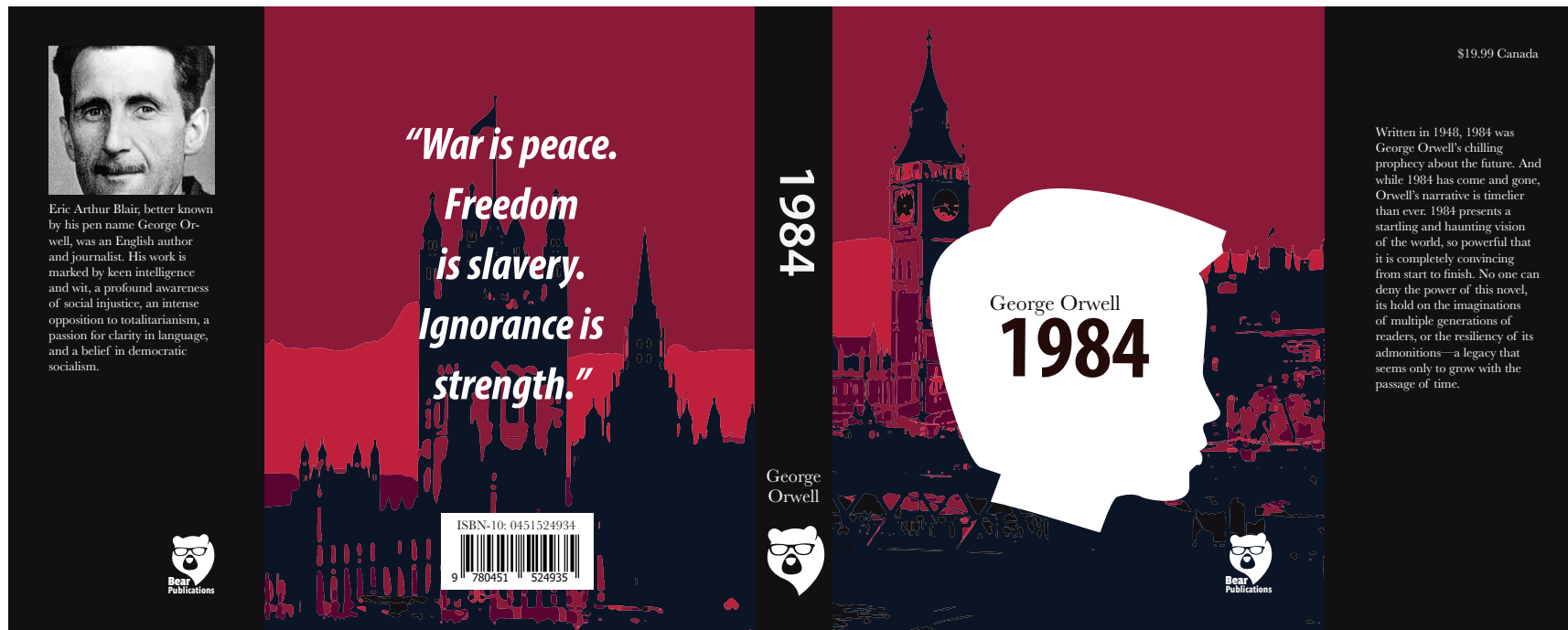




WELCOME TO
HOLLY SPRAGG'S
PORTFOLIO

BOOK COVERS SERIES PART 1



The book covers that were redesigned for this project were the wizard of Oz, Moby Dick, Lord of the Flies, Alice in Wonderland and 1984. The whole purpose of this project was to create unity on a shelf and this was achieved through the use of simple silhouette that represents a main theme of the story, images in the background to represent where the story is taking place, common typefaces, and simplified colors. Also, black and white author photos, and similar layouts.

The secondary goal of this project was to make it stand out upon a shelf. This was achieved through simple but distinct and easily readable design that will stand out to customers browsing shelves and though the distinct front covers that make the titles easily read and identified.

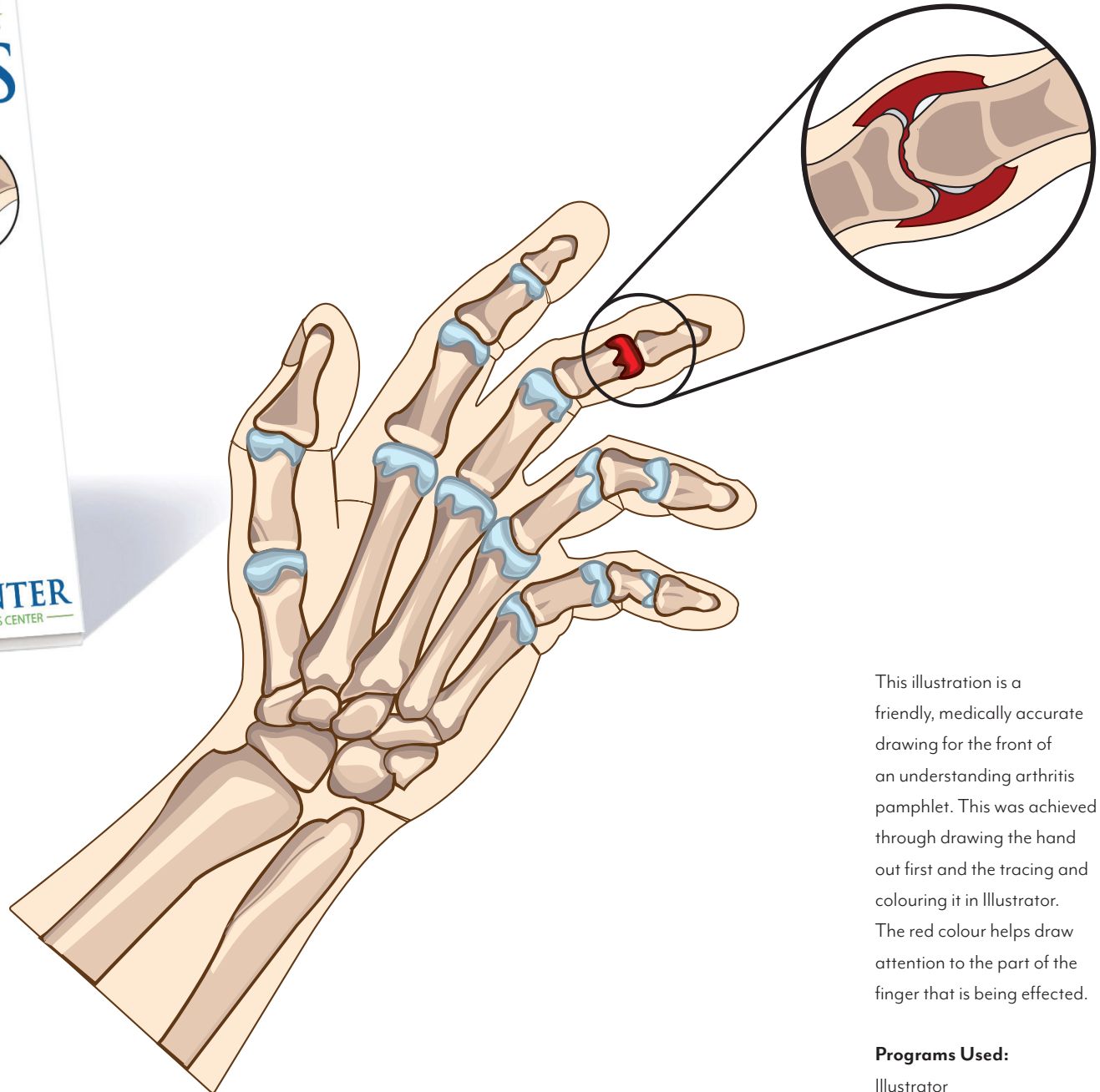
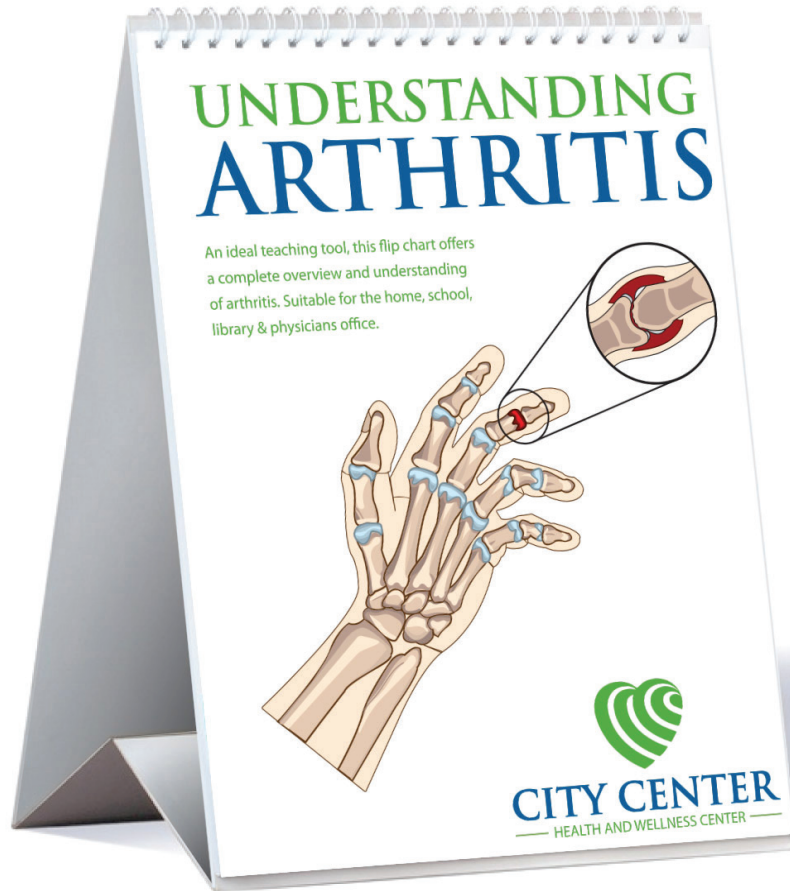
Programs Used:

Illustrator
Photoshop
InDesign



Here are the mock-ups of the books to show what they would look like together and on a shelf. Also an example of an ebook. The logo was a play upon the hipster movement with the glasses and also because glasses are often related to reading. Also that we are going to be doing simple "Bare" projects, we get right to the point. We are also taking into account that bears are a common feature in literature.

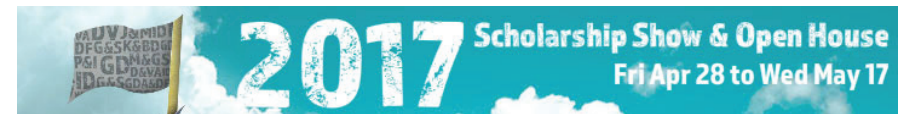
HAND ILLUSTRATION & MOCK UP



This illustration is a friendly, medically accurate drawing for the front of an understanding arthritis pamphlet. This was achieved through drawing the hand out first and the tracing and colouring it in Illustrator. The red colour helps draw attention to the part of the finger that is being effected.

Programs Used:
Illustrator

SCHOLARSHIP SHOW



This was design for a scholarship show at Georgian and it was design to be bleedless. It represents the final act of victory through the paths that merge with the flag on the mountains peak. The paint texture for the paths, cloth texture for the flag, and the use of photography for the poster also represent some of the programs in the show. The programs are also represented by the text on each path, and the acronyms on the flag.

Programs Used:

Illustrator
Photoshop

RESTAURANT MENU & LOGO



Drinks

Coffee

Dark Roast
Dark Roast Decaf
Organic Sierra Verde
Espresso

Hot Drinks

French Vanilla
Café Mocha
Americano
Caramel Macchiato
London Fog
Hot Chocolate
White Hot Chocolate
Latte

Tea

Apple Cinnamon
Chai
Chamomile
Darjeeling
Blend
Earl Grey
Green
Honey Lemon
Peppermint
Raspberry
Vanilla Chai

Cold Drinks

Iced Lattes
Green Tea
Hot Chocolate
Mocha
Caramel
Vanilla Chai
Juice
Orange
Apple
Cranberry
Lemonade
Pineapple
Grapefruit

Pop

Coke
Diet Coke
Coke Zero
Sprite
Fanta
Root Beer

Bagels (\$1.25 each)

Plain
Everything
Cinnamon Raisin
Poppy Seed
Sesame Seed
Cheese

Served with Butter, Jam, or Cream Cheese

Sandwiches

Tomato, Bacon, and Garlic
Mayo Sandwich **\$3.99**
Smoked Salmon Salad
Sandwich **\$3.99**

Turkey-Avocado Clubs **\$3.99**
Ultimate Grilled Cheese **\$3.99**
Chicken Caesar Club
Sandwich **\$3.99**

Add Soup, Salad, or Fries for 1.99

Soups & Salads

Salads

House Salad **\$3.99**
Caesar Salad **\$4.59**
Fruit Salad **\$3.59**
Daily Special **\$4.59**

Soups

Daily Special **\$3.99**
Chili **\$4.59**

Desserts

Cookies
Cupcakes
Muffins
Cheesecake
(Prices change daily)



The main theme for this project was to create something that is visually interesting and would fit well within an artistic community. This was achieved through the use of simple but interesting logo and interesting images that would help establish the mood and share information.

Programs Used:

Illustrator
Photoshop
InDesign

PURPLE & GREEN LANDSCAPING

PURPLE & GREEN
LANDSCAPING



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Getting Our Hands Dirty So You Don't Have To

/ maintenance and landscape services as well as creating lasting pride in providing not only quality work but also having

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Pool & Water Feature

Introduce a natural ecosystem to your backyard and you're adding an endless source of enjoyment. It's a place just relax and enjoy the beautiful water life, a source of entertainment and education for children, and it encourages surrounding birds and animals to visit. Ponds can provide a lot of satisfaction for relatively little work, but good advice and a knowledgeable installer is key. We create stunning natural habitats, whether plant ponds, water gardens or fish ponds, that are both beautiful and healthy. We incorporate surrounding landscapes and rockery as well as provide any

This project is for a landscaping company. It is meant to look clean and friendly this is achieved though bright colours ,simple layout and unified typography throughout. The bright and visually interesting photos help with this purpose. Purple and green were decided as the colours for this project because of the name of the company but they were complemented with a dark grey for the accent colours.

Programs Used:

Illustrator
Photoshop
InDesign
Muse

MY DONATION LOGO



A logo & donation card for an organ charity. It's simplistic and colourful design is meant to attract a younger audience.

Programs Used:
Illustrator