

crystal
crowe

The logo graphic consists of two overlapping circular shapes. The top shape is dark brown and the bottom shape is a vibrant purple. Both shapes have a white, stylized leaf or petal-like cutout on their right side, creating a sense of movement and organic form.

CRYSTAL CROWE

 [@crystalcrowedesign](https://www.instagram.com/crystalcrowedesign) •  [@crystal-crowe](https://www.linkedin.com/company/crystal-crowe) • crystalcrowedesign.carrd.co

SMILEY SUDS SOAP

Smiley Suds was a fake brand created to explore package design. The goal of the project was to design a brand of soap marketed towards young children (ages 3-5). The big idea was a brand of soap that encouraged play and learning. This was accomplished by having an obscure sea creature (a vampire octopus) explore the sea in a submarine and having a logo consisting of hand-rendered type to look like bubbles.



IDENTITY PINS

Everyone likes to wear pins, and nobody likes to introduce themselves. To remedy this, these buttons were designed to be both an illustrative piece of art, as well as a tiny name tag. Every design is slightly different, and each piece represents a different aspect of the person. Participants would answer a questionnaire, and receive their button which included their name, pronouns, and art piece based on their answers.



LA VIE BOHÈME

La Vie Bohème is a fictitious food truck brand that was created as a way to explore the design of a brand and the planning of a brand's identity. This included designing a menu, an apron, and the food truck itself. The big idea was a Portuguese themed food truck whose specialty was Piri Piri (which is a spicy pepper). I wanted to invoke a calm atmosphere while playing off the modern bohemian art style.





TRUMPET MUSIC LOGO

Trumpet Music Shop was an experiment in creating a wordmark as a logo. The idea was to take an everyday object and turn it into a word while retaining the general shape. I accomplished this by using parts of the letters to create the pieces of the trumpet, such as the “M” to create the valves and the T to create the mouthpiece and the bell at the end.



GREEK PATTERN

This Greek Pattern was created to explore different tools in Adobe Illustrator, primarily the then-recently released intertwine and pattern tool. The big idea was to use icons of Greek and Roman culture (specifically their gods and goddesses) to intertwine in the same way they would intertwine in the mortals' lives. I created all the elements in Adobe Illustrator, and then used the pathfinder tools to crop the elements, finally using the repeat tool to create a pattern.



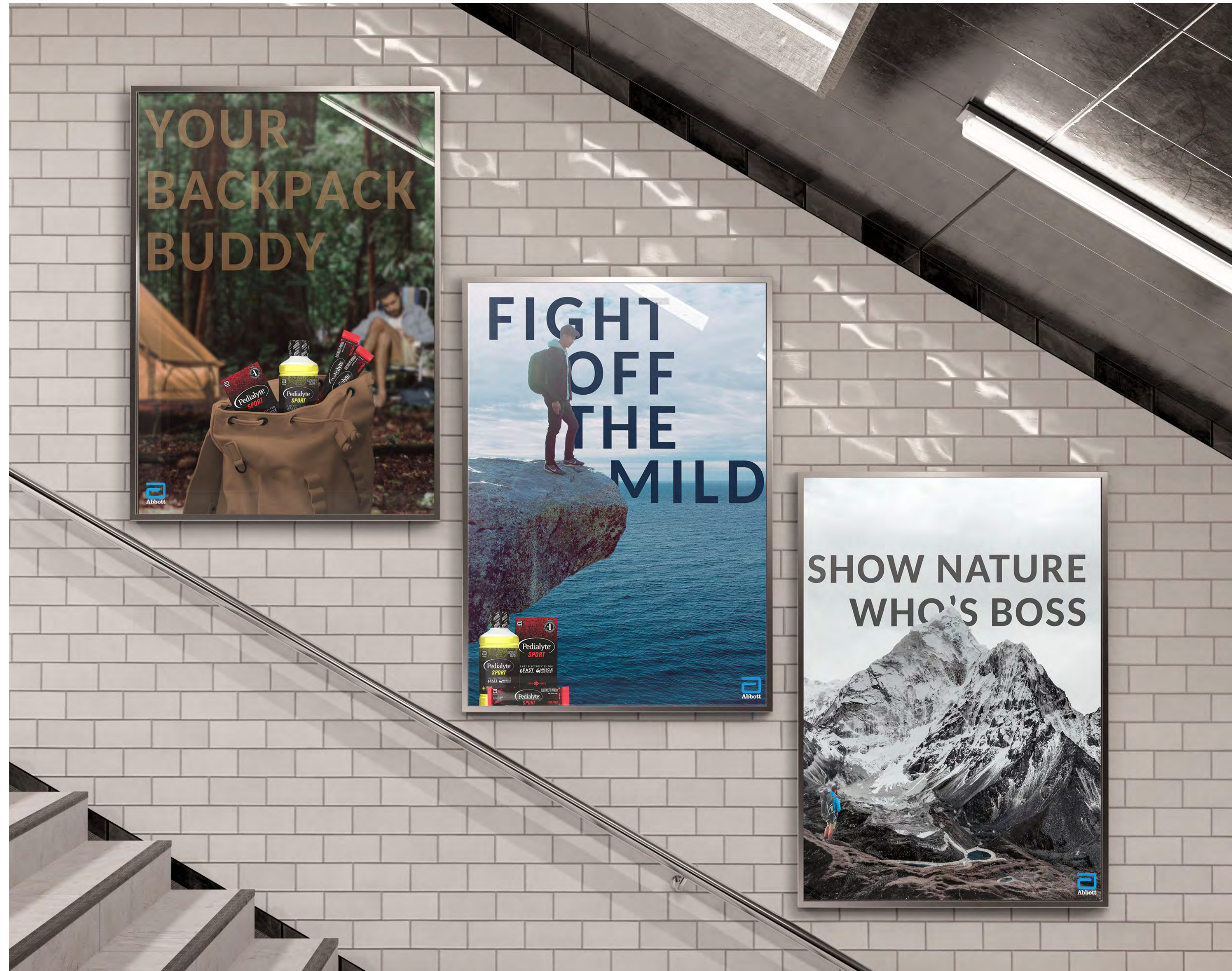
RECIPE POSTER

This Fried Porkchop poster was created using photography in design. The goal of the project was to photograph the parts of a recipe, and then to create an engaging composition to showcase the recipe, including directions and ingredients. To achieve this, I cooked and photographed a porkchop, as well as each ingredient used.



PEDIALYTE REBRANDING

The Pedialyte Poster Series is a set of posters made to practice market shifting. The goal was to take the brand from one ad and make a marketing series for an audience completely different from the original ad. In this case, I was to market Pedialyte to an older male demographic (in their 40s to 60s) who enjoyed camping and being outdoors.



MY SUPERPOWER IS COLORING

“My Superpower Is Coloring” is an advertisement campaign done for the Bradbury Art Museum. The goal was to market the museum to a new audience and try to bring in more visitors. Being given a potential audience of elementary school children, I researched to determine the exact target for marketing. The posters were designed to be eye-catching and simple to understand, yet able to be used as additional elements.





LITERARY LIBATIONS

This Cafe menu was a project to advance my typography skills and improve my knowledge of Adobe InDesign. The goal of this project was to learn Adobe InDesign and to create a visually engaging menu, without being distracting. I accomplished this by limiting the amount of graphical items on the page and carefully spacing the text.



SELF-BRANDING POSTER

The Crystal Poster was a project experimenting with design and branding. The goal was to discern what our brand could be and to create a poster to embody that brand. The big idea is a crystal ball and being able to see the future of your needs.

