

jn



jila nielsen

Designer's Statement

I have a passion for the arts and visual communication which has motivated me to pursue communication design as my career. Although conceived in Golden, Colorado, I lived overseas for several years as a child and attended French schools, which are notorious for teaching penmanship, the art of writing. As an exceptional design element, this pen and ink discipline has encouraged me to utilize typography as symbolic characters and imagery.

With some skills acquired professionally prior to my studies, I take pleasure in creating design projects from sketches to final concepts with the varied design software that is available today. My current media concentration is in print. This media experience has evolved to include my enthusiasm for web design with motion graphics. With the development of web design from print, this media is an unconstrained and exciting field I hope to work more with.

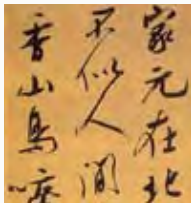
As a visual communicator, there are several facets to my design approach that consists of eye-catching imagery—photo realistic or abstract, the aesthetic use of typography as imagery, and the brilliance of color as a design element. Seeking opportunities for design expression, I am concerned about world affairs and am dedicated to expressing current social issues in my design project endeavors.

Design Influences and Inspirations

Developed from pictographs, the ancient Chinese calligraphy means “beautiful writing.” Influencing my design, calligraphy utilizes characters as marks to express imagery as visual communication in Chinese art. I have attempted to utilize this curvilinear form in a few of my school projects and plan to pursue this elegant style in future design endeavors as appropriate to the project.

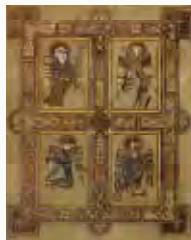
Affected by religion in a French boarding school from my childhood, the illuminated manuscripts, of the late antiquity, Middle Ages, and Renaissance, have also been classic design examples that appeal to me. These luxurious manuscripts have impressed me with their decorative and traditional rich dyed colors of elaborate motifs—as borders and embossing of gold or silver inks on vintage compositions. Exhibiting properties I admire, the themes in these manuscripts are presented with beautiful lettered text and juxtaposed imagery that are of symbolic significance to historical stories and proverbs of religious beliefs.

Residing in the Netherlands for several years, the Dutch currency notes have been a favored design. The stunning imagery, such as a sunflower amid the vibrant colors of dominant sans serif numbers and typography, are a striking and attractive expression of beauty. I have been influenced by this design language in my own work. My goal is to achieve a similar approach that appeals and attracts the audience or user.



Seven Chapter Poem
Song Dynasty (960-1279)
Palace Museum, Taipei
Wu Ju (Wu Chu)

1



The Book of Kells
Book of Kildare

2



50 Guilder Note
Dutch currency notes designed by
R.E.D. Oxenaar and J.J. Kruit

3

I admire Paul Rand for his brilliant ability to design media promotions and covers. His corporate identity designs, such as IBM, UPS, and ABC, imbue simplistic ideas with a lasting impression. I have been influenced by Paul Rand's symbolic and dynamic design techniques. Having basic experience in identity design, I have applied this simplistic expression of visual communication with similar concepts in my own design.

Another influential designer is David Carson, with his spontaneous use of typography and intuitive design composition. Carson's innovative design reflects a unique gestalt that goes against the traditional graphic design concepts. Carson's design projects consist not only of intuitive talent but also extensive research of the subject and audience. I respect Carson's ability to manipulate text, apply vibrant colors, and juxtapose imagery to fit the design content matter. My projects also evolve from intensive research and sketching that develop into varied design versions to achieve the distinctive purpose of the design. Utilizing vibrant colors, I aim at applying some of Carson's method in my own designs.



ABC Logo
American Broadcasting Company,
1962
Paul Rand

4



Hamilton Offset
David Carson

5

Contents



TED2008 Conference



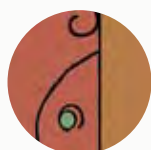
11 Songs by Suzanne Brewer



Colorado Cattlemen's Agricultural Land Trust



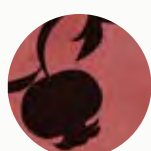
jPots Ceramics



29th Starz Denver Film Festival



Western Gas and Convenience



Rimmon Wine



Rocky Mountain Balloon Festival



Jila Nielsen



DHM Design

...have assembled a truly extraordinary lineup of speakers, each of whom can shed light on at least one of the following questions:

WHO will be:

- the next Frank Gehry
- the first human clone
- the first human to live beyond 2009
- the first nanotechnology billionaire
- the cleric who can transform the hearts of Islam
- the leader who can inspire the world to end poverty

WHAT will be:

- the next big aesthetic trend in design
- the next breakthrough in search
- the next revolution in entertainment
- the 10-year future of work
- the 50-year future of religion
- the virtual world where millions of people spend more than half their waking time
- the idea that can save us from global warming

HOW will we:

...education in a post-George world

...to our ears and

...when trained on

...of human being

...from blowing down the

...public collections with us

...DSI

...placement are real

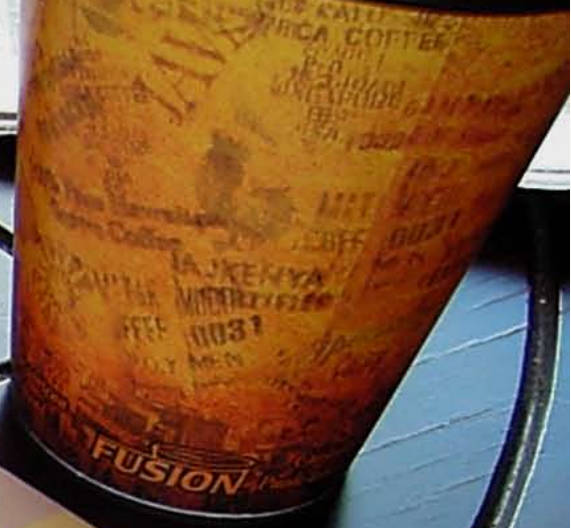
...if weapon

...treatment

2nd Conference LLC
35 Hudson Street, 10th Floor
New York, NY 10013

**TED2008
Conference
Program Guide**

Technology | Entertainment | Design



Book and Direct-Mail Poster Design



TED2008 Conference



The theme for the TED conference, "merging minds" was determined by class team members. This theme was to encompass the goal of the TED conference as gathering intelligent leaders from the world of technology, entertainment and design.

I attempted to design an identity mark that depicts merging typography to enforce this theme. I was inspired by the USA channel logo for this TED2008 identity mark.



Process



TED Direct-mail Poster Front



TED Direct-mail Poster Back



TED Program Guide Pages

TED is a world leading conference that merges top-in-their-field participants to share ideas and innovations. The conference goal is to inspire individuals to excel in their field and to have an impact on world issues.

A direct-mail poster was designed along with a program guide. The poster is folded in half and again in thirds for mailing. The program guide is 75 pages with sections of the schedule of events, speaker bios, venue, sites, hotel and dining accommodations. Duotone images were juxtaposed in the program guide to create cohesiveness throughout.



ALTERNATIVE



NEW RELEASE

David & Steve Gordon
HEALED DRUM VISIONS




The Best of
David & Steve
Gordon
Featuring 3 new songs.
Healing Shaman
Rhythms, Native Flutes,
World Chants, Ancient
Sounds, Natural
Environments.

02729 00 8811/07 0015 X



NEW AGE NR
SUZANNE BREWER
ENCANTO
L.A. 8054 \$17.99



11 songs
Suzanne Brewer

02729 00 8811/07 0015 X



NEW AGE NR
LINSTEAD, JOHANNES
ENCANTO
L.A. 8054 \$17.99

JOHANNES LINSTEAD
AND
NICHOLAS

Compact Disk Design



11 Songs by Suzanne Brewer



An excellent solo pianist and composer, Suzanne Brewer writes thought-provoking lyrics and sings with an impressively beautiful voice. I purchased Suzanne Brewer's first CD at a coffee shop in Santa Cruz, California. The CD cover and content were, at that time, hand-written with a photo of her in black and white.

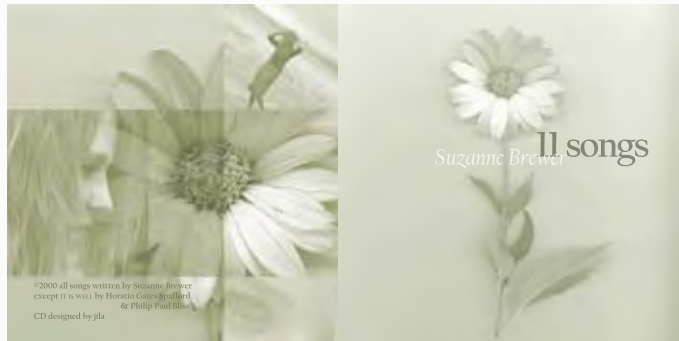
When contemplating this CD design project, I decided that a delicate flower was the best representation of Suzanne Brewer's pleasing music. A sunflower was scanned and manipulated to signify the richness of her music.



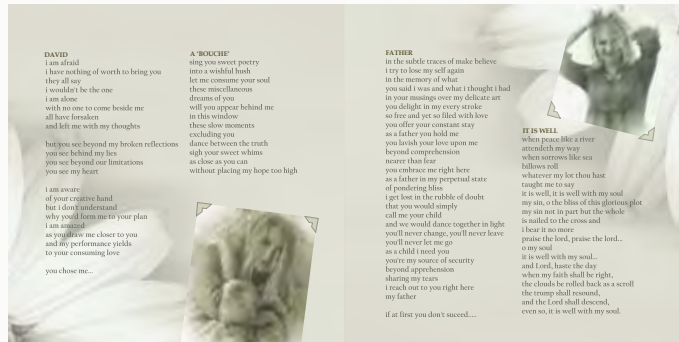
Process



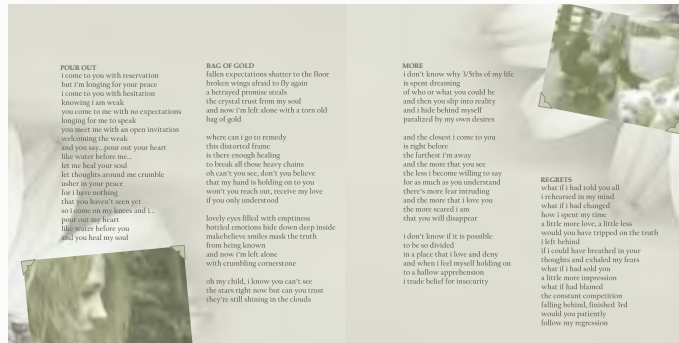
Compact Disk Book Cover



Pamphlet Cover



Pamphlet Pages



Pamphlet Pages



Compact Disk

I titled Suzanne Brewer's compact disk (CD) "11 songs" which was the original title. Listing those 11 songs with the lyrics, photos of Suzanne were juxtaposed in various positions. In an earthy duotone, the sunflower, signifying her beautiful love songs, stands out throughout this small CD pamphlet. The CD shows the sunflower petals with the center of the flower cutout. The image of one flower reflects Suzanne Brewer's personal style.



Identity and Systems Design



Colorado Cattlemen's
Agricultural Land Trust



Colorado Cattlemen's Agricultural Land Trust, (CCALT), requested a redesign of the organization identification mark and systems.

Fifty sketches, derived from mind mapping concepts, were drawn that addressed CCALT's goals. Further refined, images of plants and wheat were developed as symbols of land protection. Sketches of the sun, mountains, and wheat were, eventually, metamorphosed into the current chosen CCALT identity mark proposal.



Process

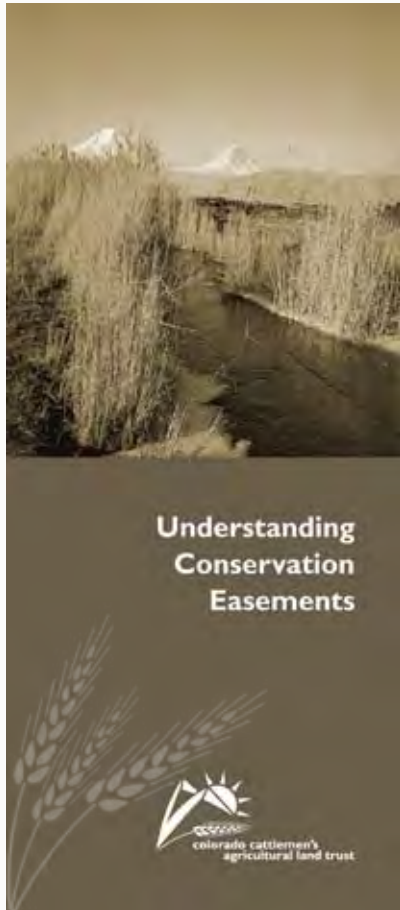


CCALT's mission is "...to help Colorado's ranchers and farmers protect their agricultural lands and encourage continuing agricultural production for the benefit of themselves, their families, and all of Colorado's citizens."

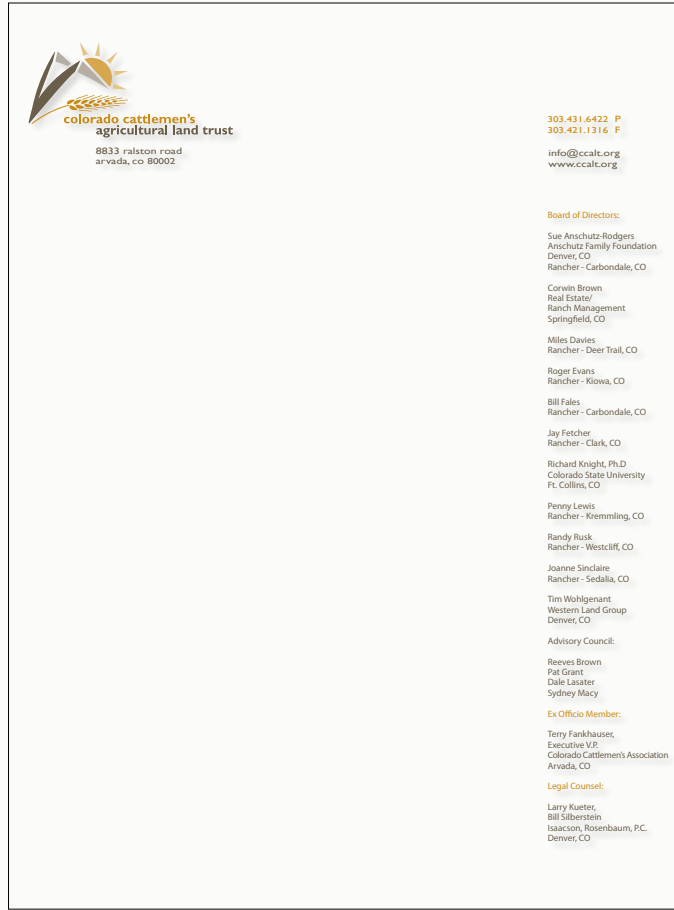
The redesigned identity mark was designed with a unique imagery and earthy hues of gold and warm gray. A bright sun is illustrated in the symbol and the leaves of wheat are morphed into the mountains signifying the Rocky Mountains. The symbol referred to as "gold of the earth" illustrates golden fields of wheat, nourished by the sun.

Another proposed redesign identity concept was created that depicts preservation of land. With different tints of a blue-green hue, the leaves represent healthy soil and nourishing agricultural fields. The roots in this symbol exhibit the conservation of land.





CCALT Brochure



CCALT Board of Directors Letterhead



CCALT Thank You Card



CCALT Thank You Envelope




CCALT Business Cards

The system design includes business letterhead, board of directors letterhead, envelope, contribution card with envelope, address labels, thank you card with envelope, pamphlet and newsletter.



colorado cattlemen's agricultural land trust
Standard Identity Guidelines

Signature




gold of the earth

colorado cattlemen's agricultural land trust

The Colorado Cattlemen's Agricultural Land Trust identity has long been a symbol of the organization. The symbol is referred to as "gold of the earth." All elements of the symbol and the typography of this identity are in a fixed relationship and must not be separated or altered.


Sizing



Minimum Size

Small applications of the signature must be regarded with special consideration. A signature should not be reproduced at a size smaller than 1". The measurements shown are from the left to the right edge of the signature as shown.

Area of Isolation



For legibility always maintain the minimum amount of open space, referred to as the area of isolation, which surrounds the signature. This space is the equivalent to a space length of the height of a lowercase letter 'i'. The Area should be measured between the signature and all other graphic images and typography, including page #10.

Typographic families

The following GIL font families should be used in the design system:

Light: abcdefghijklmnopqrstuvwxyz
Light Italic: abcdefghijklmnopqrstuvwxyz
Regular: abcdefghijklmnopqrstuvwxyz
Regular Italic: abcdefghijklmnopqrstuvwxyz
Bold: abcdefghijklmnopqrstuvwxyz
Bold Italic: abcdefghijklmnopqrstuvwxyz

Signature color

Use the 2-color palette signature for all high-visibility applications. The 2-color of the symbol, "gold of the earth", is 100% CCALTY Gold on the wheat, 75% on the tan, and 85% on the black. The terms are CCALTY Grey and the base colors are 100% White multi-color reproduction is limited, a 1-color solution may be used. An acceptable 1-color solution is CCALTY Gold and black only. These also have the 100% to 100% variable tone. An icon is acceptable only when color printing is not an option. Signatures may appear on white or any background which provides adequate contrast.

Color

Specific colors have been created for the CCALTY signature. CCALTY Gold and CCALTY Grey are the only approved colors for use of these colors and they are used in the following: CCALTY Gold and CCALTY Grey for the gold and Reserve 85% for the grey.

CCALTY Gold

Cyan 0
 Magenta 27
 Yellow 100
 Black 53


CCALTY Grey

Cyan 8
 Magenta 19
 Yellow 18
 Black 72

Other Colors

Blue 89
 Green 56
 Black 68

Reverse



Please Note: The colors represented in this document represent the specified Pantone colors. Always consult a colorist. Pantone Color Match Guide. Do not use color matching methods. However, it is important to maintain the integrity of the logo and to ensure that the colors are reproduced as accurately as possible. The colors are subject to change without notice. The colors are subject to change without notice.

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May 2008

CCALTY Standards Identity Guideline Sheet

A standards identity guideline sheet was created for the applicable use of this identity mark that should be adhered to. This guideline sheet outlines minimum sizing, area of isolation, typographic families, and approved color.



SHOWTIME
at Southridge
Comedy Night


Saturday, October 20th
7:00 pm - 8:30 pm
The Anderson Center at Southridge
1500 S. 10th St.
Scottsdale, AZ 85260

Dan Ryan Fitzgerald
An actor, comedian, and author, Dan Ryan Fitzgerald has performed at the Anderson Center at Southridge for over 10 years. He is a regular on the local radio station, KUPD 93.7 FM, and has written and performed in several plays.

www.southridge.edu
www.southridge.edu/arts

Admission: \$10
Sponsor: Southridge Community College

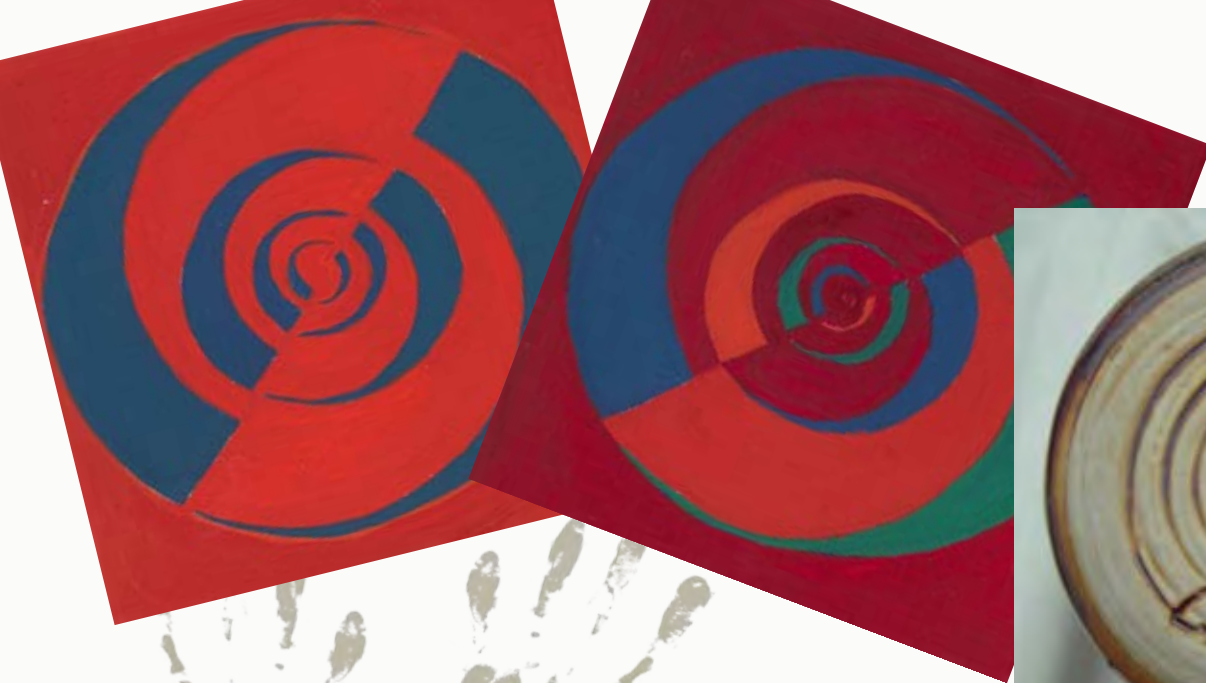
Y-p-ts
exhibition by
jila nielsen
hand-thrown functional
& decorative ceramics

may 23-25, 2008

Jantzen Gallery
2000 South Bascom Ave. Ste. 100
Los Altos, CA 94024

Identity, Apparel, and Poster Design





jPots ceramics are identified by a signature mark on the bottom of the pots, recognizable by the letter "j" and the year.

The identity mark design evolved from the "j" into a Christian fish sign turned downward with a dot. Resembling the form that is made from a potter's wheel, the designed dot developed from a painted design, shown above.

Hand prints were considered as a design element for background imagery. These hand prints were personalized by applying my hands in clay; then, my clay covered hands were stamped on paper and scanned. The image of my hands was created by this technique for consideration of background imagery.



Process



jPots Poster



As a ceramist creating functional pottery with a unique style, I designed an identity mark for my future ceramic business. Hypothetically for this future endeavour, jPots is in a studio and exhibits in a gallery located in downtown Littleton, Colorado. jPots creates custom hand-made functional earthenware ceramic pots.

A professional designer recommended that a poster be designed to celebrate my pottery. The suggestion was to show texture, shape, and glaze colors by photographing several pots in the foreground.





all fired up

gone to pot

gone to pot



Apparel Sheet Pamphlet Pages



Apparel Sheet Pamphlet Pages



Apparel Sheet Pamphlet Cover Page

stoking flames
...for pots!

gone to pot
...as a potter

all fired up
...for pots!

T-shirts designed for jPots were customized with quotes such as "stoking flames...for pots!," "gone to pot...as a potter," "all fired up...for pots," "not a crackpot...but a potter," and "keep on potting...as a ceramist."

A small booklet was designed for these t-shirts as a line of apparel sheet. jPots t-shirts have been admired by potters who are my ceramic peers.



STARZ FILM CENTER



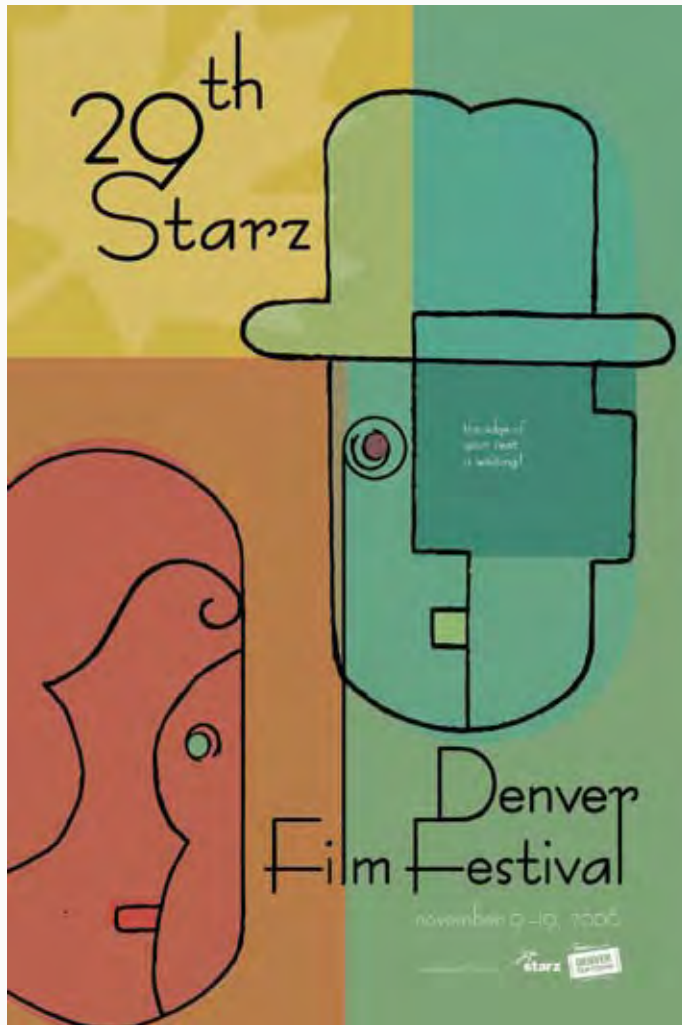
Poster Design



29th Starz Denver Film Festival



The theme for the 29th Starz Denver Film Festival was "your seat is waiting" which featured Canadian film. Above are a few process sketches and computer drafts that aided me in the final concept development.



29th Starz Denver Film Festival Poster

Depicting the French influence for the 29th Starz Denver Film Festival, sketches were chosen and further developed. To suggest action, I added "the edge of..." to the theme "your seat is waiting." The maple leaf from the Canadian flag was juxtaposed in the composition to re-enforce the Canadian theme.

To draw the audiences' attention, large fields of vibrant colors were positioned as rectangles in the background. The images, representing a man and woman, were manipulated with stroke thickness to resemble the font stroke weight. The font family utilized in this 24" by 36" poster was chosen for its curvilinear strokes. In reverse, the Starz' identity marks were placed, for legibility, at the bottom of the design composition.





UNLEAD **2.69**⁹
UNLEAD PLUS **2.79**⁹
SUPER UNLEAD **2.89**⁹



western
gas & convenience

TOUCHLESS
CAR WASH

western
gas & convenience



Identity and Signage Design



Western Gas and Convenience



Western Gas & Convenience identity redesign progressed from mind mapping and sketches to a symbol inspired by ethanol molecules.

The final symbol was produced from the negative space of the ethanol molecule sketches. The symbol shape also resembles a wheel rim turning with an impression of the forward thinking about the future of the company's image.



CCALT Identity Mark Preferred Orientation



CCALT Identity Mark Vertical Orientation

Positioned as a national leader, Western Gas & Convenience is concerned about the environment and involved in eliminating dependency on crude oil imports. The identity mark provides a clear and constant image with an interpretation of the company's goals. The identity mark was created in a vertical and horizontal orientation.





CCALT System Applications

The Western Gas & Convenience identity mark design is applicable on business cards, oil products, pylon signs, and storefront signage.

The identification symbol is to be applied in the different hues differentiating the gasoline types and pricing.

Western logo mark

Abstract icon signature

The Western Gas & Convenience Identity has incorporated a symbol in the signature. The symbol is referred to as "energy in motion". All elements of this identity are in a fixed relationship and must not be separated or altered.

Area of isolation

For right-to-left government sites a minimum isolation of space must accompany the signature. This space, referred to as the area of isolation, must be the same height as the signature. It must be contained within the signature's left edge and must not overlap the signature. This area of isolation also applies to the signature's left edge.

Typographic families

The following is the list of fonts that must be used in the identity:

Signatures: *serif* - *serif*
 Regular: *serif*
 Bold: *serif*
 Bold Italic: *serif*

Any request for font and composition can be made to the design department.

Signature color

Use the Western signature for all high-visibility applications. It must be used in the signature for all applications. It must be used in the signature for all applications. It must be used in the signature for all applications.

Color

Western Teal
 Western Gray

Sizing

Small applications of the signature must be placed with care. It should be placed in a white space. It should be placed in a white space. It should be placed in a white space.

These basic identity guidelines must be adhered to.

Western Gas & Convenience
 Standard Identity Guidelines
 December 2007

CCALTS Standards Identity Guideline

A standards identity guideline sheet was created for the applicable use of this identity mark. The variable colors of the Western Gray and Western Teal depict "energy in motion." This color sequence enhances the symbol's movement.

GRIGIO

SUTTER
HOME.

Family Vineyards



ESTABLISHED IN
THE NAPA VALLEY
SINCE 1890.

ER WH PINOT G 4PK

\$6.00

Rimmon Winery



Rimmon
pomegranate wine

*Established since 2000
Rocky Mountain State*

COLORADO

CABERNET SAUVIGNON



SUTTER
HOME
Family Vineyards



ESTABLISHED IN THE NAPA VALLEY SINCE 1890.

Identity and Packaging Design



Rimmon Pomegranate Wine



For a packaging design project, I chose a 4-pack of pomegranate wine. Producing delicious flavors, pomegranates are rich in vitamins and minerals, and are an excellent source of antioxidants. The combination of the health benefits of wine and pomegranates produces a succulent and flavorful experience.

Images of pomegranates were sketched and juxtaposed on the background for the wine label. Various vignettes were considered as options for the border. The pomegranate wine is labeled "Rimmon," which is Hebrew for pomegranates.





Rimmon Wine Bottles With Labels



Rimmon Wine 4-Pack



Rimmon Wine Labels

The pomegranate image was refined into a final concept for the Rimmon Wine. The hues selected for the label and 4-pack container resemble the pomegranate color. Divided by the pomegranate image with a curvilinear branch, a shade of the same hue separates the date of the wine.



rmbf - Windows Internet Explorer

http://www.rmbf.com

File Edit View Favorites Tools Help

rmbf

Home

Feeds (7)

Print

Page

Tools

about us

schedule of events

all about balloons

balloon photos

children's corner

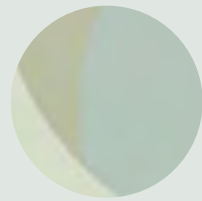


Internet

100%

Done

Web Design



Rocky Mountain Balloon Festival



The Rocky Mountain Balloon festival was the most exciting choice for a web design project. This project required my attendance at the Chatfield Reservoir event in Littleton, Colorado. Living across the street from the reservoir, I awoke at 6 a.m. to jog to this event. Along with two digital cameras to capture the balloons, I took many photos of the balloons inflating, ascending, and in flight. More than 50 colorful balloons ascended at this event, along with a beautiful evening balloon glow.





Rocky Mountain Balloon Festival Main Web Page



Rocky Mountain Balloon Festival About Us Web Page



Rocky Mountain Balloon Festival Schedule Web Page



Rocky Mountain Balloon Festival Children's Corner Web Page

This website was created in Flash using motion graphics. An animated introductory movie was designed showing balloons ascending and in flight over the reservoir and my neighborhood. All the photos on this website were taken by me at the event. The best photo shots of this event were inserted in the web site.

The main page of the Rocky Mountain Balloon Festival has motion graphics of several photos tweening from one to the other. Title sections, which are *about us*, *schedule of events*, *all about balloons*, *balloon photos*, and *children's corner*, are shown vertically and tilt horizontally when the cursor is positioned over the section by the user.

Circles were utilized in the composition design resembling the shape of balloons. These circles, tweening to ovals, are vibrant as they bring movement on the page. The light background colors of cream, green, and blue were chosen for design elements as colors of nature.

Links are accessible to connect users to other pertinent websites and information about hot air balloons and the reservoir.



jh

jh

9443 West Athens Lane
Littleton, CO 80127
jila@juno.com
720.384.5303

objective:

To obtain a challenging career utilizing my communication design skills.

skills:

- Communication design and desktop publishing proficiency e.g. Adobe InDesign CS, Photoshop, and Illustrator
- Advanced computer skills in Microsoft Office i.e. PowerPoint, Excel, and Word
- Three plus years of vendor management and trade show coordinating skills
- Ten plus years of administrative expertise
- Familiar with Macromedia Flash MX Web Design, Final Cut Pro, and Dreamweaver

education:

- METROPOLITAN STATE COLLEGE, Denver, Colorado—Bachelor of Fine Arts, Concentration in Communication Design—Degree acquired: December 2007
- CABRILLO COLLEGE, Aptos, California—Associate of Science, Computer and Information Sciences/Desktop Publishing and Multimedia—Degree acquired: May 2000

awards & honors:

- METROPOLITAN STATE COLLEGE—Golden Key International Honor Society—October, 2007
- NATIONAL DEAN'S LIST—Certificate of Honor in 2004—2005
- PLANTRONICS, INC.—Employee of the month—June 1999

experience:

- DHM DESIGN, Denver, Colorado
February—October 2007
Graphic Design Intern—Resort Design Team
Standardized corporate project marketing sheets; created new and updated rendered site plan graphic on projects; updated web site; designed street compiled company proposals.
- SEAGATE TECHNOLOGY, Scotts Valley, California
(Temporary through Kelly Services) December—January 2002
Executive Administrative Assistant—Global Logistics and Fulfillment
January—September 2001
Department Administrative Assistant—Worldwide Planning
Administrative assistant to senior director and department, general schedulers; produced PowerPoint presentations; compiled data into worldwide inventory; calendared meetings; processed travel arrangements.

Thank you for taking the time
to meet with me!
jila nielsen

jh

jila nielsen

9443 West Athens Lane
Littleton, CO 80127
jila@juno.com
(720) 384.5303

Objective and Skill-

Eric Anderson
Resolution Design
5777 S. Rapp Street
Littleton, CO

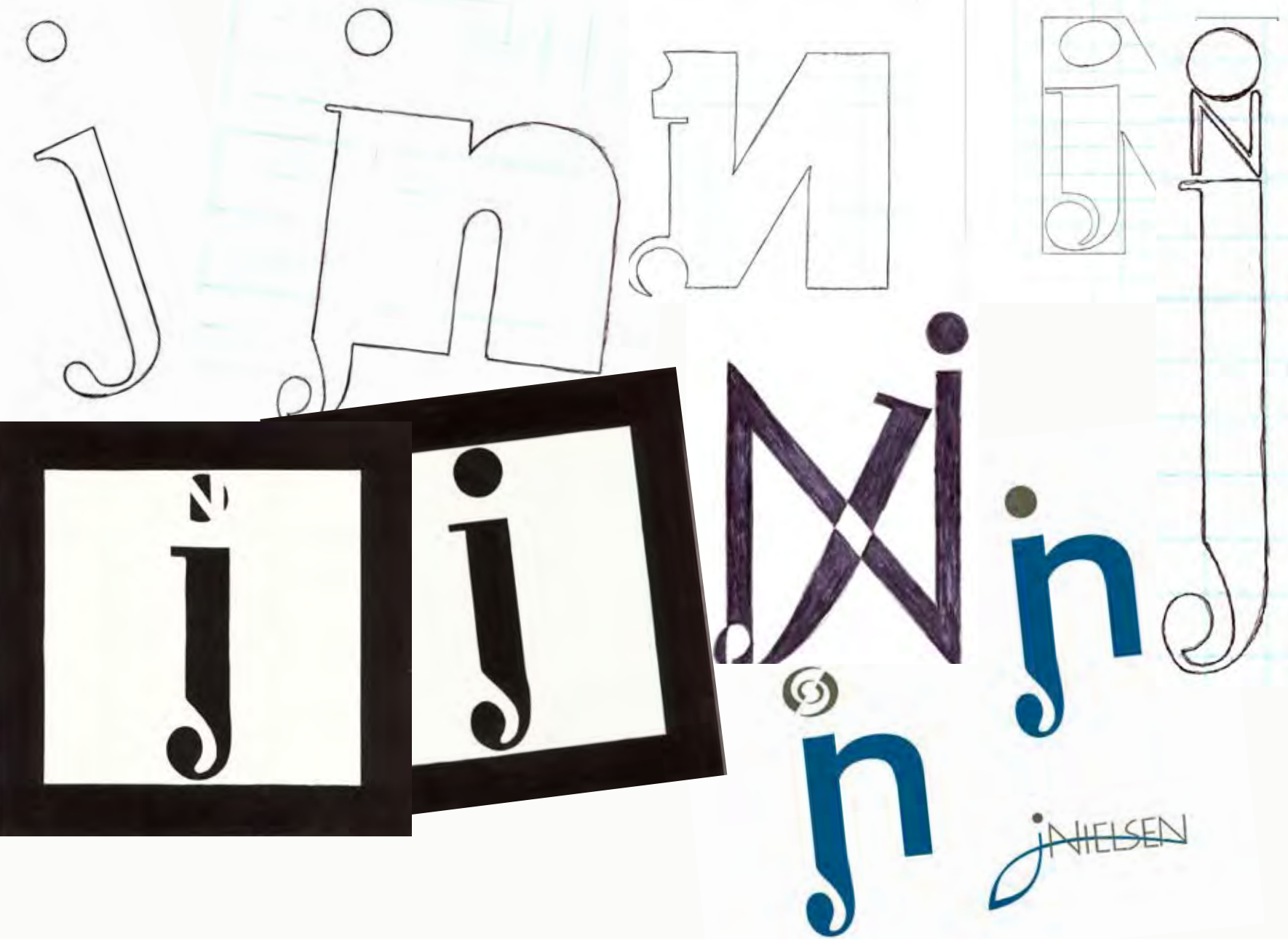
jh



Personal Identity and Stationery Design



Jila Nielsen



This significant identification mark for myself required intense research and self-examination. Many sketches of 'j' alone were created of the most desirable typography of 'j'. The 'n' was also included in some of the sketch process as the perfect alignment of the two letters 'jn'. Some of the sketches were painted with black gouache. This research revolved in the final concept of a merging the 'jn' design that is a gestalt mark.



Process



Standalone Identity Mark

This final concept of my identification mark is simple and elegant depicting my unique design characteristic. The impression this mark portrays is alluring with a consistent flowing movement. This curvilinear movement in the 'jn' is a unique gestalt standalone mark.

The compelling color scheme applied to this mark are suitably shown as strong and appealing. These colors are a warm blue Pantone 7545C and green-brown Pantone 418C. The color choice of the green-brown dot compliments the merging blue 'jn'.

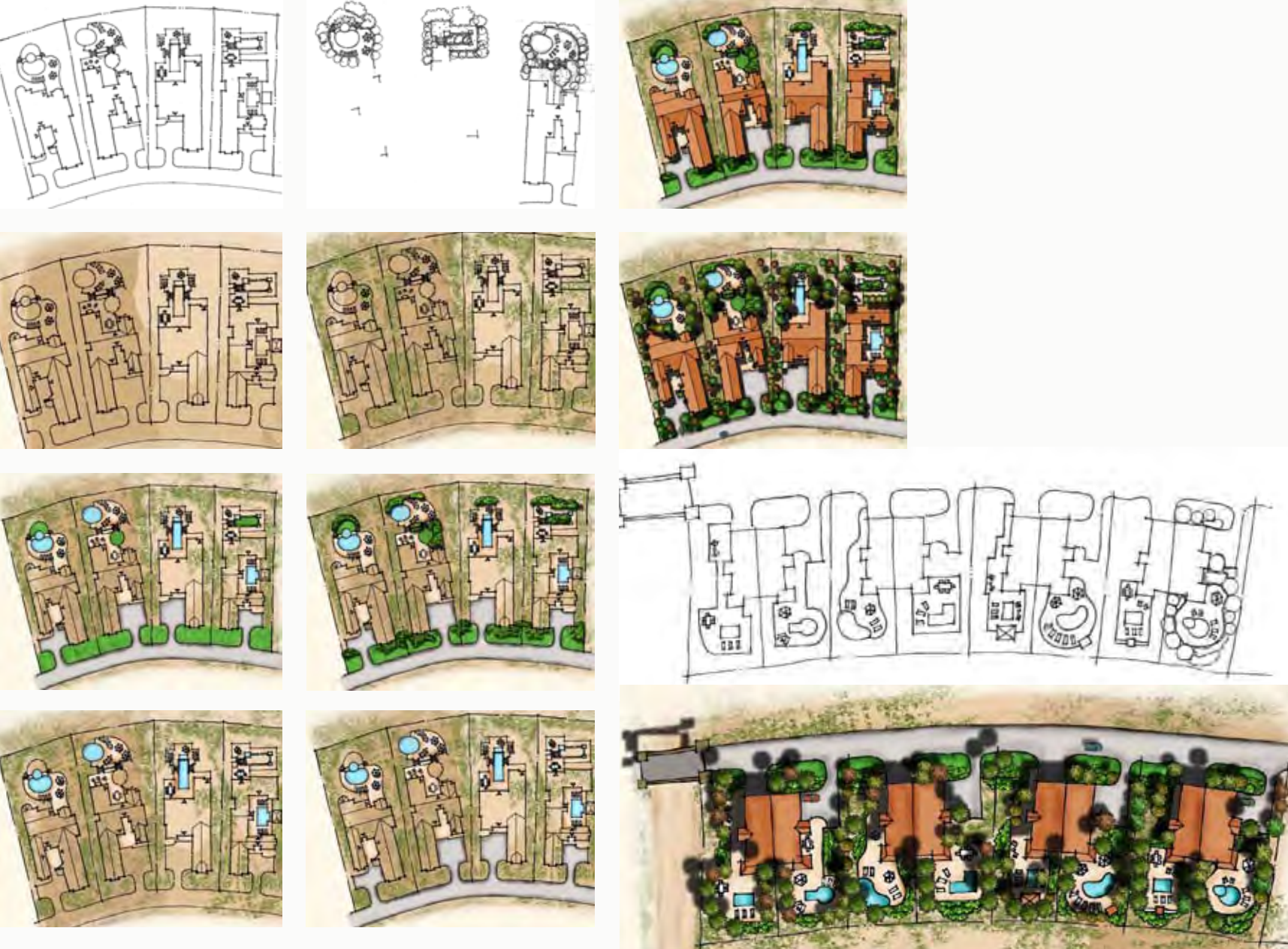




Internship Experience



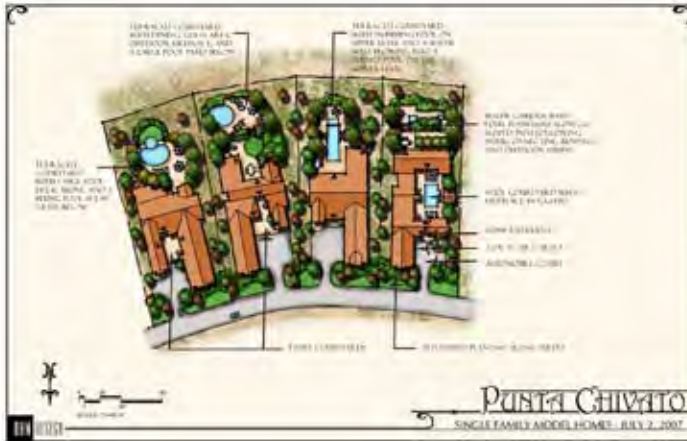
DHM Design



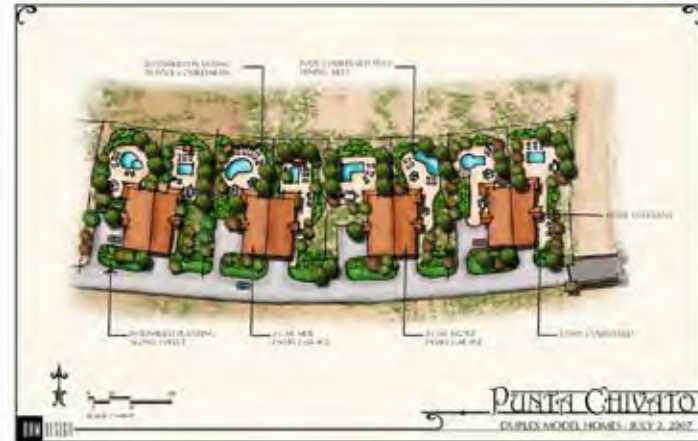
DHM Design specializes in landscape architectural design, land planning, and urban design with an emphasis on preserving and protecting the natural environment. As the graphic design intern in the Resort Team, project sites were rendered by me for proposals and design concepts. Some of the project sites were the Punta Chivato Resort Hotel site option, and the Villas and Duplex Model Home concepts for Baja California Sur, Mexico.

These are examples of the detail process, including the line art from sketches provided by architects, showing layout of the landscape. The close-up landscape sketches of the proposed trees, scrubs, pools, etc., were scanned into Photoshop, and I rendered the sketches to be visually realistic.





Punta Chivato Single Family Model Homes Final Rendering



Punta Chivato Duplex Homes Final Rendering



Punta Chivato Sales Office Upgrades Final Rendering



Punta Chivato Hotel Site Option Final Rendering

These renderings of Punta Chivato, Baja California Sur, Mexico, were the final layout renderings that were submitted to the client. Creating these illustrative renderings, with the assistance of my mentor, has been rewarding and has provided me with the opportunity to improve my computer skills in Photoshop.



Breckenridge Crystal Peak 7 Lodge Project Sheet



Punta Chivato, Baja, Mexico, Project Sheets

Another responsibility I was assigned as the intern was to standardize the company's project marketing sheets. With my mentor, I was assigned the task to design and establish an efficient template that would be utilized throughout the company. This template included changes in established corporate font, swatch colors, graphic and text positioning, and overall format and layout, with guides, in the composition of project sheets. Many project sheets have been updated and new project sheets created for recent project activities.

The Breckenridge Crystal Peak 7 Lodge and Punta Chivato, Baja, Mexico, are two of many renderings that I completed and for which I designed a project sheet.





Photo of Elaine T. Valente Open Space Commemorative Sign



Elaine T. Valente Open Space Commemorative Sign

I designed, with my mentor, a commemorative sign for Elaine T. Valente Open Space, South Platte, Colorado. The photograph of the open space park was manipulated to adjust for placement of typography; as an example, the grass and sky were enhanced, a man was repositioned, and buildings in the background removed. The photograph of Elaine T. Valente was colorized into a sepia duotone to unify the composition style. Many drafts were submitted for approval and revised for the client.

The significance of this commemorative sign was to dedicate the open space to Elaine T. Valente, who was an active protector of open space. She was acknowledged as the first female commissioner for Adams County. I designed an appropriate plaque with flourishes using Photoshop, stating the dedication information. The commemorative sign, with the dimensions of 36" x 24," was mounted and was placed on the grounds of the Elaine T. Valente Open Space, South Platte, Colorado.



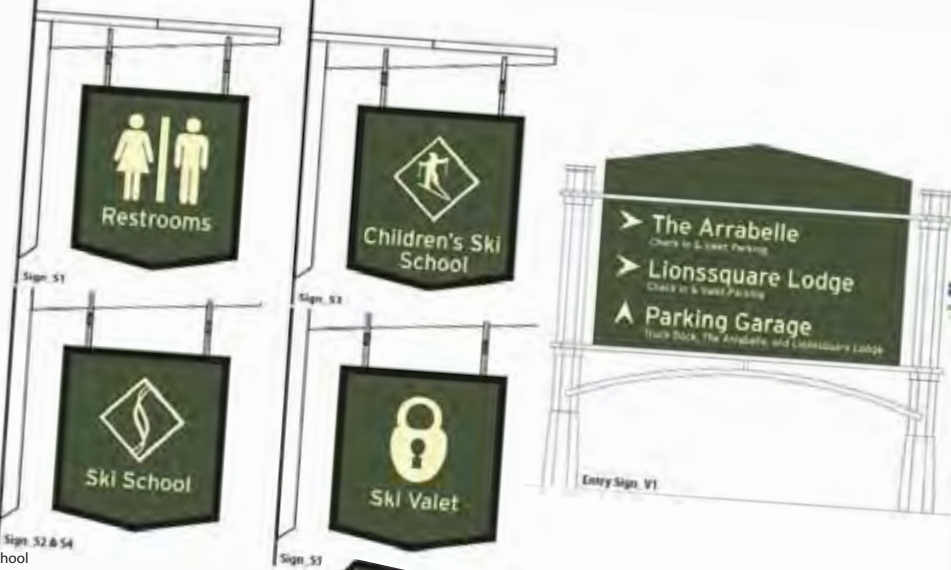


Handwritten notes and sketches in Arabic script.

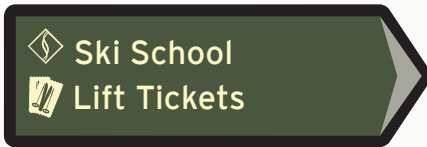


Handwritten notes and sketches in Arabic script.

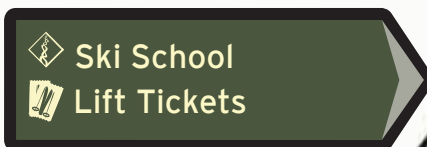
Three options for Adult Ski School



Option A



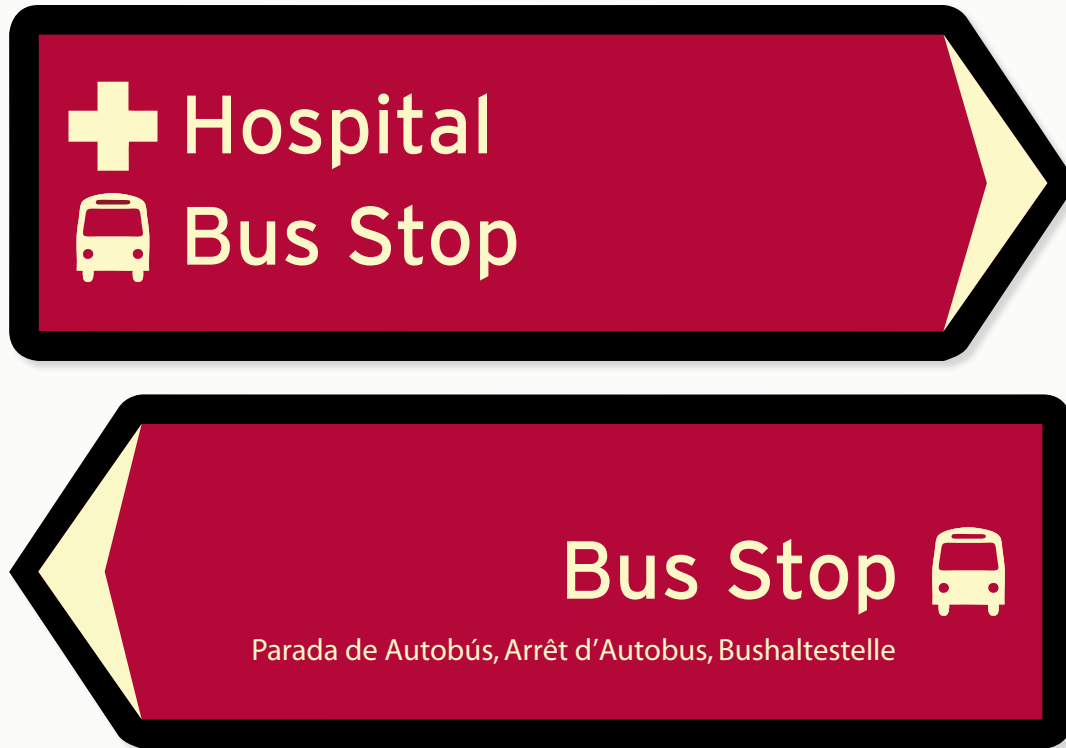
Option B



Option C



I was assigned the responsibility to design the streetscape signs for a resort development in Vail, Colorado. Provided by architects, sketches of arrows were then traced by me for the dimensions of the signs. I designed many of the symbols that were to be placed on these signs using Illustrator software program. These are some of the many signs that were designed. For approval, color choices and symbol options were submitted to the client.



Vail Streetscape Signs

These streetscape signs are examples of the Vail signs that were proposed with an approved color choice. As a modification request by the client, three languages, i.e. Spanish, French, and German, were included as directions on the signs. The bottom illustrated sign was sent to the printers for a mock-up version to be submitted to the client for final approval.



Colophon

The portfolio was designed by Jila Nielsen.

The dimension of the portfolio is 10" by 10" with 1" binding allowance. The type utilized in the title pages is BernhardMod BT Bold 25 pt; the text body is Corbel Regular 9 pt and 13 pt leading. The portfolio was designed with screw post binding in a linen black binding material by *P and B Bookbinding*. Printed at *Sir Speedy*, the paper is 32 pound uncoated laser bond.

Per the below noted sources, images were appropriated from various websites to include in the Design Influences and Inspirations pages. Applied on the process section, photographs of Suzanne Brewer were copied from her website www.suzannebrewer.com/music.html (those images are no longer on her website) and scanned from original compact disk to manipulate in the design concept; the image on the CCAALT brochure was scanned from *The Ancient Land, Third Edition, Hadi Printing House, 2003, page 63*; the DHM Design building photograph, with permission, was utilized on the Internship Experience section; and Elaine T. Valente's photograph was provided by Senior Architect at DHM Design for the commemorative sign project. All other images were designed and original photographs were taken by Jila Nielsen.

Sources for images on Design Influences and Inspirations:

- 1 China the Beautiful, *Calligraphy of the Masters*, <http://www.chinapage.org/callig1.html#wuj>, accessed 23 November 2007
- 2 Book of Kells, Wikipedia, the free encyclopedia, Wikimedia Foundation, Inc., modified 21:15, 18 November 2007, accessed 23 November 2007
- 3 Dutch Banknotes, *50 Guilder Note (Front)*, <http://www.rgaros.nl/money/notes/index.html>, accessed 23 November 2007
- 4 Area of Design, American Icon, *Paul Rand: graphic artist*, <http://www.areaofdesign.com/americanicons/rand.htm>, accessed 23 November 2007
- 5 David Carson Images, *The Hamilton Wood Type Museum*, http://www.davidcarson.com/design/print/hamilton_print.html, accessed 23 November 2007