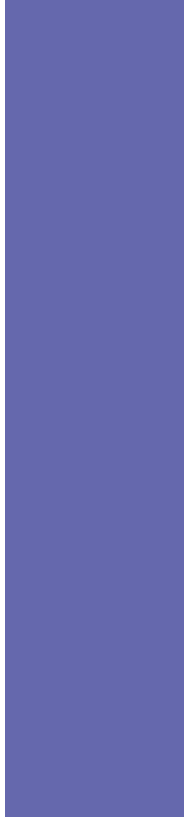


Nights at the Round Cable
 Graphic Design

Laura Lyons



Laura Lyons

Based on the Gulf Coast of the USA, I'm married and have two children and three dogs. After over 17 years as a technical writer for two medical billing software companies, I took a career break to help in respite care for my grandmother in hospice and to rear my children. A brief stint at a call center was sufficient to convince me that a career shift was in order, so I went back to school via Southern New Hampshire University's online program.

LAURA LYONS, GRAPHIC DESIGNER





Contents

- 2 Introduction
- 3 Contents and Feedback
- 4 Quick Glance Resume
- 5 Q&A Kickoff and Branding
- 6 Celebrity Typographical Portrait
- 8 Magazine Covers
- 12 Typography
- 14 Magazine Layout
- 16 AZ Coffee
- 17 Campaign
- 18 Illustrations
- 20 In Situ
- 22 Johnny on the Spot
- 23 In Situ Photography
- 24 Full Resume
- 25 Acknowledgments
- 26 One Last Branding

Portfolio

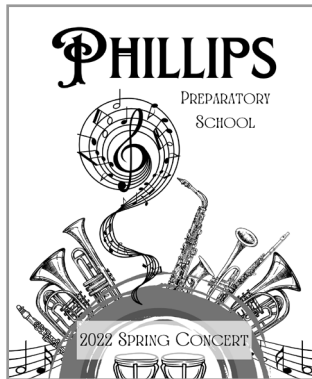
Feedback...

"Those are so cute!!! I can't thank you enough."

Aymee Simonson
Photography Client

"You did great on the design!"

Denise Dunham
Graphic Designer

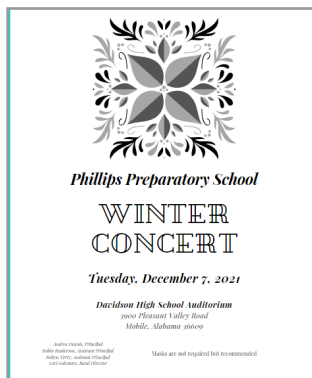


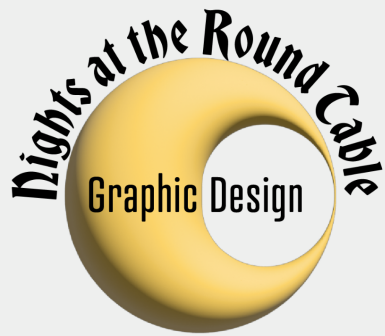
"Great job! Thanks so much!"

Tracy Martin
2021-22 Secretary,
Phillips Preparatory School Band Boosters

"Wow! The program looks great!"

Erica Lind
2021-22 Treasurer,
Phillips Preparatory School Band Boosters





GRAPHIC DESIGNER and WRITER

Based on the Gulf Coast of the USA, I'm married and have two children and three dogs. After over 17 years as a technical writer for a couple of medical billing software companies, I took a career break to help care for my grandmother in hospice and to raise my children. A brief stint at a call center was sufficient to convince me that a career shift was in order, so I went back to school via Southern New Hampshire University's online program.

CONTACT



251.554.9418



lauramlyons@gmail.com



www.nightsroundtable.com/portfolio

LAURA LYONS

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY BACHELOR OF ARTS, 2022

- Graduated with 4.0 GPA, 2022
- BA Graphic Design and Media Arts

AUBURN UNIVERSITY BACHELOR OF ARTS, 1998

- BA English, concentration: Technical Writing

WORK EXPERIENCES

FREELANCE

2022 - Moshae Donald Campaign

- Designed emails to attract voters
- Created stationery for brand

2021-2022 - Phillips Preparatory School

- Designed concert programs for both winter and spring band concerts

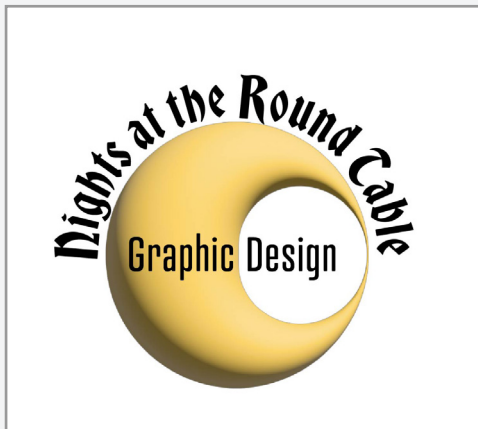
TECHNICAL WRITER

2000 / 2015 - The SSI Group, Inc.

- Designed format and layout for computer software manuals.
- Interviewed SME regarding product features, wrote documentation and updates
- Proofread marketing material and correspondence for C-level executives and marketing department

SKILLS

| | |
|------------------|---|
| Graphic Design | <div style="width: 80%; background-color: #e91e63;"></div> |
| Illustrator | <div style="width: 60%; background-color: #e91e63;"></div> |
| Photoshop | <div style="width: 70%; background-color: #00bcd4;"></div> |
| Dreamweaver | <div style="width: 50%; background-color: #00bcd4;"></div> |
| Canva | <div style="width: 75%; background-color: #00bcd4;"></div> |
| Microsoft Office | <div style="width: 100%; background-color: #fff9c4;"></div> |



Q&A KICKOFF

- 01. Why Nights at the Round Table?
- 02. What's the yellow thing?
- 03. Why did you pick your color scheme?
- 04. Why did you leave a white circle in the yellow crescent?

- 01. Literary puns, a round kitchen table, and lots of evenings spent around it
- 02. The puffy crescent moon is a nod to both Nights and Round in the name
- 03. Very Peri #6667AB is the 2022 Pantone Color of the Year, and my favorite color. What better complementary color than a Middle Ages Yellow?
- 04. Never forget that negative space IS space.

17+ YEARS TECH WRITING **26+** YEARS DESIGNING **24** YEARS PHOTOGRAPHING **100** % WORTHWHILE

BRANDING





Looming large over
the Virginia Beach
Boardwalk, King Neptune
guards the shore.

KING NEPTUNE BY
PAUL DIPASQUALE

Magazine Covers

*Can you take one picture and use it to create
two completely different magazine covers?*

Selecting the *King Neptune* statue found on the boardwalk of Virginia Beach, Virginia, I created a magazine cover for fictitious SCULPTOR Magazine. The issue is dedicated to the artist, Paul DiPasquale, and includes a tour of his workspace and details of his 70th birthday celebration.

The audience for this would be those keenly interested in fine art, sculpture, and possibly even mythology. It would also appeal to those from Virginia who have spent time along the coast. The inspiration for identifying the audience is *Architectural Digest*.





SCULPTOR

Magazine

Vol. XVI

2022



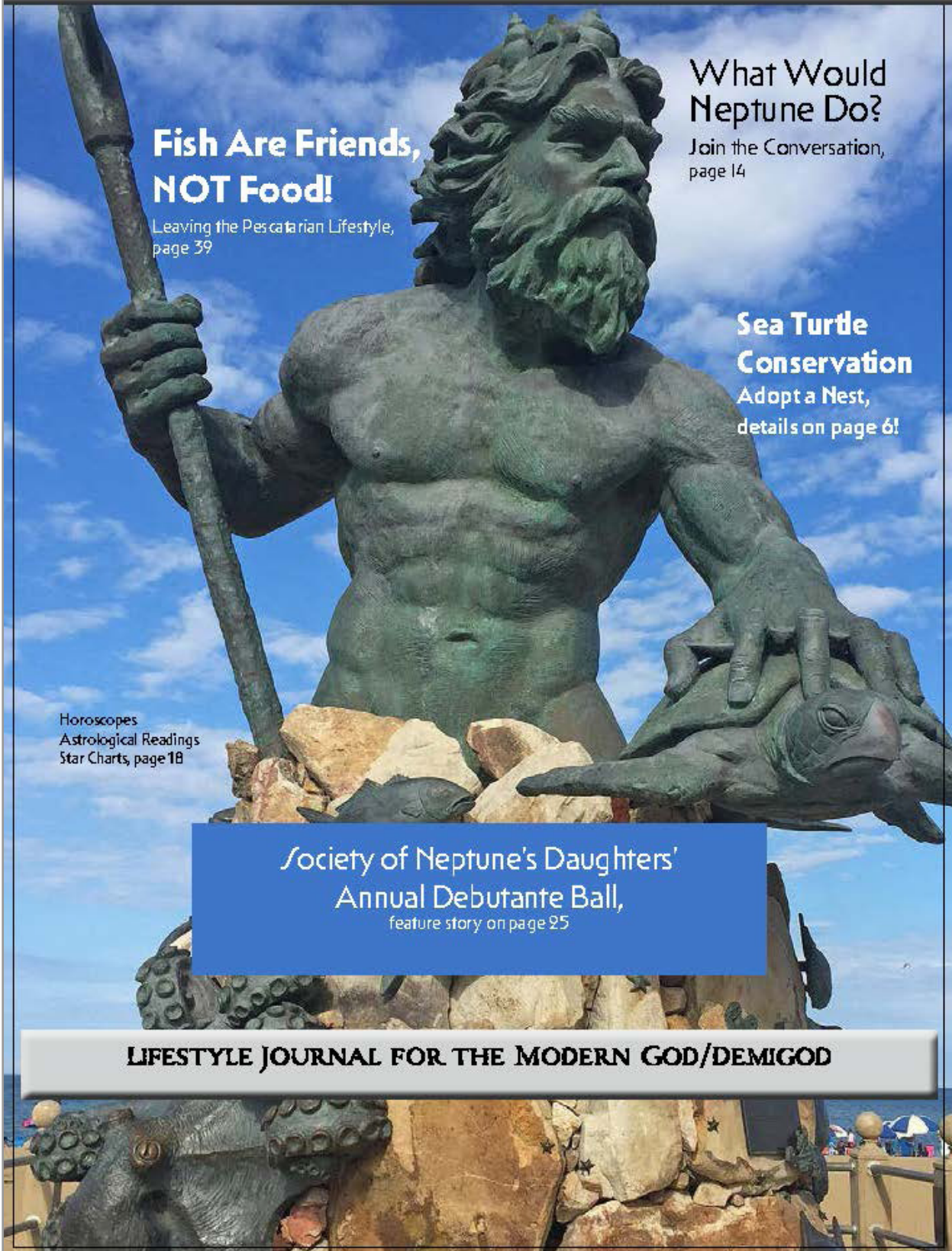
King Neptune
Virginia Beach Boardwalk
2005, DiPasquale

Celebrating Paul DiPasquale's 70th birthday
A Visit to the Sculptor's Richmond Studio





MODERN MYTHOLOGY



Fish Are Friends, NOT Food!

Leaving the Pescatarian Lifestyle,
page 39

What Would Neptune Do?

Join the Conversation,
page 14

Sea Turtle Conservation

Adopt a Nest,
details on page 6!

Horoscopes
Astrological Readings
Star Charts, page 18

Society of Neptune's Daughters'
Annual Debutante Ball,
feature story on page 25

LIFESTYLE JOURNAL FOR THE MODERN GOD/DEMIGOD





Tabloid for the modern deity

Flipping the script on target audience, this magazine cover is intended for the young, modern deity or demi-god looking for social opportunities, environmental issues, and support for alternative diets.

This version is based on a typical supermarket tabloid, with article names and page numbers posted on the front cover, as well as the main article that is highlighted in a colored box.

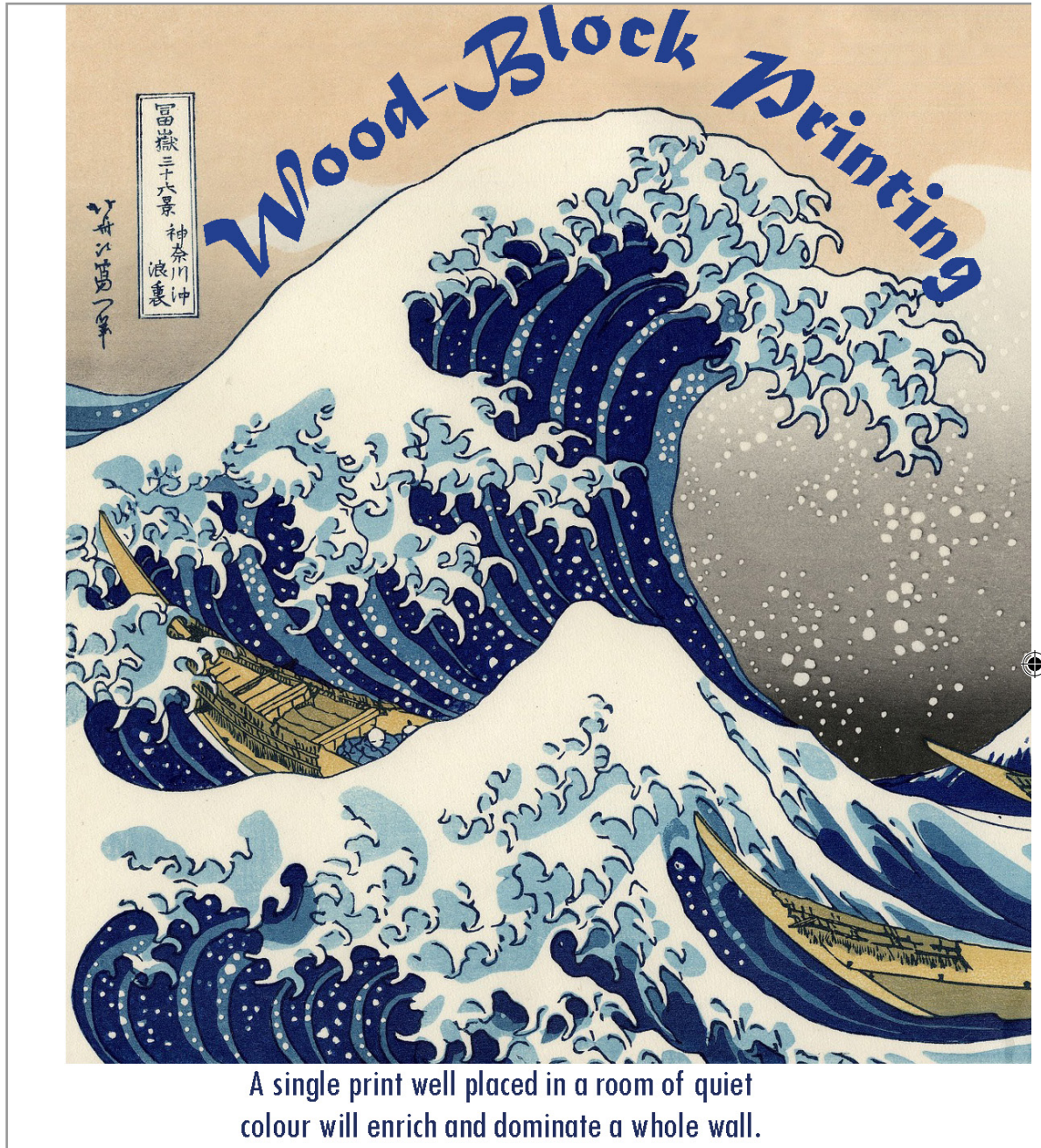
Color sampling from the image allowed the box color to match perfectly. A thin border line runs around the perimeter to help pull the large statue and sky into the frame and thus into the fictitious magazine.





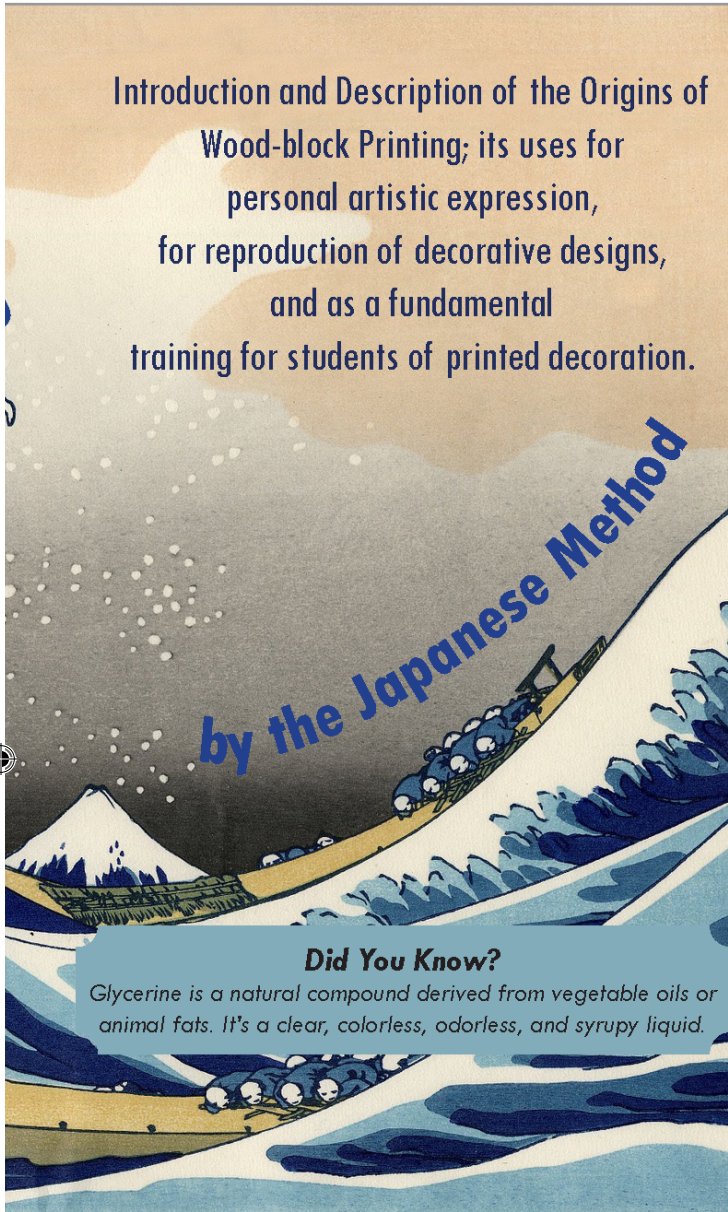
Using existing text for subject matter, how would YOU create a magazine layout to show the power of typography?

Using text-in-a-path to follow the curves of the waves, the typography has a wood-block feel to the heavy title letters and a mellowness to the sans-serif subtext.



Typography





The few wood-block prints shown from time to time by the Society of Graver Printers in Colour, and the occasional appearance of a wood-block print in the Graver Section of the International Society's Exhibitions, or in those of the Society of Arts and Crafts, are the outcome of the experiments of a small group of English artists in making prints by the Japanese method, or by methods based on the Japanese practice.

My interest was first drawn in 1897 to experiments that were being made by Mr. J. D. Batten, who for two years previously had attempted, and partially succeeded in making, a print from wood and metal blocks with colour mixed with glycerine and dextrine, the glycerine being afterwards removed by washing the prints in alcohol. As the Japanese method seemed to promise greater advantages and simplicity, we began experiments together, using as our text-book the pamphlet by T. Tokuno, published by the Smithsonian Institution, Washington, and the dextrine and glycerine method was soon abandoned.

The edition of prints, however, of Eve and the Serpent designed by J. D. Batten, printed by myself and published at that time, was produced partly by the earlier method and partly in the simpler Japanese way.

Familiar as everyone is with Japanese prints, it is not generally known that they are produced by means of an extremely simple craft. No machinery is required, but only a few tools for cutting the designs on the surface of the planks of cherry wood from which

the impressions are taken. No press is used, but a round flat pad, which is rubbed on the back of the print as it lies on the blocks. The colours are mixed with water and paste made from rice flour. The details of the craft and photographs of the tools were given in full in the Smithsonian Institution pamphlet already mentioned.

Color selecting different areas of blue from the image means that the text coordinates seamlessly, as do the call-out boxes.

Atypical text placement under the image and wrapping around it is a design risk and exercise in pushing the limits of white space.

The middle gutter is placed in a less dynamic portion of the image so as not to interrupt the waves' actions.

The design style that arose due to interest in Japan and the art produced by the Japanese in the 1800s is called Japonisme.





MAGAZINE



WOOD-BLOCK PRINTING BY THE JAPANESE METHOD



Why did you use a triangle shape?

Do you think it was successful?

It was a skills test for both masking within a shape as well as forming text boxes to follow the shape.

While it did not receive the best feedback (I was "trying too hard"), I kept the design because while it might have seemed too earnest, I still thought it was interesting. I would read the article.

Introduction and Description of the Origins of Wood-block Printing; its uses for personal artistic expression, for reproduction of decorative designs, and as a fundamental training for students of printed decoration.

A single print well placed in a room of quiet colour will enrich and dominate a whole wall.





LAYOUT

The few wood-block prints shown from time to time by the Society of Graver Printers in Colour, and the occasional appearance of a wood-block print in the Graver Section of the International Society's Exhibitions, or in

those of the Society of Arts and Crafts, are the outcome of the experiments of a small group of English artists in making prints by the Japanese method, or by methods based on the Japanese practice.



My interest was first drawn in 1897 to experiments that were being made by Mr. J. D. Batten, who for two years previously had attempted, and partially succeeded in making, a print from wood and metal blocks with colour mixed with glycerine and dextrine, the glycerine being afterwards removed by washing the prints in alcohol. As the Japanese method seemed to promise greater advantages and simplicity, we began experiments together, using as our text-book the pamphlet by T. Tokuno, published by the Smithsonian Institution, Washington, and the dextrine and glycerine method was soon abandoned.

Did You Know?

Glycerine is a natural compound derived from vegetable oils or animal fats. It's a clear, colorless, odorless, and syrupy liquid.

The edition of prints, however, of Eve and the Serpent designed by J. D. Batten, printed by myself and published at that time, was produced partly by the earlier method and partly in the simpler Japanese way.

Familiar as everyone is with Japanese prints, it is not generally known that they are produced by means of an extremely simple craft.





AZ Coffee Branding

AZ Coffee Branding is a faux coffee company that a potential employer uses to challenge applicants (no style guide requirements, just use the tagline). I went with a golden sun, a textured brown, and the energetic red to represent the warm climates where coffee beans grow, the luster of the shiny beans, and the fading hill that suggests the sun goes down on one coffee-growing region while it rises over another. The business card lists the provenance of the beans, and the reverse shows a chain-wide social opportunity for coffee aficionados to connect weekly over region-specific coffee. The idea is that those intensely interested in particular bean flavors will find similar fans and germinate the idea to open their own franchise location.





It's about who you know.

I was asked to join the campaign as a consultant to create email messages and work with the existing graphic designer because the campaign manager is a longtime friend. I was an advanced reader on his memoir that published on Valentine's Day, 2022, and he knew I would be a good fit for the paid internship.

That's not all, though!

Turns out he discovered that I was the candidate's across-the-street neighbor, too! He had seen my political sign in the yard without knowing it was my house. It's brought me closer to my neighbor, too.

As for the logo...

No, in fact I did NOT design the main logo for Moshae Donald's campaign. The existing graphic designer, Amanda Collier, is the talent behind that logo. I created a branding kit for the campaign using that logo as well as the campaign style guide to add a "Bernie blue" star for extra flair. I employed a gradient to radiate out from the logo to represent the new hope of creating a blue wave in a red state.

Moshae4DA

Illustrations



SHADOW-LAND

Vanishing points, color reflections in water, atmosphere, shapes, and movement are all shown in this watercolor pencil drawing of a scene from *Eva's Adventures in Shadow-Land*, a short story by Mary D. Nauman published in 1874.

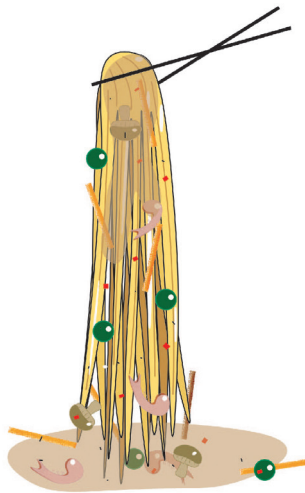
Fairytale objects like Cinderella's shoe, Bluebeard's bloody key, Aladdin's lamp, and Jack's beanstalk are all parts of what she discovers in her wanderings.



Welcome to Shadow-Land

The same story and characters are shown as a digital illustration in this travel poster for fictitious Shadow-Land. Perspective is shown in layering and diminishing size. In this poster, Eva has stepped out of the pages of her storybook into the stream in the woods. An old woman next to a fire awaits her approach, and the mood of this version is spookier. There is no guarantee that this story will end well, for sinister things often happen in stories set in the forest.

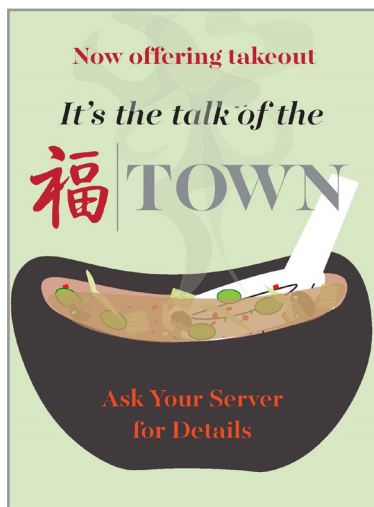




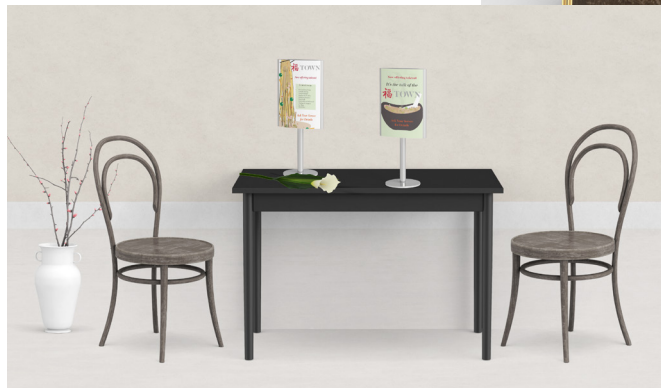
These images were created in Illustrator for use on the table tent that announces the restaurant's new takeout offering. Whimsical yet recognizable food elements for lo mein and hot and sour soup beckon the viewer to call for takeout.

Two layers of steam rise from the soup bowl, one partially obscuring the writing. Long lines for noodles, a puddle of sauce, and fresh green peas depict the best of lo mein. Shredded carrots are textured, and everything has a shiny reflective spot.

Majesti Banner and Athelas are the fonts required in the client style guide, and the colors are Bamboo (greenish background), Fire Starter (red), Spicy (orange), Lucky (pink), Cool Down (light grey), and Sleek (greyish black).

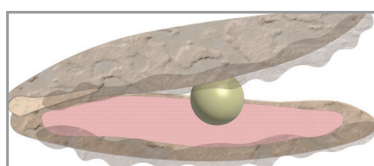


TOWN Chinese Restaurant



The Pearl

When considering symbols of luxury in China to tell the story of TOWN, the pearl emerged. It takes years of toil to create a lustrous pearl. What better metaphor for a fine restaurant? Illustrator was used to create the textured oyster, and the pearl appears on the menu's cover. Also in keeping with the pearl idea, the menu itself is a round die-cut printed on a pearly paper and strung together on a white silk cord. When spread out, each menu page is visible at once and resembles a strand of pearls.





In Situ

DESIGNS IN REALISTIC SETTINGS

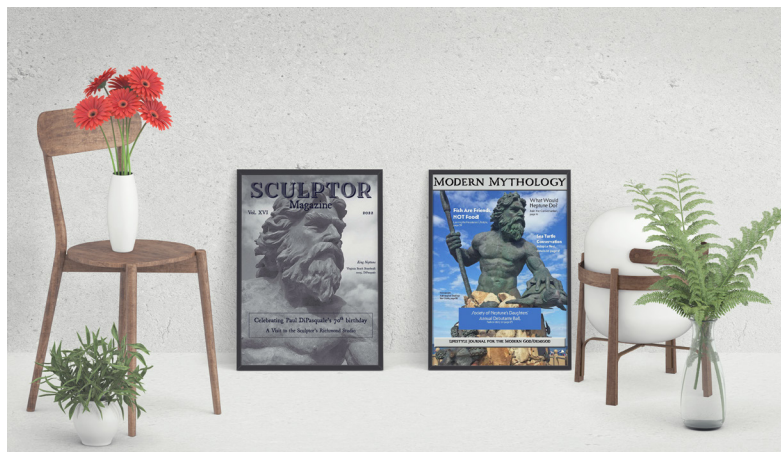


Travel to Amethyst Bay Resort to nourish your broken heart after a divorce.

Ficititious Amethyst Bay Resort is offering a Divorce Recovery Retreat to positively move forward in health and healing. Reiki therapists are available. Fresh island-grown food, sunshine, and long walks along the sparkling shore will restore you to yourself.

A crackle pattern in the background gives way to a full color beauty shot of palm tree-lined beach. Flare effect and burning in to silhouette the palms are both techniques used to drench the color of the magazine ad. Masked objects along the bottom edge address different aspects of healing therapies for participants. Rule of three puts the horizon line in the lower third of the page, and the color scheme is strictly adherent to the style guide, as is the font.

Of course you frame your magazine covers, right?

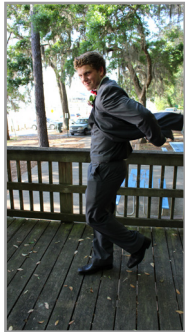
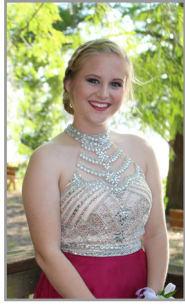






Johnny on the Spot





PHOTOGRAPHY

A young lady attending her prom is photographed outdoors with her date. Diffused lighting, shadow, and some intense sunlight are used to create different moods. The client was pleased.

Portraits



Candids

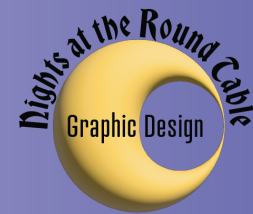
Photographs display two light settings: bright sun and overcast. Both subjects are in focus, and their features are fully visible. Rule of thirds applies in both pictures as to placement and horizon.



Laura Lyons

Graphic Designer

251.554.9418 • lauramyons@gmail.com • <https://www.nightsroundtable.com> • <https://www.linkedin.com/in/lauramyons/>
6728 Ridgeland Road South, Mobile, Alabama 36695



Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom); CSS, HTML, Microsoft Office Suite, Canva, various service request ticket systems, Cisco VoIP Telephony call center software, and more.

Freelance Experience

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom); CSS, HTML, Microsoft Office, Suite, Canva

January 2015 - Present

- Newsletter and email writer/graphic designer for local political campaign
- Design work includes concert programs, logos, branding packages, and marketing materials
- Editing work includes proofreading copy for recently published memoir as well as role playing game book, travel association membership guidebook, academic papers, and more
- Writing work includes tool tips for cell phone users, academic papers, book reviews, and more

Career Break, Full-time parenting January 2015 - February 2021

Technical Writing Experience

Adobe Creative Suite, Microsoft Office Suite

The SSI Group, Inc.

July 2000 - January 2003

January 2007 - January 2015

- Designed format and layout for computer software documentation manuals.
- Interviewed content experts for accurate product mechanics, wrote technical content for hospital billing software end user documentation. Updated and managed content to coincide with software updates for 20+ manuals at any given time.
- Assisted learning specialist in training materials.
- Proofread outward-facing communications from the CEO to clients, inhouse publications from the Human Resources, Marketing, and Client Alert departments, and marketing materials.

Microsoft Office Suite

The SSI Group, Inc.

Department Change

January 2003 - January 2007

- Answered client help desk phones on a regional support team, providing excellent customer service assisting clients with resolving software issues. Collaborated with team members to successfully close service requests, often under high-pressure situations.
- Documented resolution steps to train other service representatives.
- Cultivated positive relationships with other departments.
- Provided 24-hour on-campus support to clients as a disaster team member during Hurricane Katrina.

Call Center Experience

Cisco VoIP Telephony call center software, Service request ticket system

February 2021 - August 2021

Alorica Tier II Technical Support / Customer Service Representative

- Analyzed customer accounts for optimal cellular data plan and device, researched network connectivity issues affecting multiple users, processed payments, and answered billing questions.
- Executed base level troubleshooting for cellular phone, wireless home phone, connected device, and connected car services.
- Promoted to Tier II Technical Support in order to provide in-depth troubleshooting for phones, devices, and connected cars.
- Provided stellar customer service and support to customers domestically as well as internationally who experienced issues using their mobile phones.

Service request ticket system

The SSI Group, Inc.

Department Change

January 2003 - January 2007

- Answered client help desk phones on a regional support team, providing excellent customer service assisting clients with resolving software issues. Collaborated with team members to successfully close service requests, often under high-pressure situations.
- Documented resolution steps to train other service representatives.
- Cultivated positive relationships with other departments.
- Provided 24-hour on-campus support to clients as a disaster team member during Hurricane Katrina.

*Acknowledgments*

My sincerest thanks go to my supportive husband and children for their continued understanding and encouragement, patience with takeout while I finished papers and projects, and their willingness to “Yasssss Queen!” me into the right mindset.

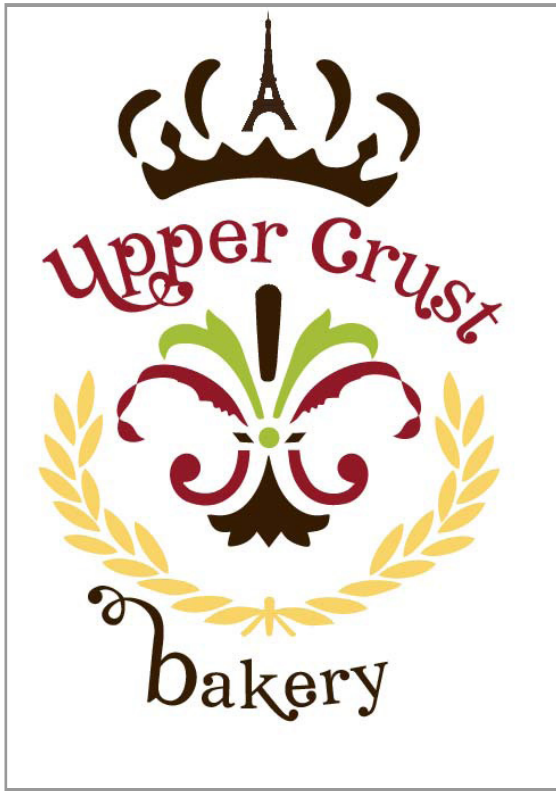
Thank you to my mother for the unwavering support and help along the way, and to my brother and friends who have read and critiqued for me. Your help has been invaluable.

All my love,

Laura

SNHU 2022





jane dough
OWNER

UPPERCRUSTBAKERY.COM

555.222.4444

123 ANYSTREET
ANYTOWN, USA 12345

One last branding

Upper Crust Bakery, the Parisian-inspired bakery with style guide requirements like wheat, fleur-de-lis, and Eiffel Tower in the logo, features the entirely fictitious Jane Dough. The raspberry and pistachio color scheme is taken from a macaron!



Laura Lyons



lauramlyons@gmail.com



251.554.9418



www.nightsroundtable.com



[linkedin.com/in/lauramlyons](https://www.linkedin.com/in/lauramlyons)

