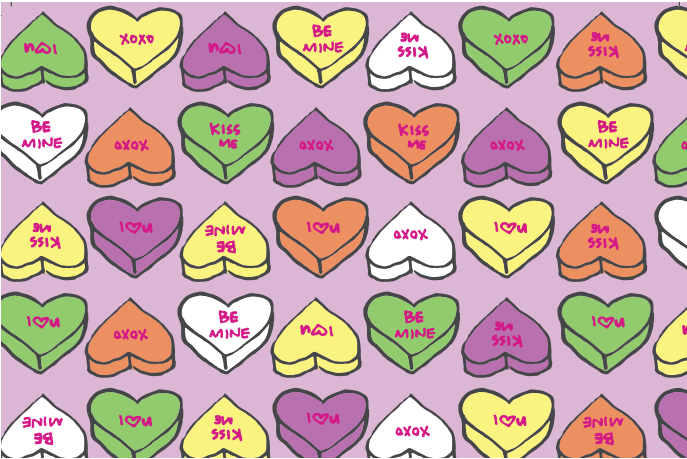
As a Graphic Design Intern at Election Systems & Software, I had the opportunity to work as a member of the marketing team to create marketing and sales materials. One of my main projects was to create an illustrated calendar that was distributed to all members of the company in the new year. Overall, I was able to utilize my illustration skills to create a number of digital and print materials as a way to make our company image more modern.



2019 CALENDAR

Created for Maeve Nelson Designs
Fall 2018

Inspired by my 2018 calendar, I decided to make a 2019 calendar using the same illustration style. My goal was to challenge myself to create new prints, but this series varied due to my differing audience from the previous calendar. These prints both represent and appeal to a colorful lifestyle by adding pops of color and detailed patterns to enhance our sometimes mundane desk environments.





DES MOINES FASHION WEEK

Created for Des Moines Fashion Week
Winter 2017

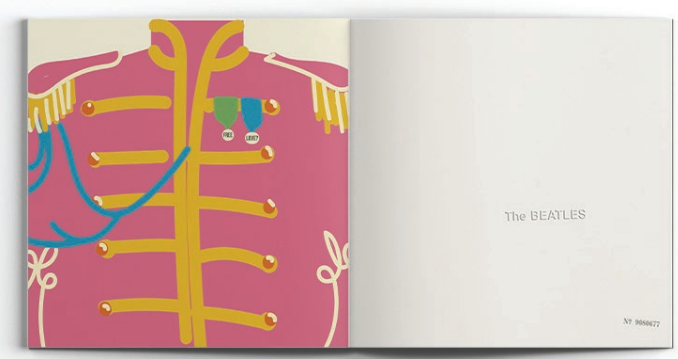
As the Graphic Design Intern at DSM Fashion Week, I made an illustration series to promote fashion week events and campaigns. I collaborate with the company producer to conceptualize visuals to captivate and raise fashion in Des Moines.

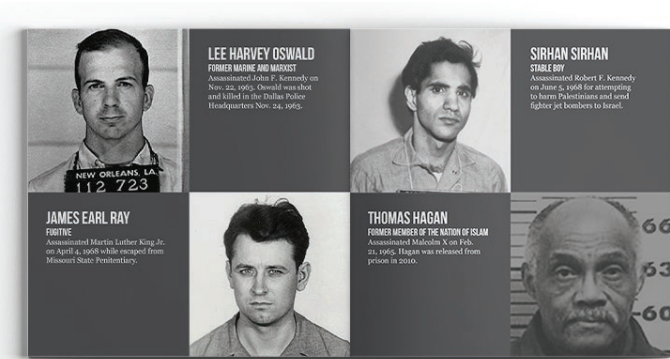
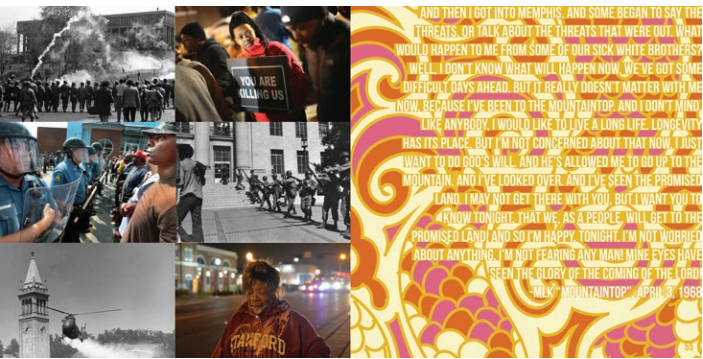
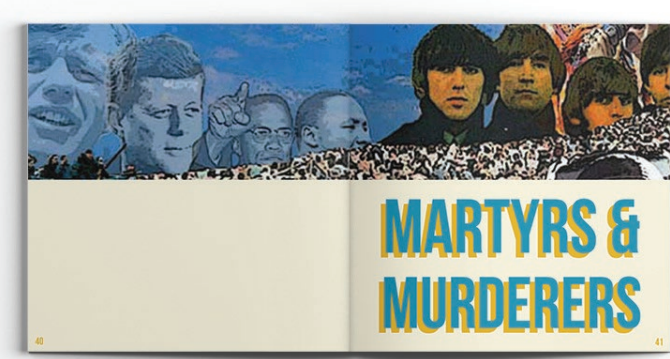
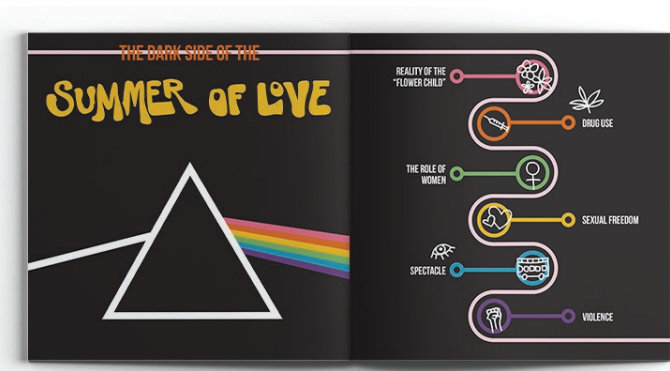


SOCIAL CHANGE

Created for Design for Social Change
Fall 2018

This publication explores both sides of a social movement in history with a focus on the role of design. I chose to explore the role of violence and nonviolence in the social movements of the 1960s. I titled the publication, "We Still Have a Dream: An exploration of the presence of violence and non-violence in the social movements of the 1960s". This is intended to both reference MLK's "I have a dream" speech and point out the cyclical nature of history. We had a dream in the 1960s of a more civic society, and we still have these hopes as we face similar conflicts today.



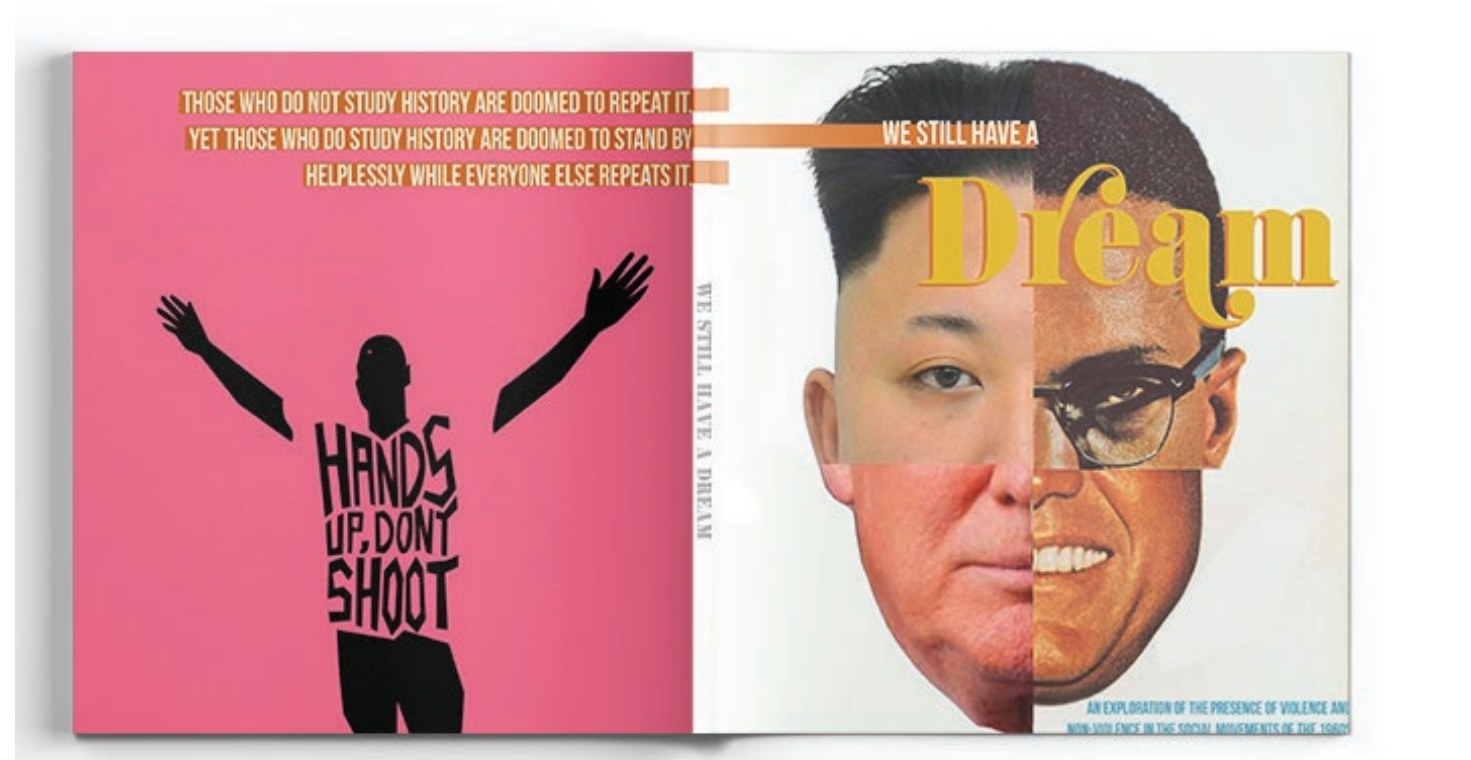


SIDE 1 NONVIOLENT RESISTANCE

"IN 1956, AFTER JOURNALIST WILLIAM WORTHY NEARLY SAT ON A LOADED GUN IN AN ARMCHAIR IN MARTIN LUTHER KING JR.'S HOUSE DURING THE MONTGOMERY BUS BOYCOTT, HE COULD HARDLY KNOW THAT HIS REPORT ON THE INCIDENT WOULD BECOME A MERE FOOTNOTE IN KING'S JOURNEY TO NONVIOLENCE. MUCH LIKE WORTHY'S DISCOVERY OF KING'S WEAPON, I STUMBLED ONTO THIS ANECDOTE QUITE BY ACCIDENT. THE STORY PROVIDES A LENS OF NUANCE AND COMPLEXITY INTO THE LIFE OF A MAN WHO HAS TRANSCENDED INTO LEGEND. KING BELIEVED IN NONVIOLENCE, BUT HE DID NOT START THERE; HIS MORAL SUASION HELPED CHANGE THE WAY WE PERCEIVE NONVIOLENT PROTEST, BUT HE ABANDONED IT IN THE END.

PARTIALS IT IS THE FAULT OF REVISIONIST HISTORY THAT TIME HAS SEEN THE REMOVAL OF TEETH FROM KING'S PHILOSOPHY OF LOVE AND NONVIOLENCE. BUT SUCH A COMMITMENT TO LOVE MUST, BY NECESSITY, LEAVE ONE VULNERABLE—IT BECOMES BOTH STRENGTH AND WEAKNESS. KING'S USE OF MORAL SUASION DID WORK FOR A TIME ON WHITE MODERATES WHO PUSHED THROUGH LEGISLATION SUCH AS THE VOTING RIGHTS ACT OF 1965, BUT IT HAD A LIMITED SHELF LIFE. ALTHOUGH HE PROFESSED LOVE FOR BOTH OPPRESSED AND OPPRESSOR ALIKE, HE WAS STILL HATED BY SOME AND EVENTUALLY MARTYRED."

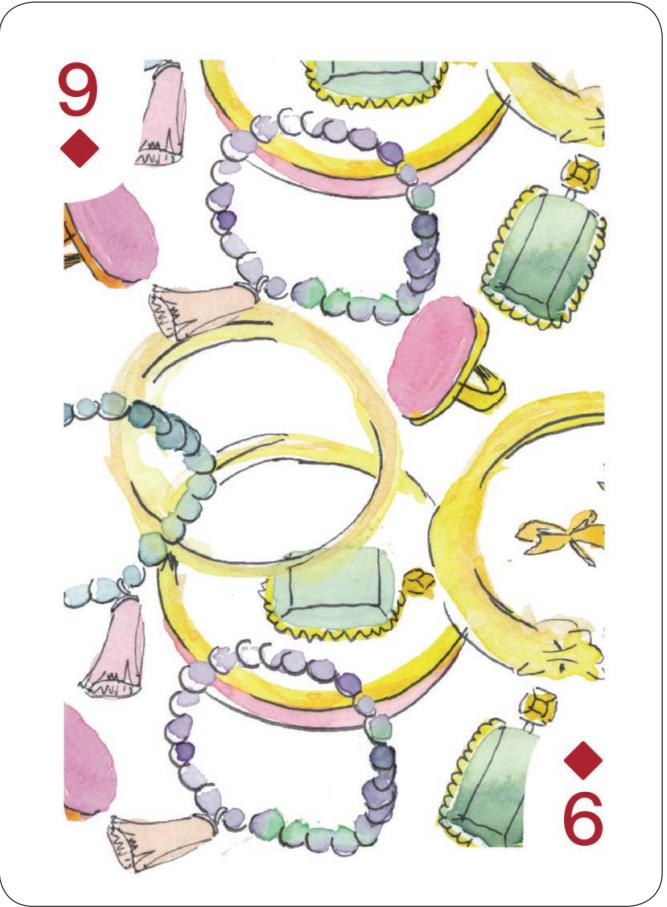
-DARA T. MATHIS, THE ATLANTIC, 2018



DECK OF CARDS

Created for Graphic Design II
Spring 2017

This redesigning a typical deck of cards in my own personal style while reflecting the corresponding suit of each card. I began my process by hand painting watercolor images and scenes with watercolor and ink detailing. I completed each composition digitally by scanning the watercolored artwork and then altering the composition to fit the space. Overall, I wanted to create designs with moments feeling like the artwork was contained in the frame, and others where it is breaking out of it.

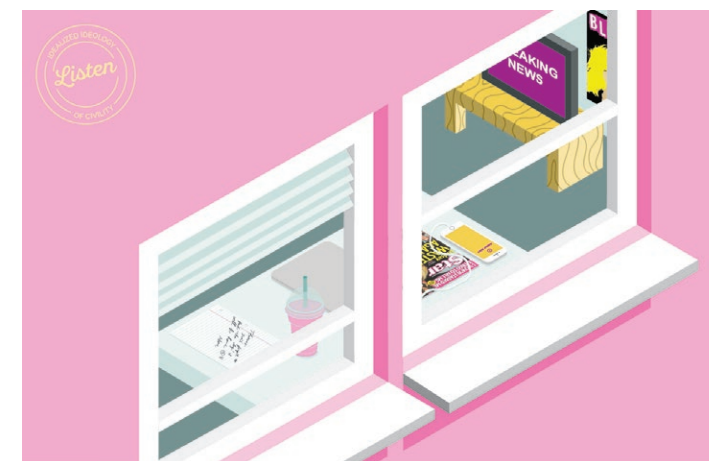
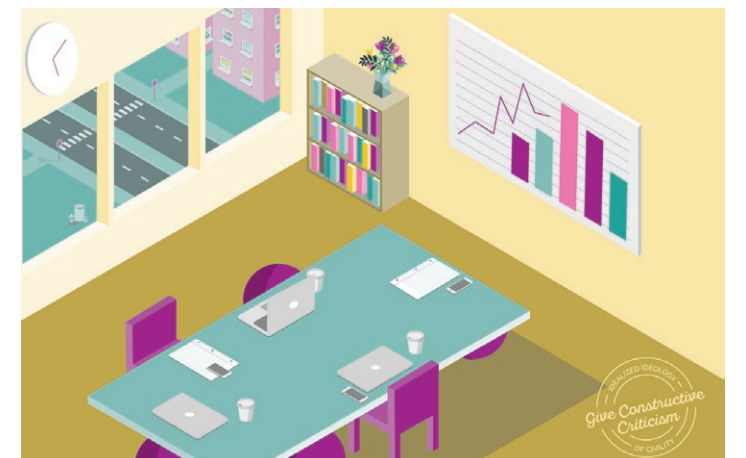
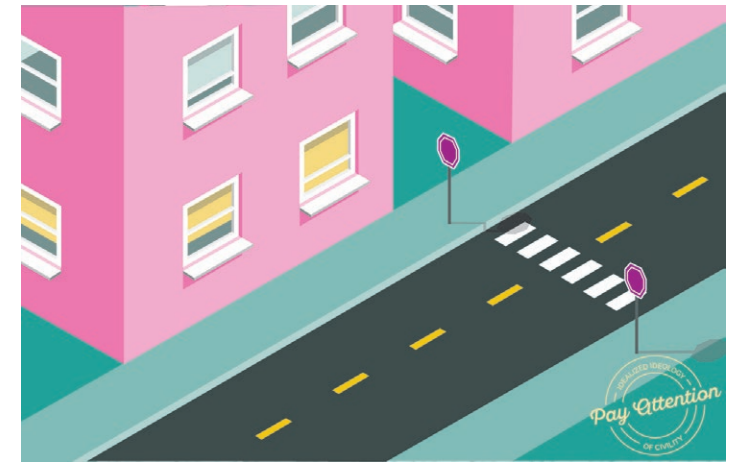




DESIGN FOR A CIVIC CAMPUS ENVIRONMENT

Created for Design for Social Change
Fall 2018

This campaign objective was to design a series of print materials created to promote a civil and respectful environment at the University of Nebraska - Lincoln campus. My approach involved creating a utopian world that demonstrates both civic responsibility and the absence of responsibility. Each scene fits together to represent the idea that all of these principles fit together in order to create a holistic and civil environment.

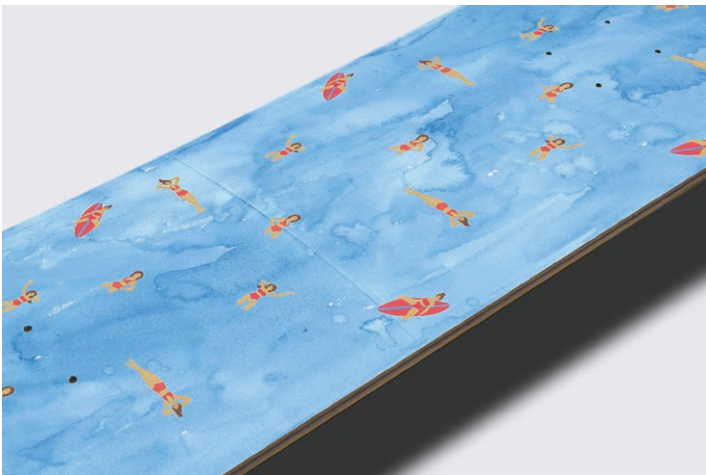
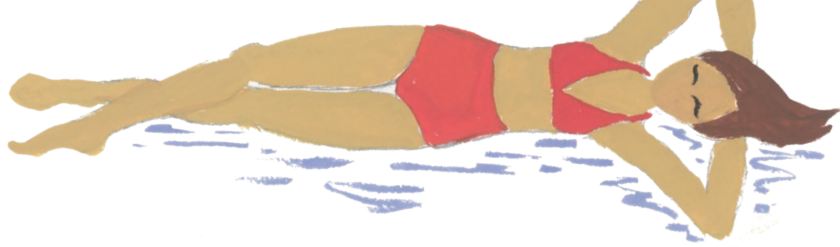


SKATEBOARDS FOR NON-SKATEBOARDERS

Created for Graphic Design III
Spring 2018

Inspired by the 2017 word of the year, "Youthquake, a significant cultural, political, or social change arising from the actions or influence of young people" and by California teen Stacy Peralta when he popularized skateboarding in the mid-1970s.

Peralta sought to fill a void in his lifestyle and bring surfing onto land. I intended to fill the void of a lack of skateboard decks that appeal to non-skateboarders. I combined a variety of traditional mediums to contrast the typical flat, graphic artwork of modern skateboards. Drawing on imagery of coastal lifestyle in the 1970's, I composed one scene that is intended to reference a lifestyle adverse to skate culture to further the appeal to non-skateboarders. Each board is intended to be a continuation of the board next to it, while also containing higher levels of detail to encourage viewers to observe the piece at a distance and up close.



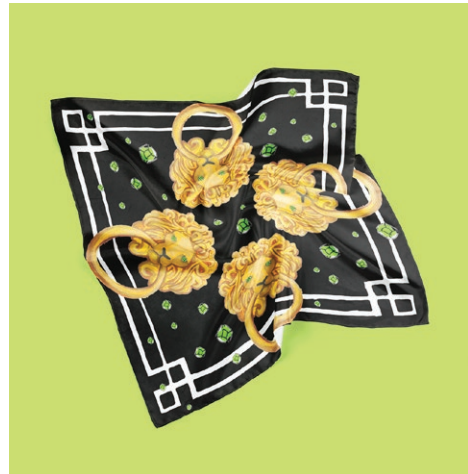


APPAREL DESIGN

Created for Maeve Nelson Designs
Spring 2017 to Present

Apparel design began as a way to expand my canvas to all of the surfaces around me. My brand is defined by my desire to live in color and add a level of customization to everything I do. To push this idea beyond textiles, I have created a line of one of a kind items ranging from earrings to shoes to truly be unique from head to toe.







My
Proust

My design process begins with finding inspiration, as I am someone who looks to the past to inform the future. I always like to explore former solutions to similar problems to ensure that the solution I create is truly unique.

I attempt to implement my physical hand in as many projects as possible. This allows me to add another layer of uniqueness and authenticity.

The last step, and arguably the most important, is my need to improve my project after completion. I am constantly seeking feedback and searching for more ways to push the project further.



