SOPHIE FERRIS'

PORTFOLIO

ACKNOWLEDGEMENTS

I would like to thank Dr. Barnes for giving me all the knowledge I have on graphic design. This has always been a field that I wanted to learn more about, but it was so intimidating as someone with no knowledge of Adobe programs. Dr. Barnes met us everyday with patience, passion and diligence. He never failed to answer someones question or help someone try something new. His love for graphic design fostered my love for it now.

I would also like to thank my friends and family for being a constant support system. To all the people to allow me to be myself everyday and who inspire me to be better. I am so grateful for this experience, for Dr. Barnes and for the opportunity to be in the UNC Hussman School.

SADNESS

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BIOGRAPHY

At this moment in time, I am 20 years old, from Charlotte, NC. I was born in Nashville, TN but my family moved to Charlotte, NC when I was 2 years old. I am a junior in the Hussman School at UNC. I am the youngest of 3 children and grew up with at least one dog in the house at all times. I am passionate about food, fashion and design.

I love the beach and warm weather. I love reading books, drawing and exploring new places. In my free time, I like to draw, watch TV and spend time with my friends. I have a fairly busy social life, but often find myself spending lots of time alone. To do this, I often go to yoga, go on car rides or sit on my back porch. I try my best to remain balanced.

Throughout my entire life, I have always paid extra attention to detail. At age 3, the Velcro straps on my shoes had to line up perfectly before I could go to school. At age 11, the number of pages I read of my book each night had to be an even number. In high school, I would erase and rewrite notes until they looked pleasing to my eye. Even now, the little details still mean so much to me.

Yet, I've found a way to channel my acute attention to detail into my love for creation. Whether its content creation, graphic design projects or just simply the way the pillows lay on the couch in my college house, I care about where things are placed, the way they are shaped and the way things look together as a whole. My roommates would probably say I'm a neat freak, but I just care about the things I'm surrounded by.

PROFESSIONAL AMBITIONS

If you had asked me a year ago what I wanted to do with my career, I would have looked at you like a deer in headlights. Honestly, I might still look at you that way if you asked me today. I left high school with the intent of pursuing a career in the STEM world. Yet each class I took left me feeling defeated and uninspired, so I took my first journalism class and instantly fell in love. Since then, I've fully immersed myself in the world of the Hussman School and haven't looked back.

I've discovered my passion for advertising and content creation over the past year. I've also learned to love graphic design after taking this class, the foundations of graphic design. I hope to work for an advertising agency on a design team. I want to create content for companies, preferably fashion companies, and continue to utilize my graphic design skills. Wherever I end up, I want to create work that I am proud of and solve problems that I am faced with. I want my work to help people.

TYPOGRAPHY COMPOSITION

For our first project, we had to choose a font from a type foundry and advertise it using only Adobe Illustrator. I chose Storm Type, created by Frantisek Storm in 1993. When I chose this font, I knew I wanted to play on the name of it and make my composition centered around a storm. I chose lightening as my main graphic element and used it as the background and the large illustration. Since this was our first project, this was my first time creating a background, navigating hierarchy and testing out differnt layouts for the text. This project helped me gain confidence in my ability to navigate designing a graphic.

Frantisek Storm founded the Storm Type foundry with the aim of restoring the values of classicaltypography for the benefit of digital technologies. "We started by drawing alphabets which could be used in book printing, then we proceeded to alphabets for film - and photosetting and nowadays, in the era of computers, we use the experience we have gained to make digital typefaces more human." When digitizing original Czech typefaces, Storm Type collaborates with experienced designers Otakar Karlas, Jan Solpera and Josef Tyfa.

Storm Type

Frantisek Storm
Prague, Czech Republic
Since 1993

Information

- People on staff: 1-2
- Type designers on staff
- Type families: Hundreds
- Designers represented: 9

- Web shop www.stormtype.com
- Distributors: MyFonts, FontShop
- Webfont services: Our license is open to self-hosted web solutions within the basic price.
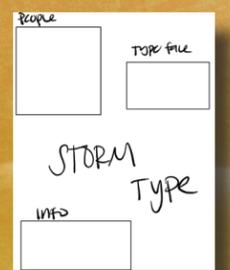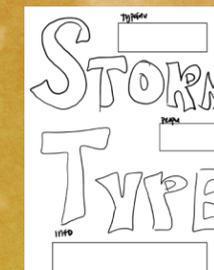
- Basic license: "Very cheap."
- Special conditions: Storm Type provides lifetime warranty on all its fonts.

Frantisek Storm

Frantisek Stonn graduated in 1991 at the Academy of Arts, Architecture and Design in Prague, under professor Jan Solpera. Between 2003-2008 he taught at the same school, and now freelances. Stonn's passion is Baroque Typography (sometimes referred to as "transitional ", which is misleading. After spending a decade in libraries studying ancient prints, he designed Regent, Antique Ancienne and Jan non. His later serious projects are based on this initial research and have the same focus: the substantial development of beautiful Latin alphabets finished in the late 18th century- all later "improvements"are only minor technological and estheticvariations.

Why?

In 1993 I got my first computer, and the fonts on it were all wrong and I had no budget for buying good new ones. Hence, I had to create my own for my graphic design jobs.
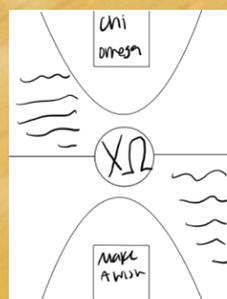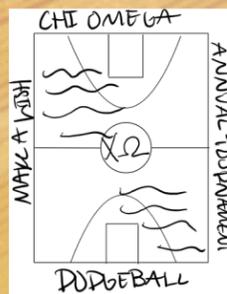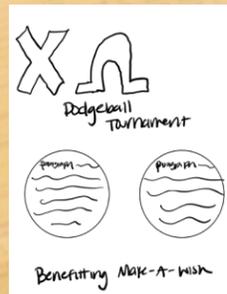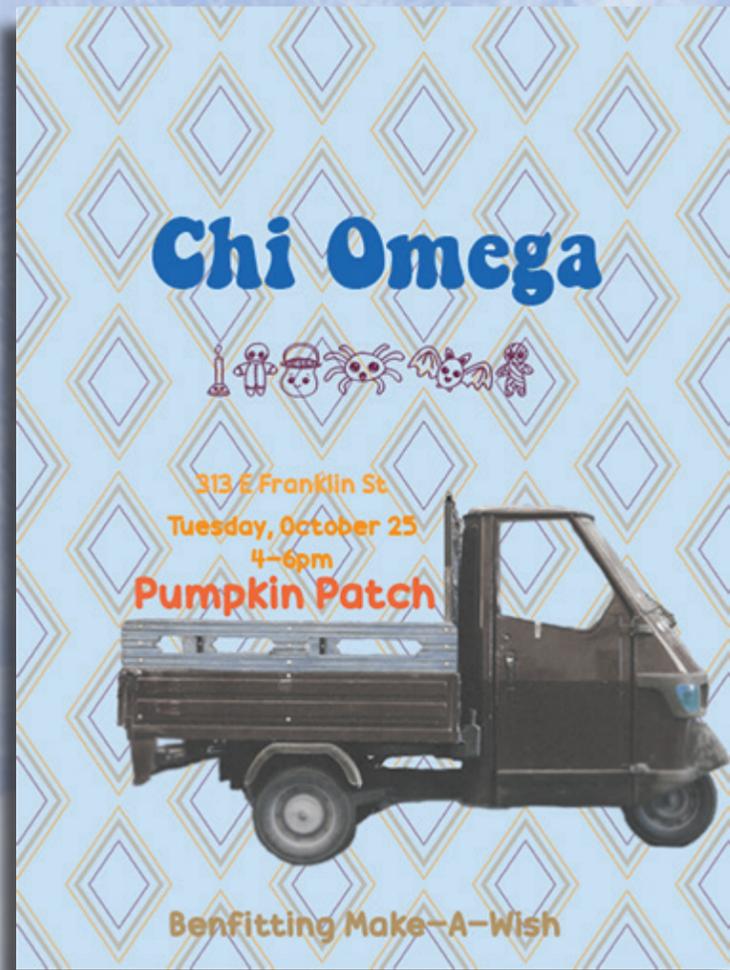
POSTER

POSTER SERIES

For our next project, we had to create a series of graphics for an organization we are involved with on campus. I chose to use my sorority, Chi Omega, for this project. The poster I created highlights our annual dodgeball tournament which raises money for our national philanthropy, Make A Wish. For this poster, I used the sorority's colors as the color scheme. This was our first project using Photoshop so I played around with layering images to make the poster seem crumpled and old and used effects like lens flares for the first time.

I created a flyer and social media graphic for an event we had this semester. Before Halloween, we hosted a pumpkin patch which raised money for Make A Wish. For the flyer, I decided to use a font and create a background that reminded me of Halloween. I extracted the wagon from a different photo and layerd it ontop of the background I created.

I took a different route with the social media graphic and went for a more retro look. I utilized the same color scheme to keep the two consistent and cohesive, but I did not want them to look the same. I extracted the truck from another photo and layered the text on the back to mimic how pumpkins would sit in the back of the truck. In the actual GIF, the truck comes across the screen and then the words appear line by line.

FLYER

CHI OMEGA'S
PUMPKIN PATCH
Pumpkins, Music, Donuts and More!

313 E Franklin St
Tuesday, October 25, 2022
4 - 6pm

Benefitting Eastern
NC Make-A-Wish

SOCIAL MEDIA GRAPHIC

Chi Omega

313 E Franklin St
Tuesday, October 25
4-6pm
Pumpkin Patch

Benfitting Make-A-Wish

The poster series was a challenging but fun assignment. It allowed me to gain Photoshop skills and showed me how to utlize Photoshop and Illustrator to create a complete graphic.

GAME TIP SHEET

This project was centered around infographics. For this assignment, we had to pick a board game and create a tip sheet for it. This graphic includes information on the history of Candy Land, how to play and how to win. It also has elements showing how to actually play the game by showing how players' tokens move when they draw a certain card. For me, one of the most challenging parts of this project was navigating the color scheme. Since Candy Land is such a colorful game, I had to work hard to balance the whole composition. I didn't want to mute the colors on the board because the colors are such a big part of the game's brand, but I also didnt want the colors to be too powerful or overwhelming. I created balance by using a soft green background and neutral colors for the title as well. This allowed the board to be the main focus of the sheet.

IRRITATION

VISUAL IDENTITY SYSTEM

I wanted my visual identity system to be cohesive with this portfolio as a whole. I knew I wanted to base my portfolio on weather and the emotions that different types of weather portray. The weather impacts my mood everyday and the relationship between the two are so interesting to me. I wanted the business card and letterhead to have a sky and clouds texture to tie in with the texture of the lightening bolt. I wanted my logo to be interesting, dynamic and detailed. I wanted it to reflect how I see the world around me.

I tend to think of myself as some form of an oxymoron. I am laidback but a perfectionist, social but shy, empathetic but assertive. I see things from a very black and white perspective, avoiding the gray as I search for the right and wrong answers.
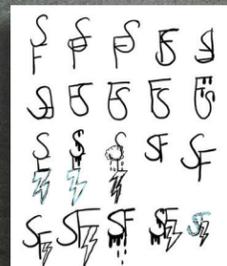
CONFUSION

AUTHENTIC

CURIOUS

COMPASSIONATE

DYNAMIC

PRACTICAL

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