

# **Stephanie Vancourt**

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**JMC3343 Advertising Design & Visual Storytelling  
End-of-Semester Review Portfolio**

# Introduction

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Hello! My name is Stephanie Vancourt and I am a upcoming Senior at the University of Oklahoma. I'm pursuing my Bachelor of Arts in Advertising at Gaylord College of Journalism and Mass Communication and minoring in Digital Marketing at Price College of Business I. Last semester, I was chosen to be apart of the Lindsey & Asp Advertising and Public Relations Agency and I worked as a creative intern for the OU Admissions and Recruitment account. I recently got promoted to Digital Director for the agency and I will be in charge of managing the agency's social media accounts. I am excited for my senior year and for the upcoming courses I will be taking!

The logo consists of the letters 'S', 'N', and 'V' in a large, dark blue, serif font. The 'S' is on the left, the 'N' is in the middle, and the 'V' is on the right. The letters are closely spaced and have a classic, elegant appearance.

# Project 1

## Classical Music Fine Art Poster

This was our first project of the semester using Illustrator. I have had previous experience using Illustrator but this assignment helped test my skills and also challenged my creativity. I wanted this poster to demonstrate the song's low to high sound by using the lines and I used the line stroke thickness to represent a sudden unpredicted sound. The background was changed to red to create a gloomy tone. The most challenging part of this project was to get every line spaced out the exact same amount.



# Project 2

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## Custom Icon Set

This icon assignment for some reason was very challenging for me. It took a lot of trial and error to get to my final deliverables. This project helped me understand the process of how designers create animated logos in an efficient way. The frog icon is my personal favorite because it reminds me of my little sister. Since she has green all around her room I wanted to create an icon she would like or even would want to hang in her room.





# Project 3

## Monograms & Logotypes

This project allowed me to express my creativity for something that is personal for me. Illustrator helped me explore how I can customize my own monogram and I am pleased with the result. My intention with the second monogram was to have a playful but memorable graphic so I created a monogram that looks like a superhero symbol. The last deliverable I made was influenced by my Grandmother's maiden name "Cadena". I wanted to make a luxury jewelry brand logo since she use to sell custom made jewelry when she was younger.



# Project 4

## Modern Music Album Artwork

This project allowed me to showcase creativity for my favorite band, Tame Impala. I was inspired by their album *Currents* and by one of their performances I watched at Austin City Limits music festival. I wanted to showcase a similar color scheme to the *Currents* album and a similar font since it's my favorite album. The galaxy in the background of the album I created was chosen because I wanted to showcase how their music is euphoric.





# Project 5

## Movie Poster

For this project I chose to create a horror movie poster since horror is my favorite genre. I am a big fan of slasher films so I wanted to implement that in my design with using a scary mask in the background. I went with the title "1984" because some of the best horror films are set in the 80's. I wanted the lettering to symbolize a blood smear to emphasize the horror genre.





# Project 6

## Print Media Ads

I decided to create print ads for the company Target & specifically for their new order pickup and curbside services. My idea with these ads is to emphasize that these two new services are an innovation to the traditional "target runs". The vintage photographs were chosen throughout the ads to show how long target runs have been going on.

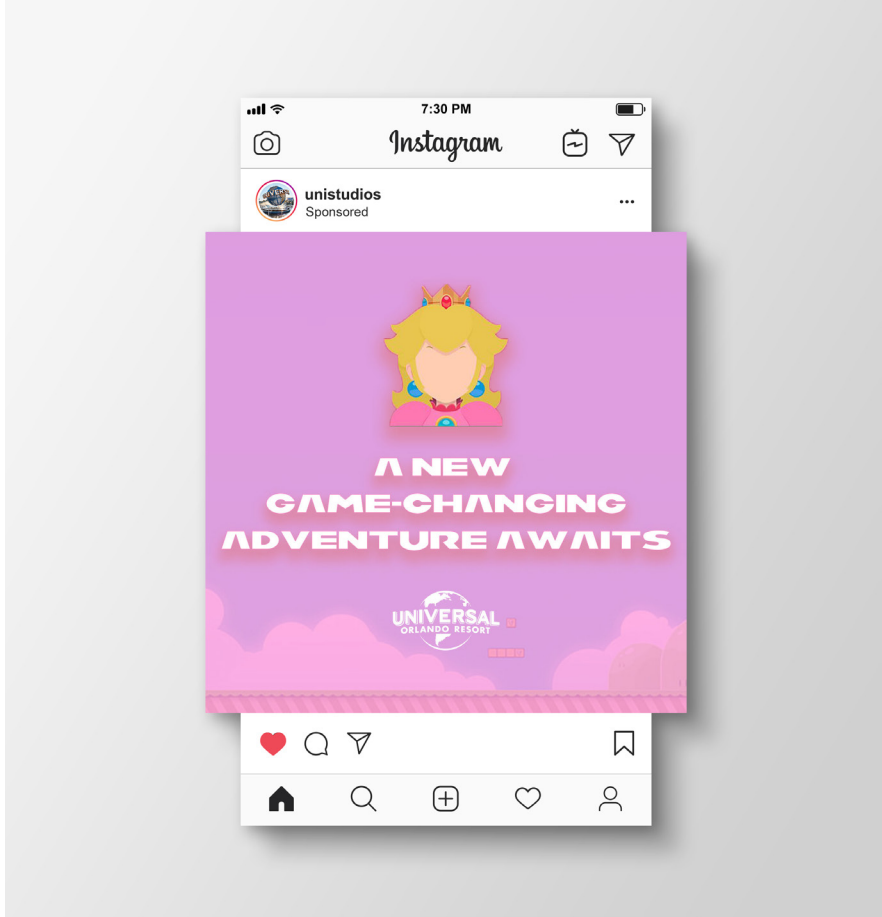




# Project 7

## Social Media Ads

For my social media ads I chose to create a campaign for Universal Studios. The campaign surrounds the recent grand opening of Super Nintendo World at Universal Studios Hollywood. I came up with the headline "A New Game-Changing Adventure Awaits" to emphasize the new park and how it is based on a video game. I used the same fonts and characters from Super Mario Bros to assemble the ads.







unistudios

Today at 7:33 PM

SUPER NINTENDO WORLD is now open!!! Experience the world of Super Mario in Battle Team Bowser on the Mario Kart ride and dine at Toadstool Cafe!



Like

Comment

Share

1.035

Write something...



# Project 8

## Business Cards

This project was my favorite to design because I will be able to use it for personal reasons. I decided to use my colorful monogram for my personal business card. I wanted my personal card to have a vertical side and a horizontal side to showcase my information. I used the frog icon to create a playful card and used the same color scheme from the icon throughout the card. For the luxury business card I wanted to keep it simplistic with just the logo and limited information.









# Project 9

## Menu Design

This last project challenged my InDesign skills and helped me learn more about creating layouts. This assignment was one of my favorite designs because I was able to use all my knowledge from this semester. I wanted to create a simplistic menu for a French Bistro but also make it feel elegant. I enjoyed combining the typography and color scheme to help achieve this.



# THE END.

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Throughout this course I significantly improved my skills in the Adobe Creative Suite programs. I have had experience in Photoshop, Illustrator and InDesign but the assignments I completed during this class helped me take my designs to the next level. I believe this class was extremely helpful for my professional future and I am excited to continue learning next semester in Art Direction & Design!

SNV



