



JODIE KELSO

 [@Instagram](#) ·  [@LinkedIn](#) · [Website](#)

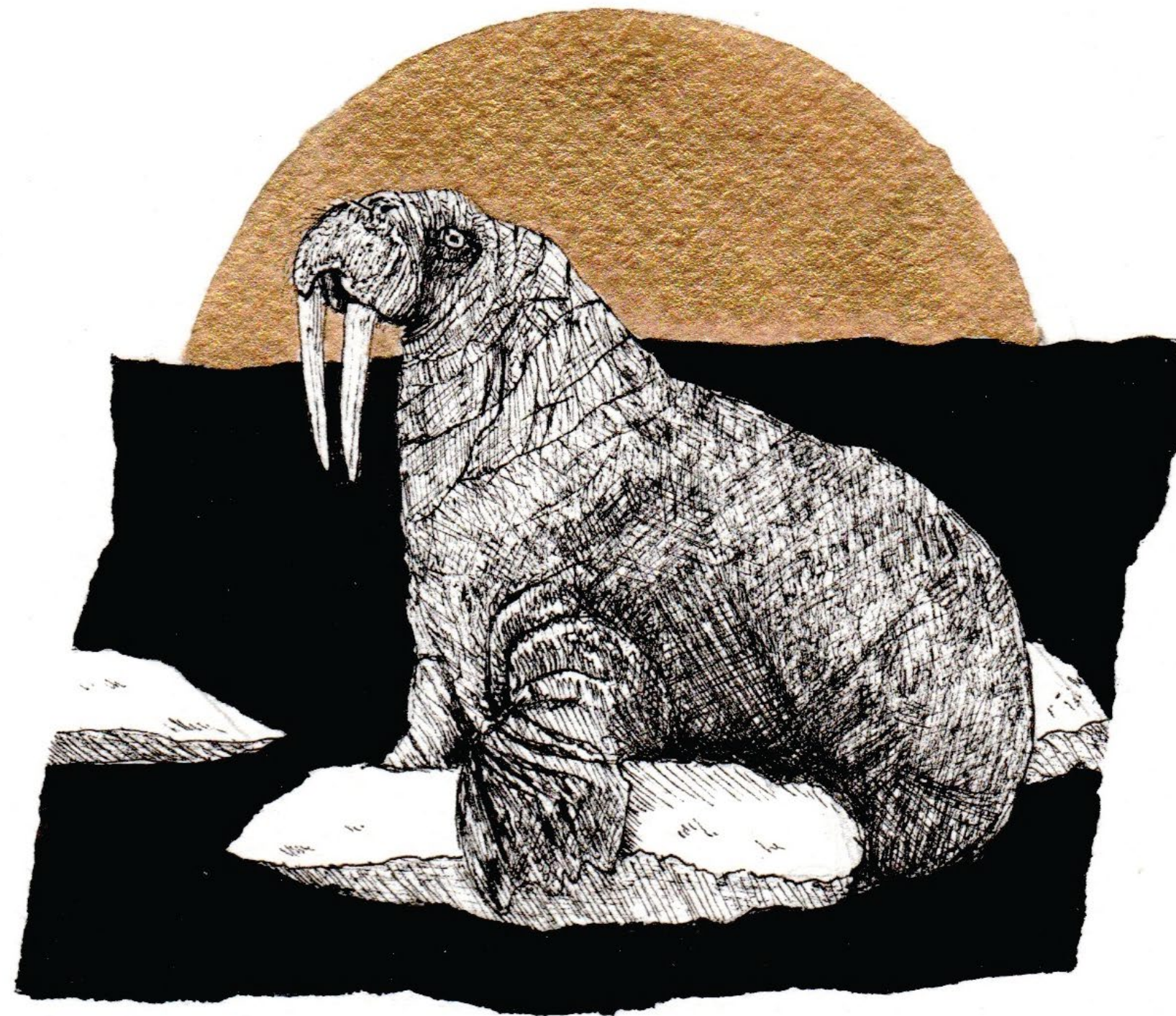


#SAVETOGETHER

As a personal project, I designed something for a social media movement I am passionate about. National Geographic uses “#savetogether” on social media to inspire people to help wildlife prosper. This is not official work, just a challenge I gave myself to create a series of illustration-focused designs in response to their movement. I wanted to spread awareness in this campaign by using bold typography and detailed illustrations. I saw this project from start to finish, creating everything except the mockups. I am learning new ways to combine traditional and digital in my projects and this is just one example.

#SPAVETOGETHER





#SNVETOGVETHER



#SAVEITTOGETHER

#Saveriobetter













KITCHEN ICON SET

This is a personal project to expand my digital illustrations into design components. I wanted to create a series of illustrative icons with a variety of uses. Manipulable vector images able to combine with other elements to create new icons are the results shown. This was a solo project for which I created the illustrations, app design, and all layouts

Kitchen Icon Set

Keep them separate, or combine them.

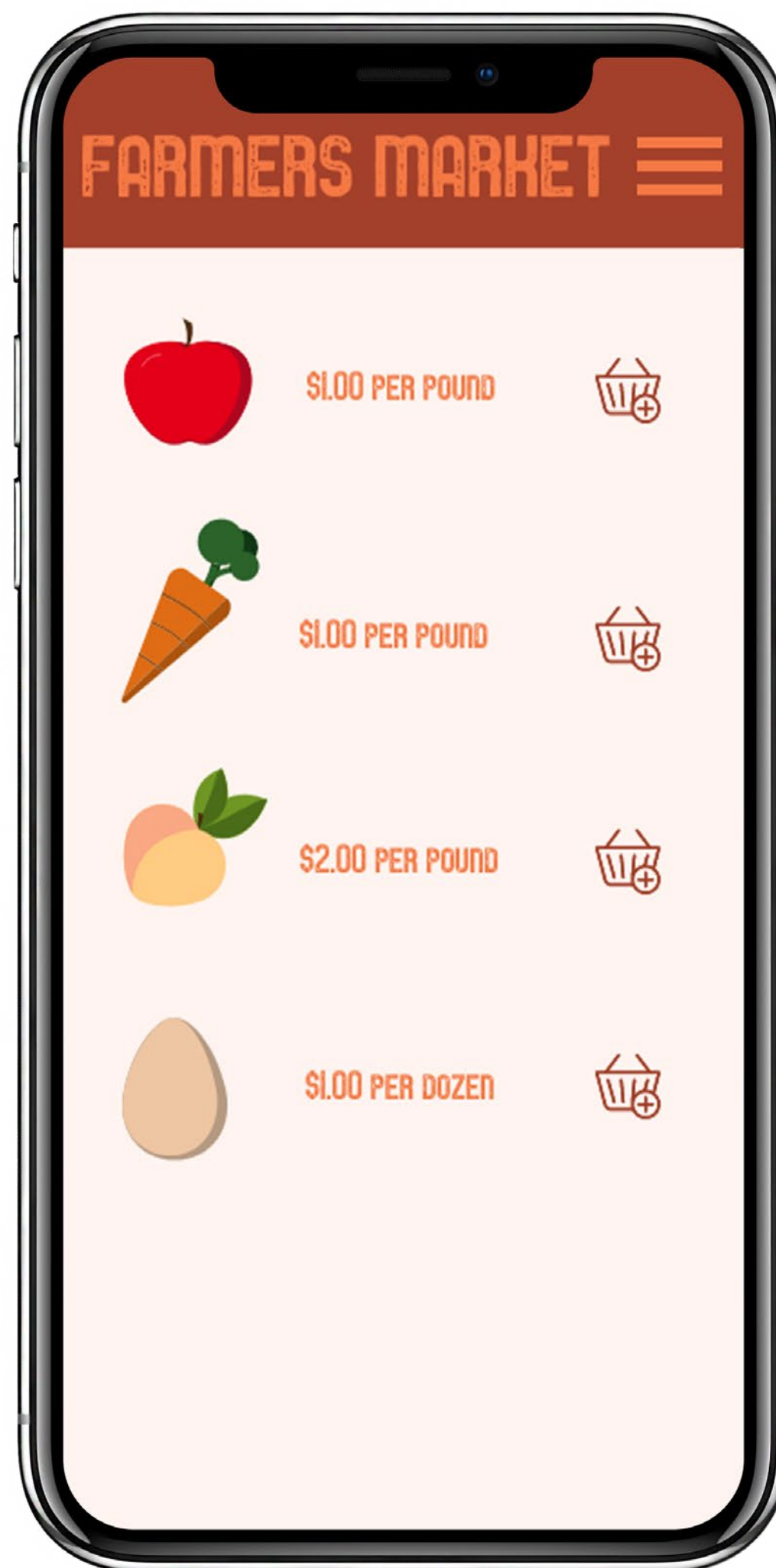
Includes the following:

- PNG files
- Adobe Illustrator files
- JPEG files



Here are some combination ideas:



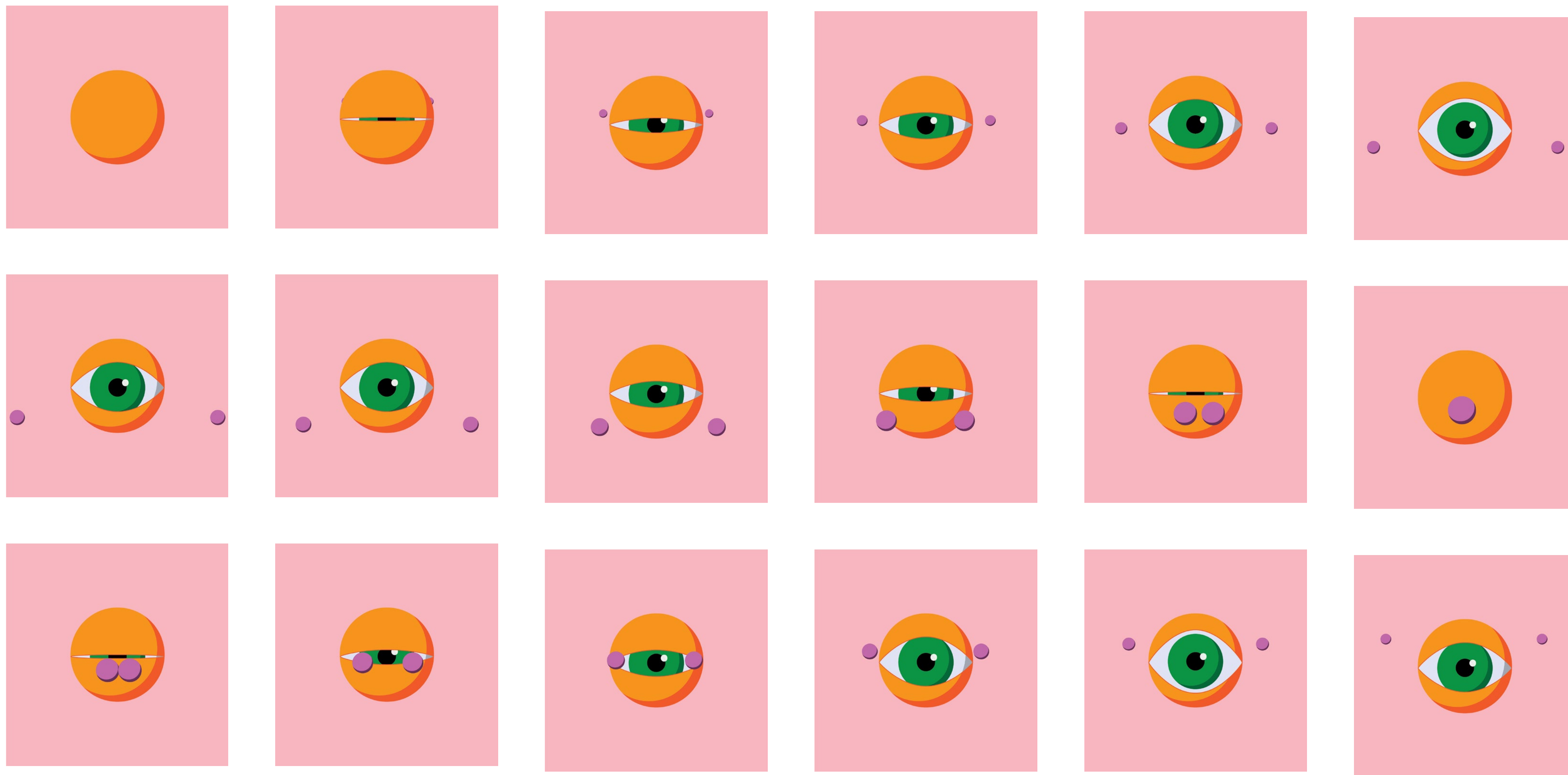


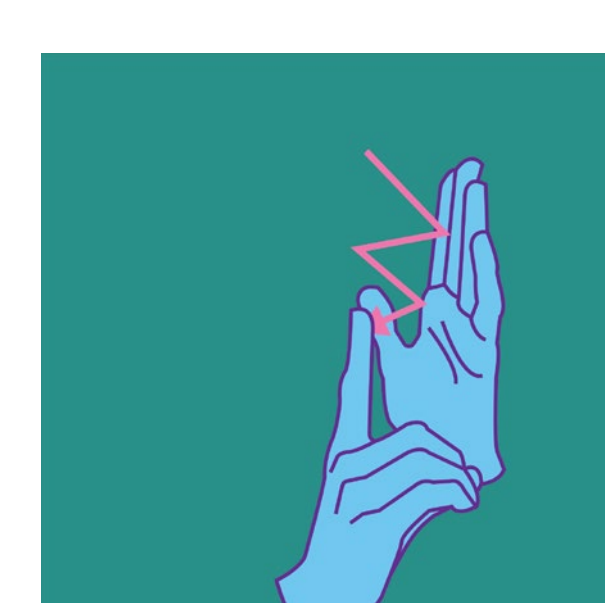
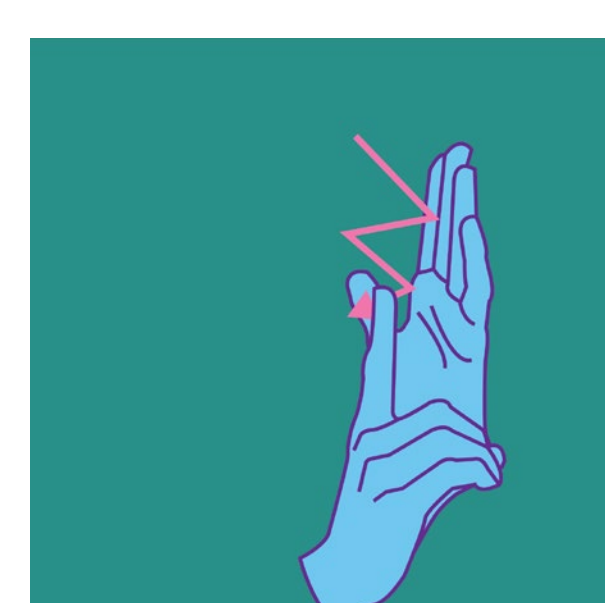
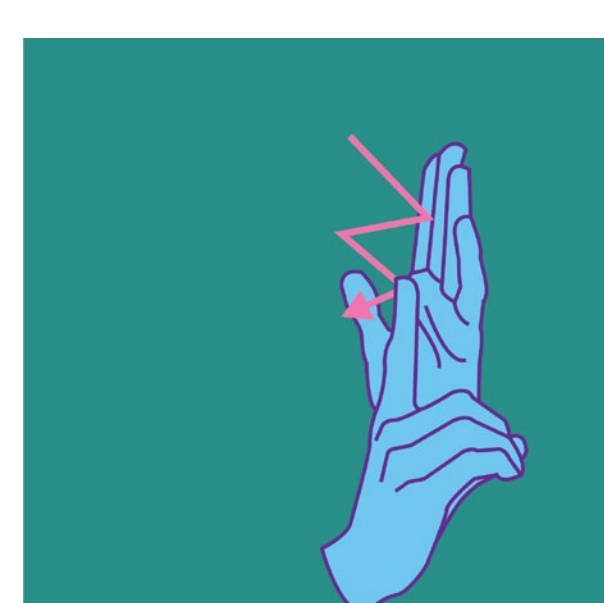
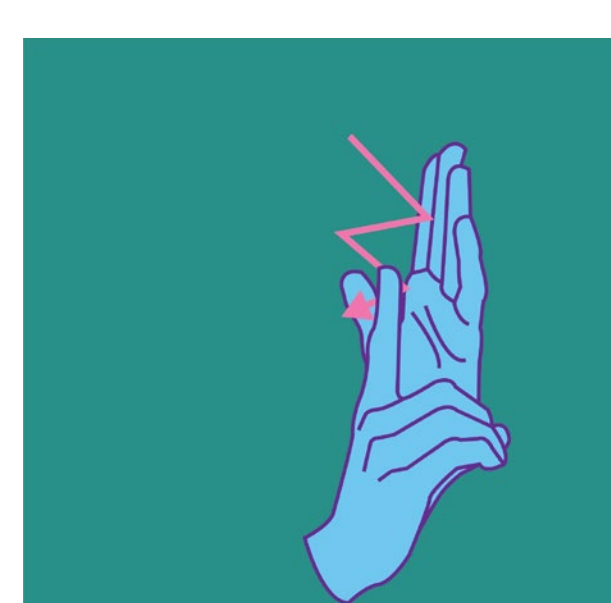
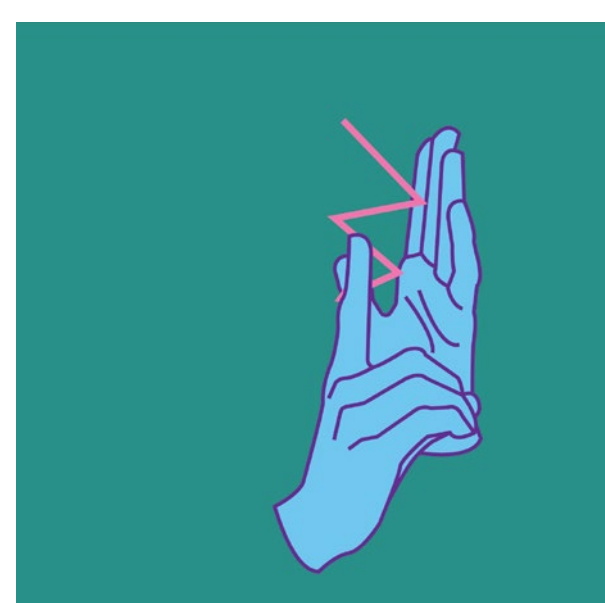
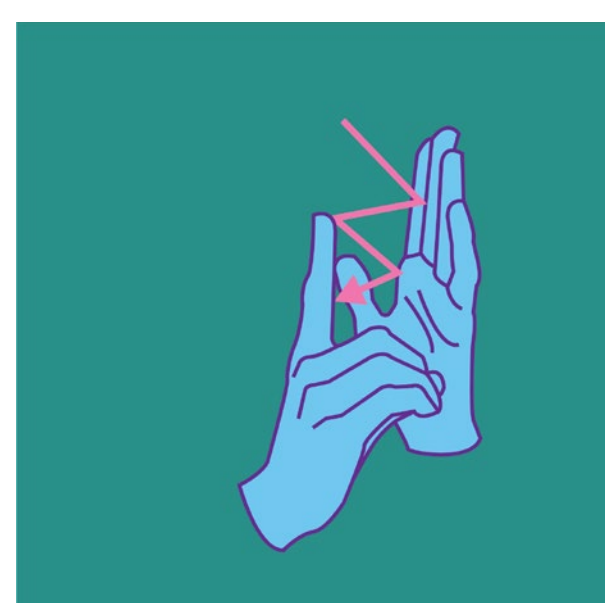
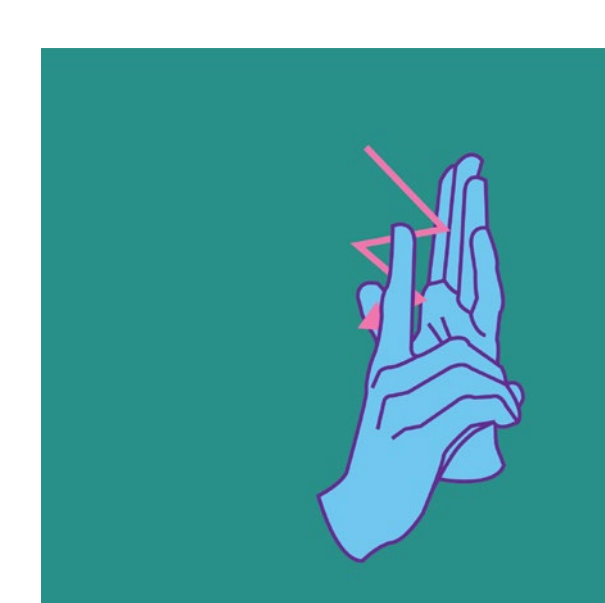
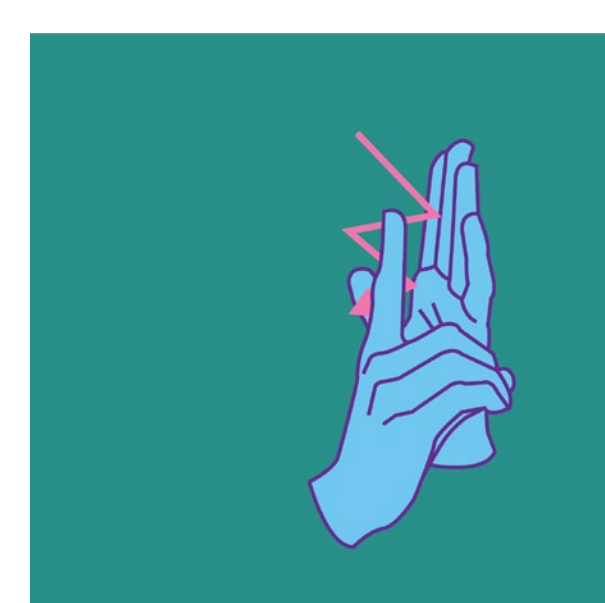
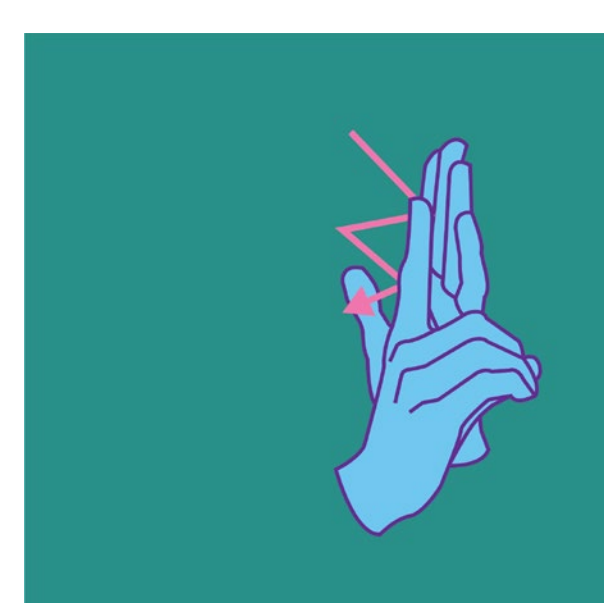
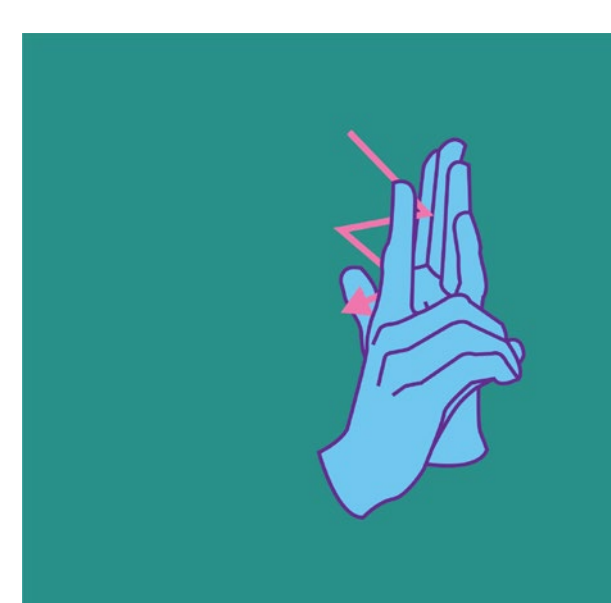
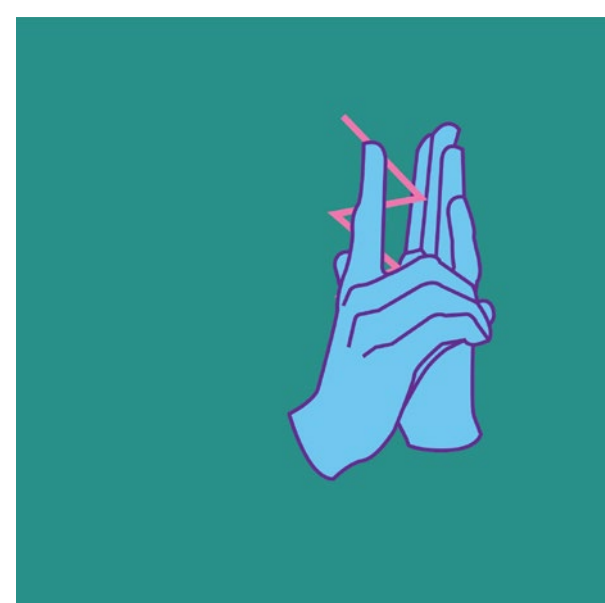
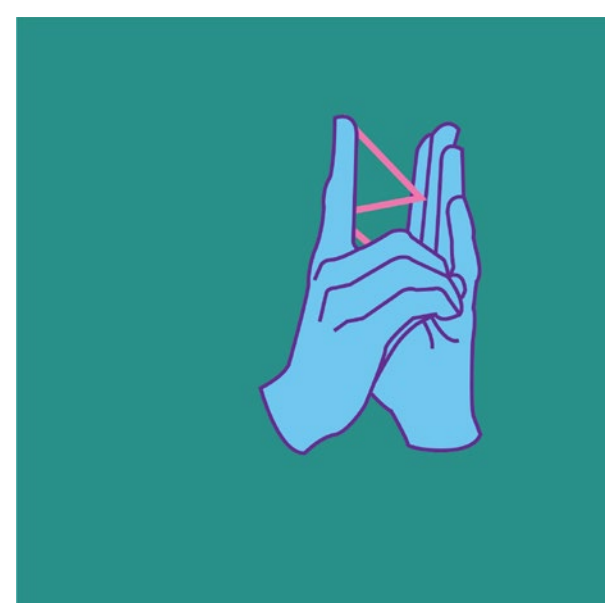
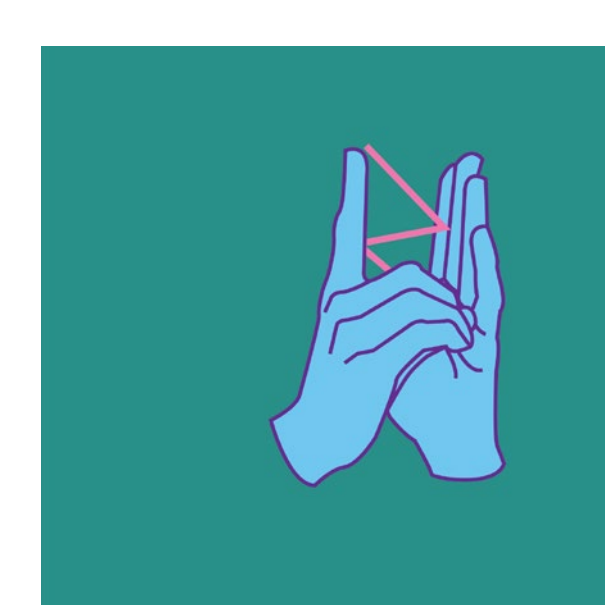
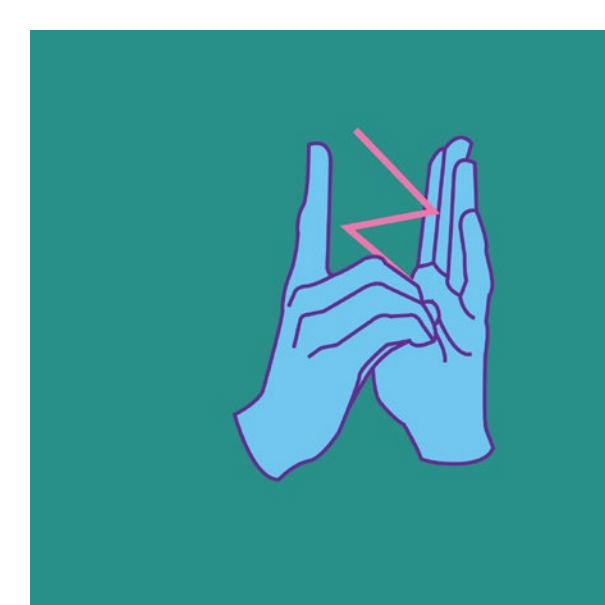
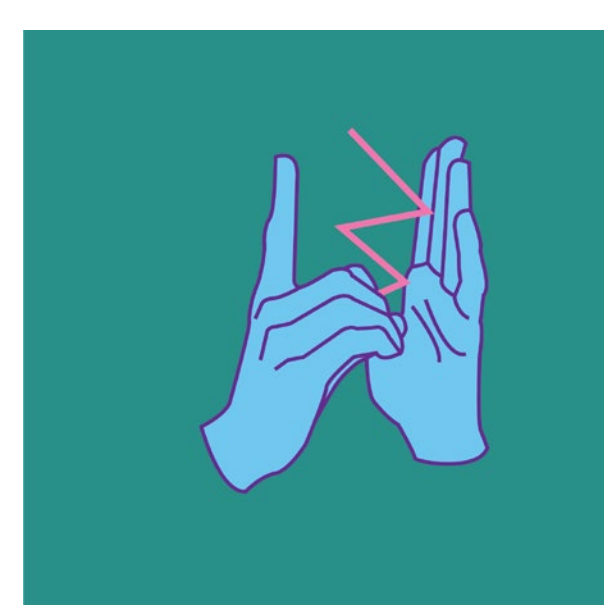
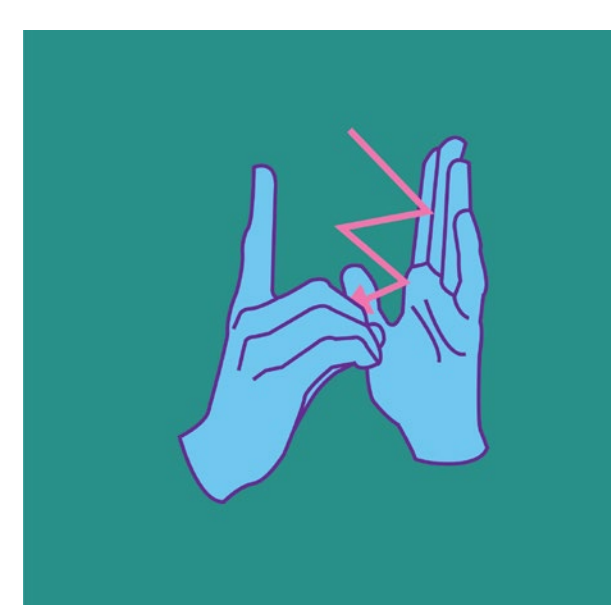
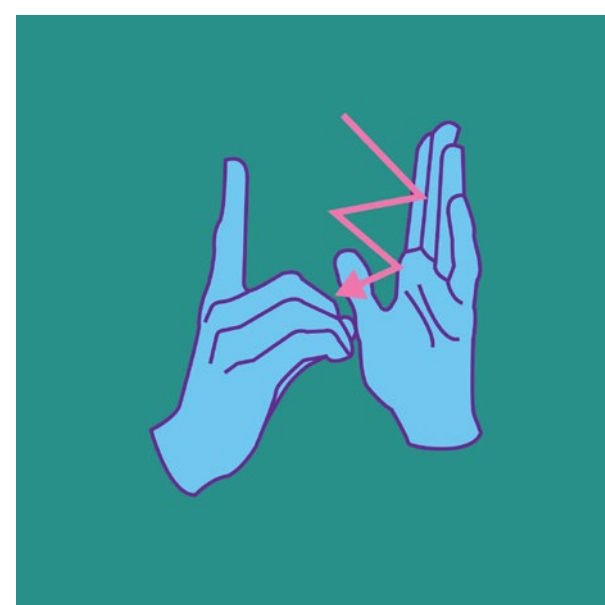
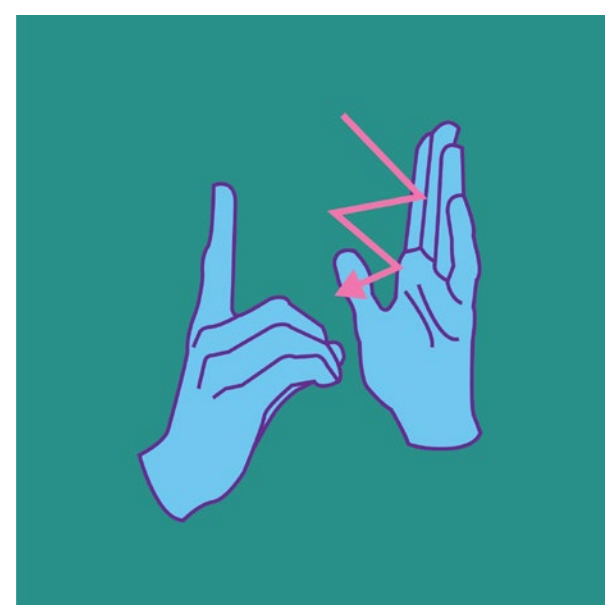


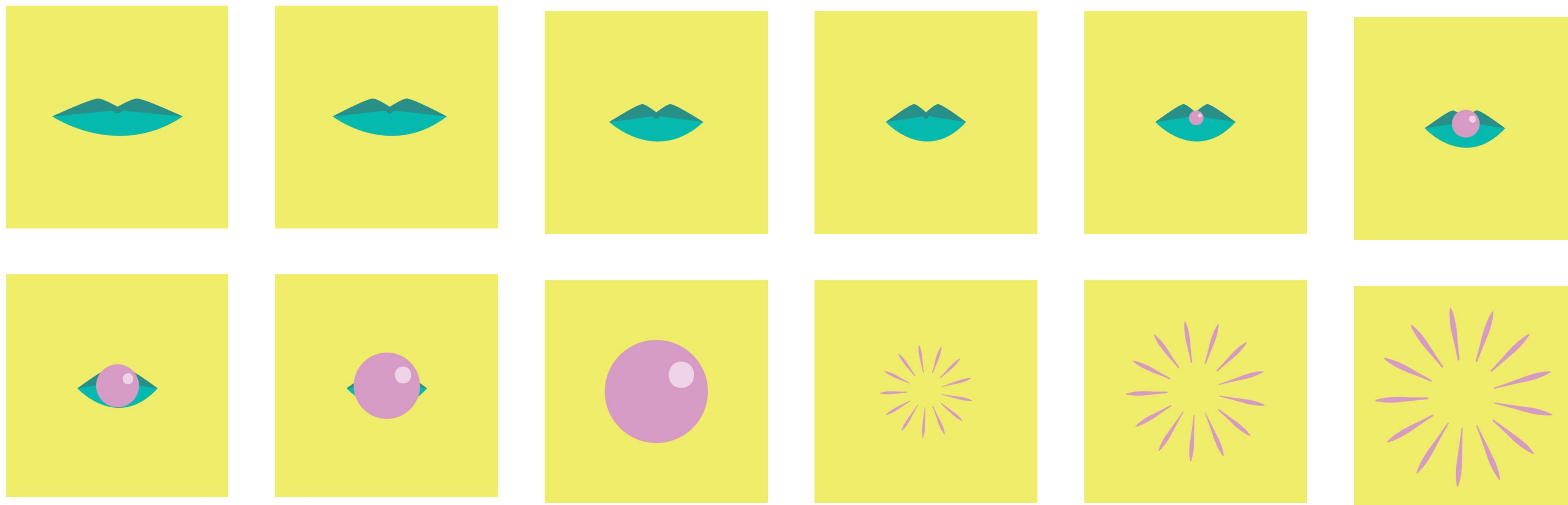
GIF SET

Wanting to take my digital illustrations and add movement, I created a series of gifs. Exploring ways to make myself more well-rounded as a designer, this project focused on expanding my skill set in animation. Each gif highlights a part of human anatomy performing some action. I created and animated this series of illustrations. They are drawn frame-by-frame in Adobe Illustrator.

<https://tinyurl.com/yaf4mpqq>









ARCHETYPE MAGAZINE

Inspired by a few great designers, this project resulted from a university professor's prompt to design a magazine featuring influential artists. There were minimum requirements (basic components such as a table of contents and artists), but it was ultimately a project to explore layouts while handling large bodies of copy. This project developed my thinking in considering the overall picture and minute details in how a book is to flow and tell a story. The title, layouts, and typography were all designed by me. None of the images belong to me, nor does the copy. The artwork is the property of designers Jessica Walsh, Woodkid, and Jessica Hische.

<https://tinyurl.com/yak62a58>



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designer

JODIE KELSO

photographers

PETER O'DWYER
HENRY LEUTWYLER
MARIO DE ARMAS

writers

JANE LERNER
EMILY J. POTTS
CHRIS COLLINS

cover designer

JODIE KELSO

press

PEECHO

typefaces

TAKEN BY VULTURES DEMO
BODONI 72 OLDSTYLE
BODONI 72 SMALLCAPS

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I have always been fond of puzzles. My grandmother was a connoisseur of sorts when it came to jigsaw puzzles, and I would help her put them together on my visits as a child. There was always an instant gratification when a part would meld with the whole, giving me a small peck at a complete story.

As I grew, books became my healthy obsession. I devoured the words which in of themselves are a puzzle of letters that we learn to decode without conscious thought. Every good story has some form of mystery for the reader to think about and, when given the facts, can then be understood in the final pages. It was often that I would find myself locked away in my head either discovering a world made of ink and paper or wondering about some obscure observation.

I discovered the artist in me in elementary school. That is not to say I had not drawn or finger-painted before then, but it was during this particular time that I became aware of my talent. I knew I liked to draw, but I felt that I was one of a multitude who did. In fourth grade, I won my first art show and thought for the first time that this was my talent. I continued to develop my skills through the years, but drawing never took away from my curious nature, if anything it made it far more prominent in my life.

When it came time to choose a college major, I decided to try graphic design. I had no earthly idea who I wanted to be yet at 17, so I tried to choose based on my God-given talents. I had an artist's hand and a philosopher's curiosity, two traits that I have come to learn make a fantastic designer. I am not saying that I am blessed with some inborn ability to whip out genius designs. What I am saying is that I have traits that give me the potential to become a great graphic designer.

This magazine is designed to inspire the curious and dare the artist to not just make but provide. Provide a new way of thinking, a new perspective, or even an old one. The 'new' ages with every passing second, leaving a place for the next-big-thing to take over. It does not matter who you are or what you become, just use what you were given to direct your path.

Sincerely yours,

Jodie Kelso

Jessica Hische



ARTICLE BY JANE LERNER, PRINT MAGAZINE

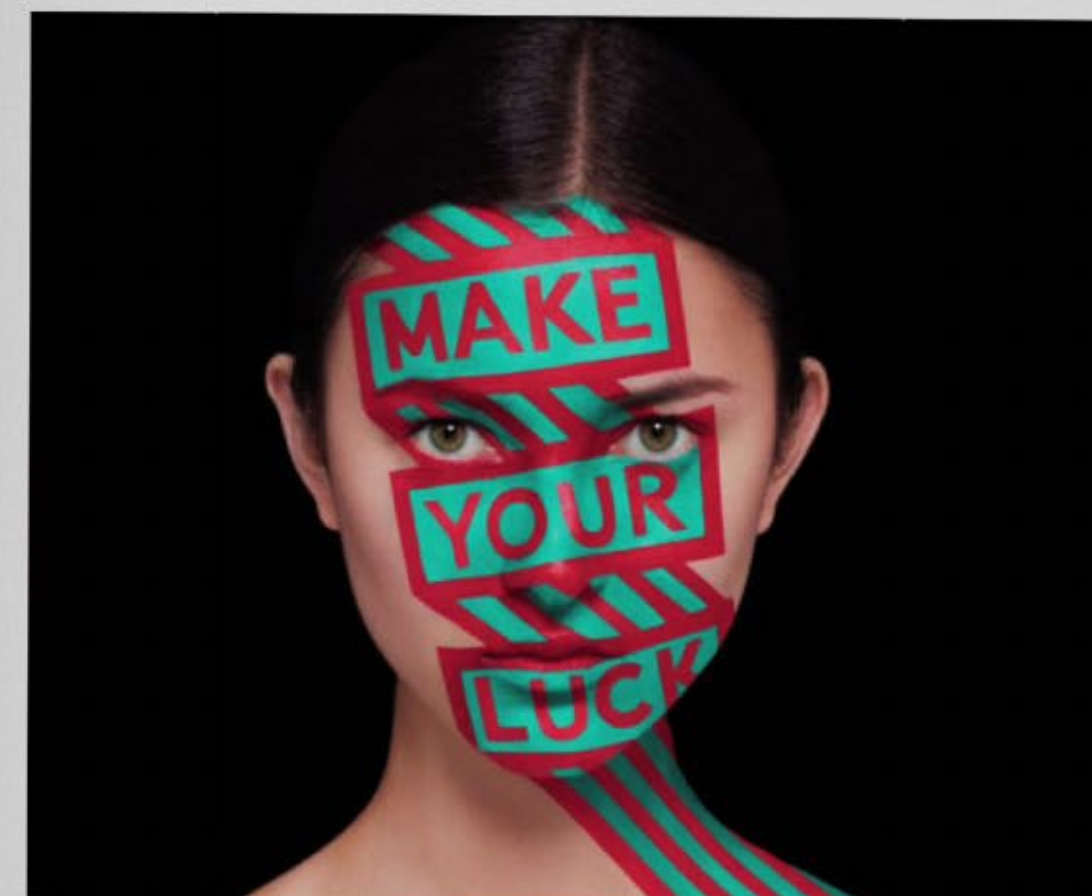
Many a young designer's self-promotional holiday card has gone ignored by its recipients. But when Jessica Hische sent her hand-lettered "12 Days of Christmas" card to designer Louise Fili in December 2006, she got herself a job. Hische describes her playful, lively drawings and letterforms as "whimsical but sophisticated." Fili recalls that when Hische's holiday mailer arrived, "I thought, 'Wow.' Then I looked at her website and really thought, 'Wow! And she can draw type, too?!'"

Hische's particular wit, with its plucky combinations of quirky jokes and kooky creatures with sly smiles, keeps her sugar-sweet style on the safe side of saccharine. Brian Rea, the former New York Times Op-Ed art director, says of Hische's work, "If illustration was saltwater taffy, it would taste just like this."

Originally from northeastern Pennsylvania, Hische had a childhood penchant for drawing architectural blueprints of her house and crafting cartographies of the family dog's travels throughout the day. She switched high schools in her junior year to attend a school that offered art classes, and went on to major in design at Tyler School of Art in Philadelphia. Hische says she calls herself a designer-slash-illustrator because "if you have a really strong graphic design background, you have so much more freedom as an illustrator."

And though she might bemoan her insane hours (full-time days at Louise Fili Ltd. and late nights freelancing in her new Brooklyn home studio), she remains the consummate overachiever. "Jessica's energetic approach to type, lettering, and illustration is boundless," says Fili. "Can you make this type look like ribbon? Sure! Like embroidered Moroccan lettering? Of course! Like a shiny wax seal? Love to! Like an old oatmeal box? She never misses."

A recent book-cover project for Fili required Hische to create an Arabic-inspired alphabet and embroider the resulting letterforms on a piece of material. "I love crafty things," Hische says. "If I had any free time, I would be making huge samplers of the typefaces I've made. There is no greater pleasure than watching bad movies and embroidering things."



- | | | | |
|----------|---|----------|---|
| A | Woodkid, <i>Run Boy Run</i> title design | F | Jessica Hische, <i>Barns & Noble Classics</i> designs |
| B | Sagmeister & Walsh, <i>Play Hard</i> design | G | Jessica Hische, alphabet design |
| C | Jessica Hische, <i>Drawn Together</i> poster for ICON | H | Sagmeister & Walsh, <i>Make Your Own Rules</i> |
| D | Sagmeister & Walsh, <i>Fearless</i> design | I | Woodkid, <i>Run Boy Run</i> video photo |
| E | Woodkid, <i>Iron</i> video photo | J | Sagmeister & Walsh, <i>Make Your Luck</i> design |

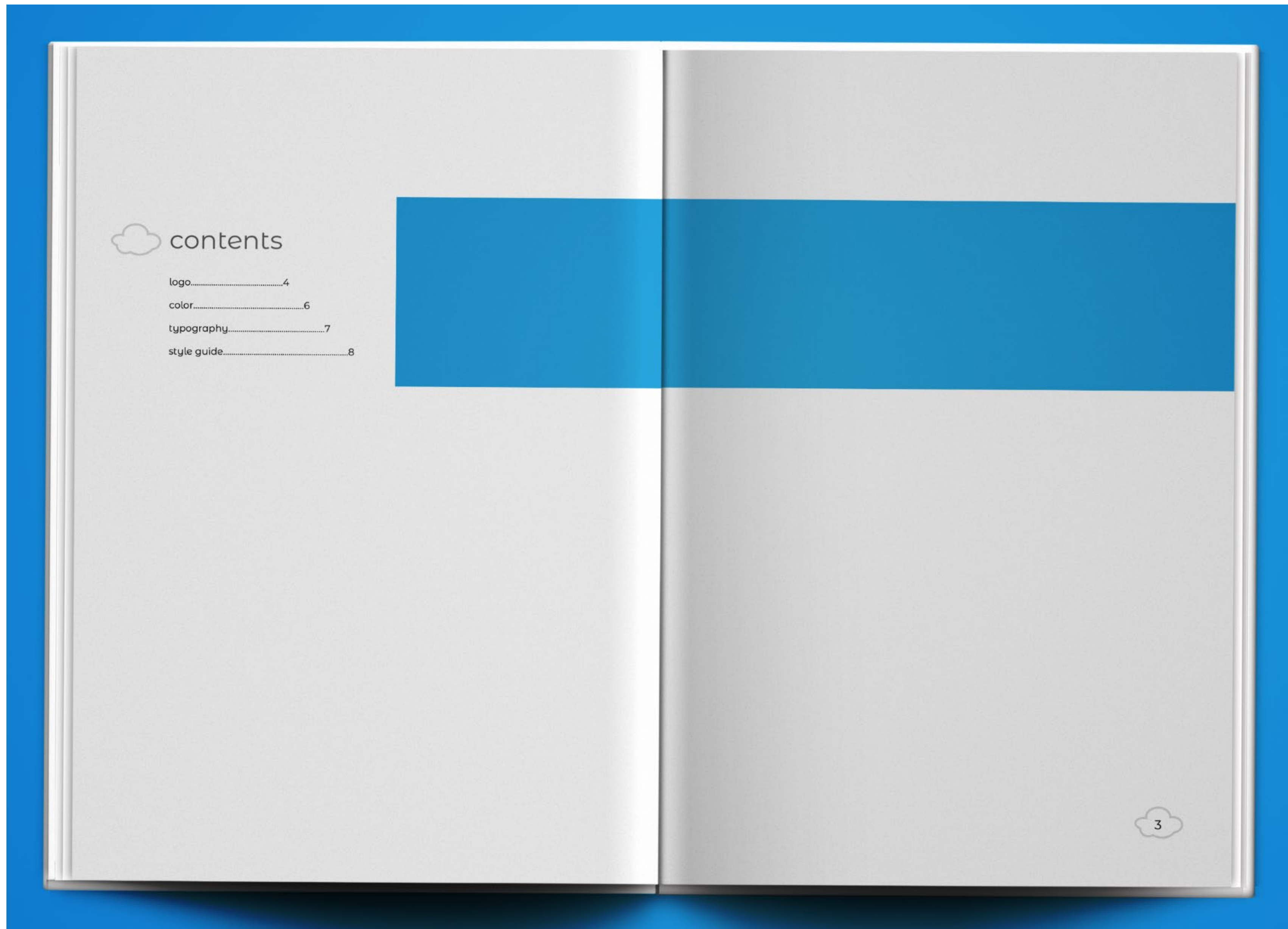


LIFT

I based this work on a daily exercise I did in a university class. Every day, they prompted me with a fictional business to explore logo designs and Lift Hot-Air Balloon Rides was one of those businesses. I saw this logo design as an opportunity to explore how visual guidelines work together with a brand. Fully realized by me with only the name of the company provided, the resulting guidelines helped build my understanding of how a logo can inform branding strategy.

<https://tinyurl.com/ybtdlout>

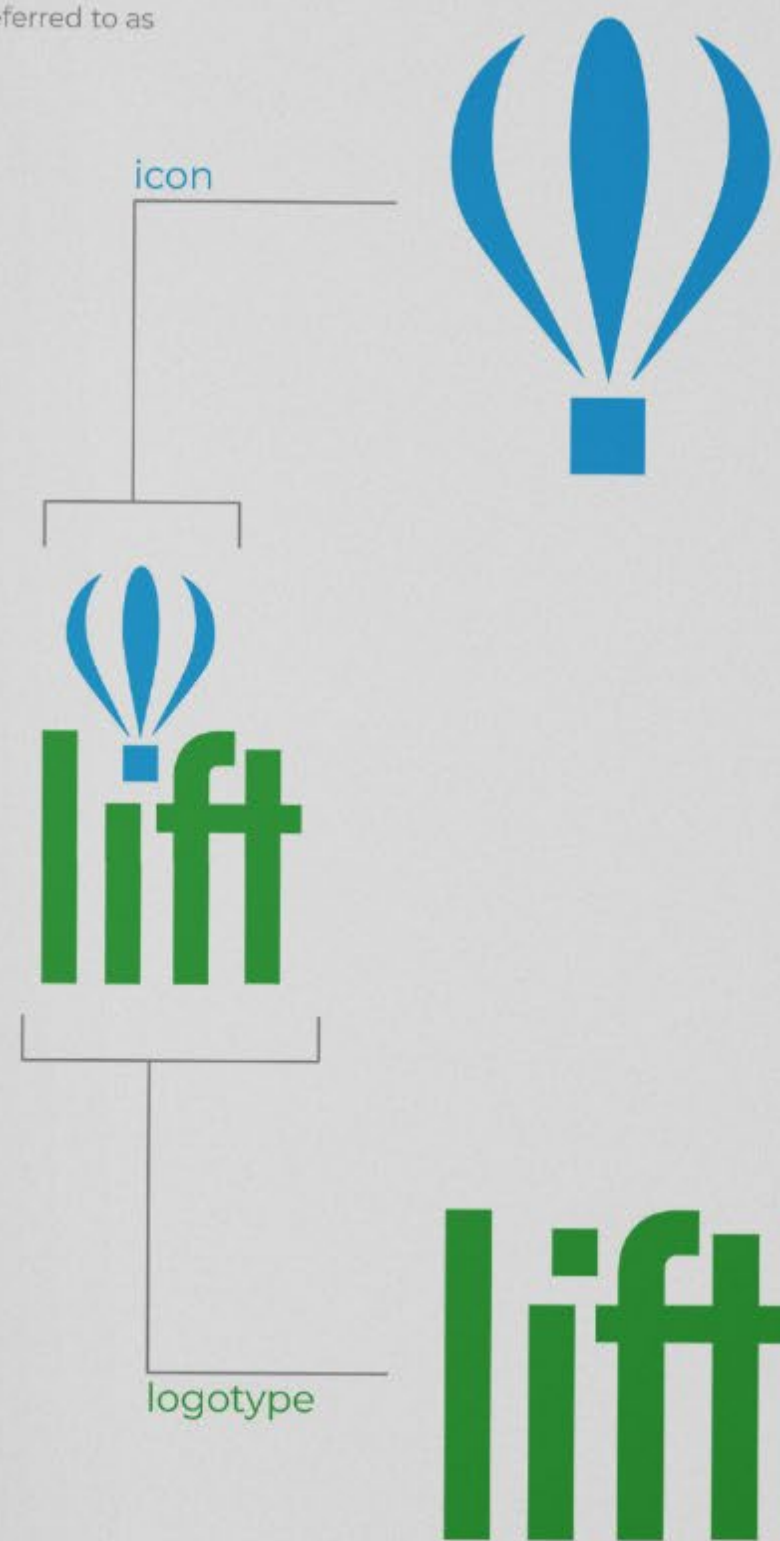




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style guide.....8

Lift's logo can be broken down into its logotype and icon as shown. (The tittle of the "i" is often referred to as the "basket.")



When using only the logotype, change the color of the basket to reflect the rest of the type.



Correct Usage

Try to use white or neutral backgrounds.

If forced to use a busy pattern or color similar to the logo's official colors for a background, use negative versions appropriately.



Incorrect Usage

Do not tilt, stretch, or in any way transform the logo.

The icon and logotype should never be rearranged.

Never place the colored version of the logo on bright backgrounds or on backgrounds similar in color to the official logo.





Colors and Type

The logo should always be paired with Montserrat when possible.

The more common typeface Century Gothic may be used as a substitute.

If a serif is needed, Georgia should be used.

#eac49
C76 M5 Y100 K0
R60 G172 B73
PANTONE P 142-7 C

#29a8e0
C70 M16 Y0 K0
R42 G169 B224
PANTONE P 115-6

#dfdede
C11 M9 Y9 K0
R224 G222 B222
PANTONE P 179-2 C

MONTSERRAT

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

GEORGIA

Regular

Italic

Bold

Bold Italic

CENTURY GOTHIC

Regular

Italic

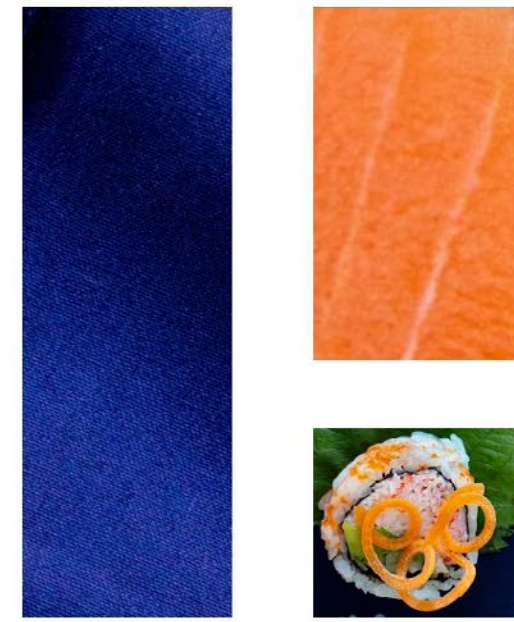
Bold

Bold Italic

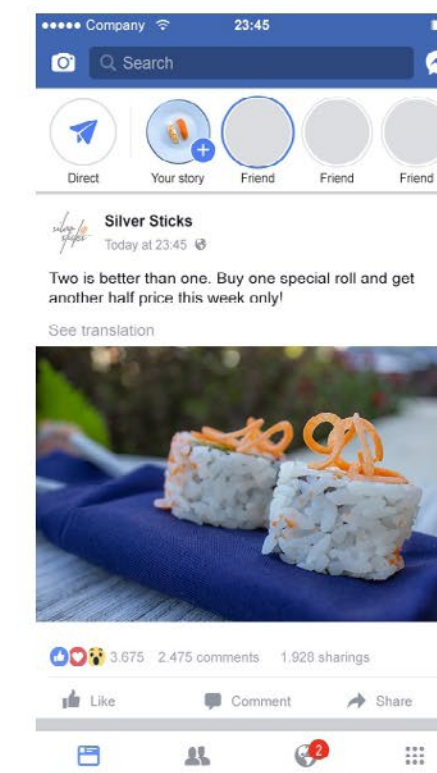
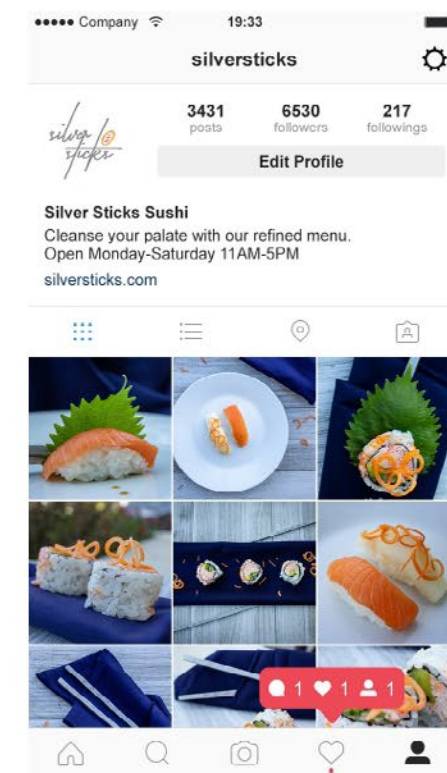


SILVER STICKS SUSHI

With an emphasis on photography, this project was created for a university class. The only parameters for this project were to create social media posts for a fictional restaurant. A self-designed logo, professional photography, and social media posts were to complement each other. Photography included food arrangement, scheduling, lighting, and post-editing in Adobe Photoshop. The menu was not required, but I took the project a step further to bring it out of just the digital world. This project equipped me with a skill that allows me to avoid having to pay for stock photos in my design work. I am responsible for all aspects of this project.



silver / sticks





sushi

tuna tower

sushi rice, crab mix, avocado, tuna, spicy sesame sauce, smelt roe, wasabi aioli

albacore tataki

seared tuna, daikon curls, daikon-garlic vinaigrette, jalapeño yellowtail sashimi, sliced jalapeño, cilantro, yuzu ponzu

ahi wonton crisps

seared tuna, daikon sprouts, wasabi aioli

sushi & sashimi combo

tuna roll, miso soup, one piece of sushi each tuna, salmon, shrimp, yellowtail, eel, albacore, two pieces of sashimi each tuna, salmon, yellowtail

assorted sushi

tuna roll, miso soup, one piece of sushi each tuna, salmon, yellowtail, albacore, eel, smoked salmon, shrimp

firecracker sashimi

salmon sashimi, fresh avocado & pickled onion, jalapeño, cilantro, sriracha, citrus ponzu

sushi sampler

california roll, oriental salad, one piece of sushi each shrimp, tuna, salmon

shrimp tempura naruto

crab mix, avocado, cucumber wrapper, wasabi aioli, salmon & tuna naruto, tuna, yellowtail, salmon, spring mix, avocado, cucumber wrapper, yuzu ponzu



sushi

- tuna tower**
tuna, rice, crab, mayo, avocado, tuna, spicy sesame sauce, smelt, red, wasabi sauce
- obazone tataki**
seared tuna, salmon curls, dai-riku sauce, shogun sauce, pickled ginger, jalapeño, pickled radish, yuzu ponzu
- ahi wasabi crêpe**
seared tuna, salmon, avocado, wasabi sauce
- sushi & sashimi combo**
tuna, rice, mayo, crab, one piece of sushi each, tuna, salmon, shrimp, yellowtail, eel, salmon, two pieces of tempura each, tuna, salmon, yellowtail
- assorted sushi**
tuna roll, maki roll, one piece of sushi each, salmon, salmon, yellowtail, salmon, eel, smoked salmon, salmon
- firecracker sashimi**
salmon, salmon, fresh vegetables & pickled ginger, jalapeño, pickled radish, wasabi sauce
- sushi sampler**
salmon, eel, orange, salmon, one piece of sushi each, salmon, tuna, salmon
- shrimp tempura naruto**
crab mix, cucumber, cucumber, tempura, wasabi, wasabi, salmon & tuna, wasabi, tuna, yellowtail, salmon, shrimp, mix, avocado, cucumber, wasabi, per, yuzu ponzu



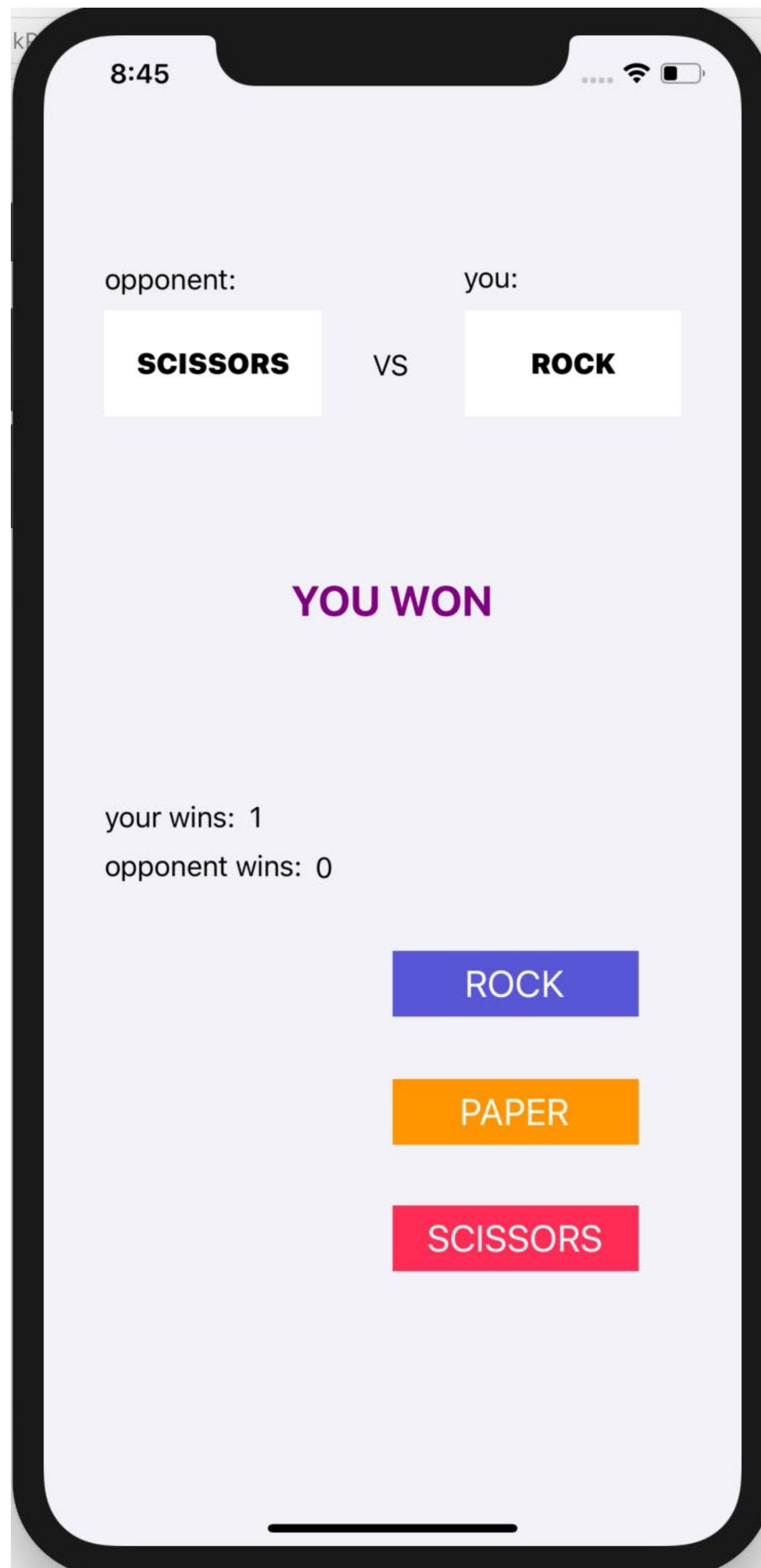
ROCK, PAPER, SCISSORS APP

For a university class, I designed a functioning rock, paper, scissors game that allows the user to play against a computer. It was built using Swift 5 language in Xcode. The purpose of the project was to familiarize myself with the coding language. Function was more important than form for this work as I was learning how SwiftUI related to HTML language and the IOS interface. I am solely responsible for all coding and layouts.

<https://tinyurl.com/y7eov2ku>

```
myChoice.text = "SCISSORS"
you = 3
opponent = Int.random(in: 1..3)
if opponent != 0 {
    switch opponent {
    case 1:
        opponentChoice
            .text = "ROCK"
    case 2:
        opponentChoice
            .text = "PAPER"
    case 3:
        opponentChoice
            .text =
                "SCISSORS"
    default:
        break
    }
}
winCheck()

func winCheck(){
    if you == opponent{
        resultLabel.text = "DRAW"
        resultLabel.textColor =
            UIColor.orange
    }
    if you == 1 && opponent == 2 {
        resultLabel.text = "THEY WON"
        resultLabel.textColor =
            UIColor.red
    }
}
```

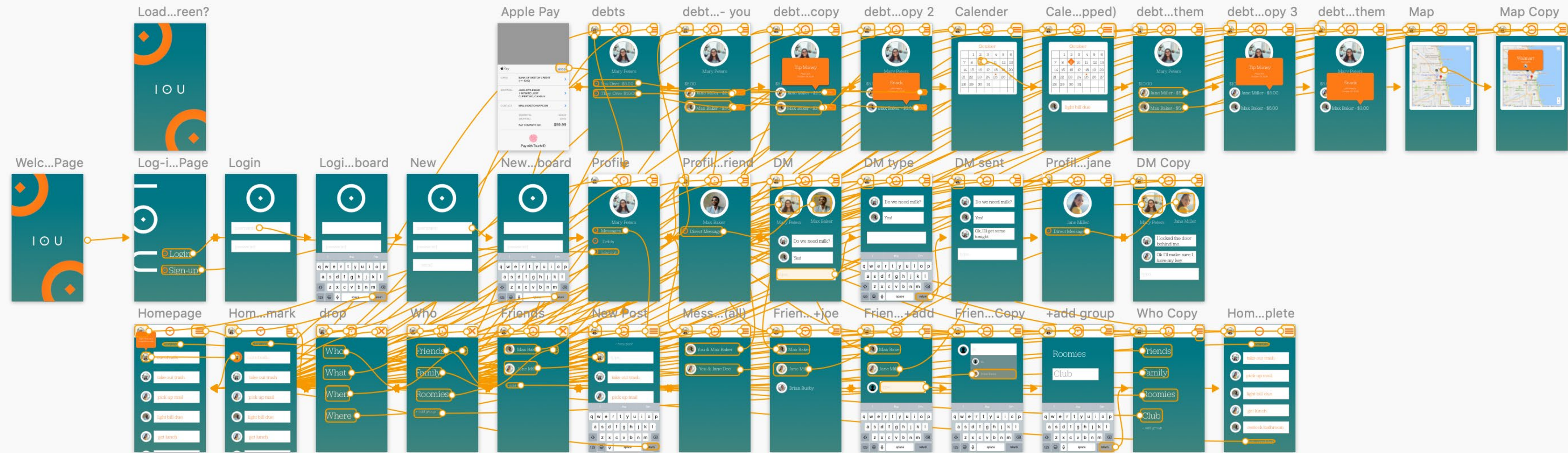




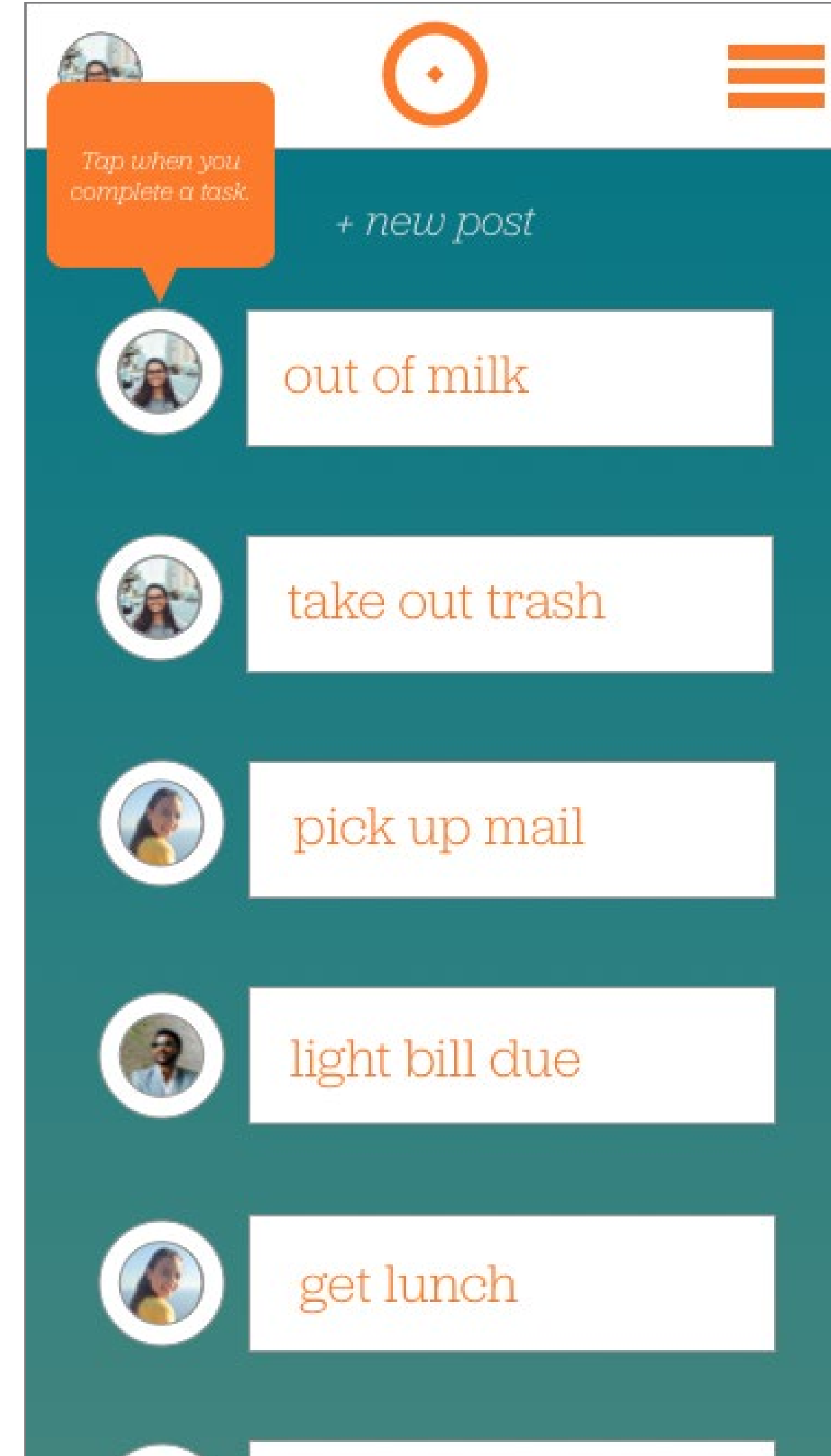
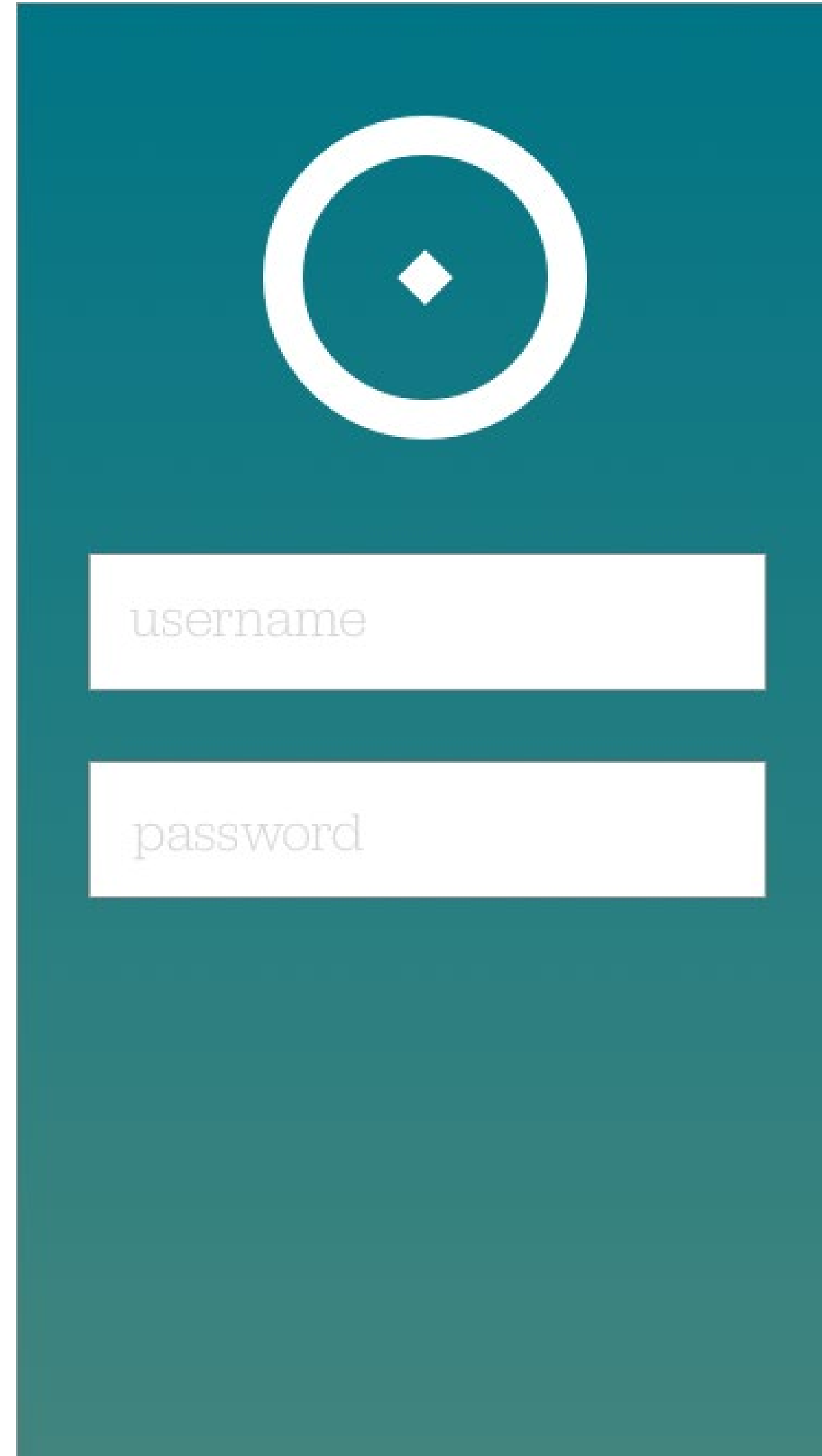
IOU APP

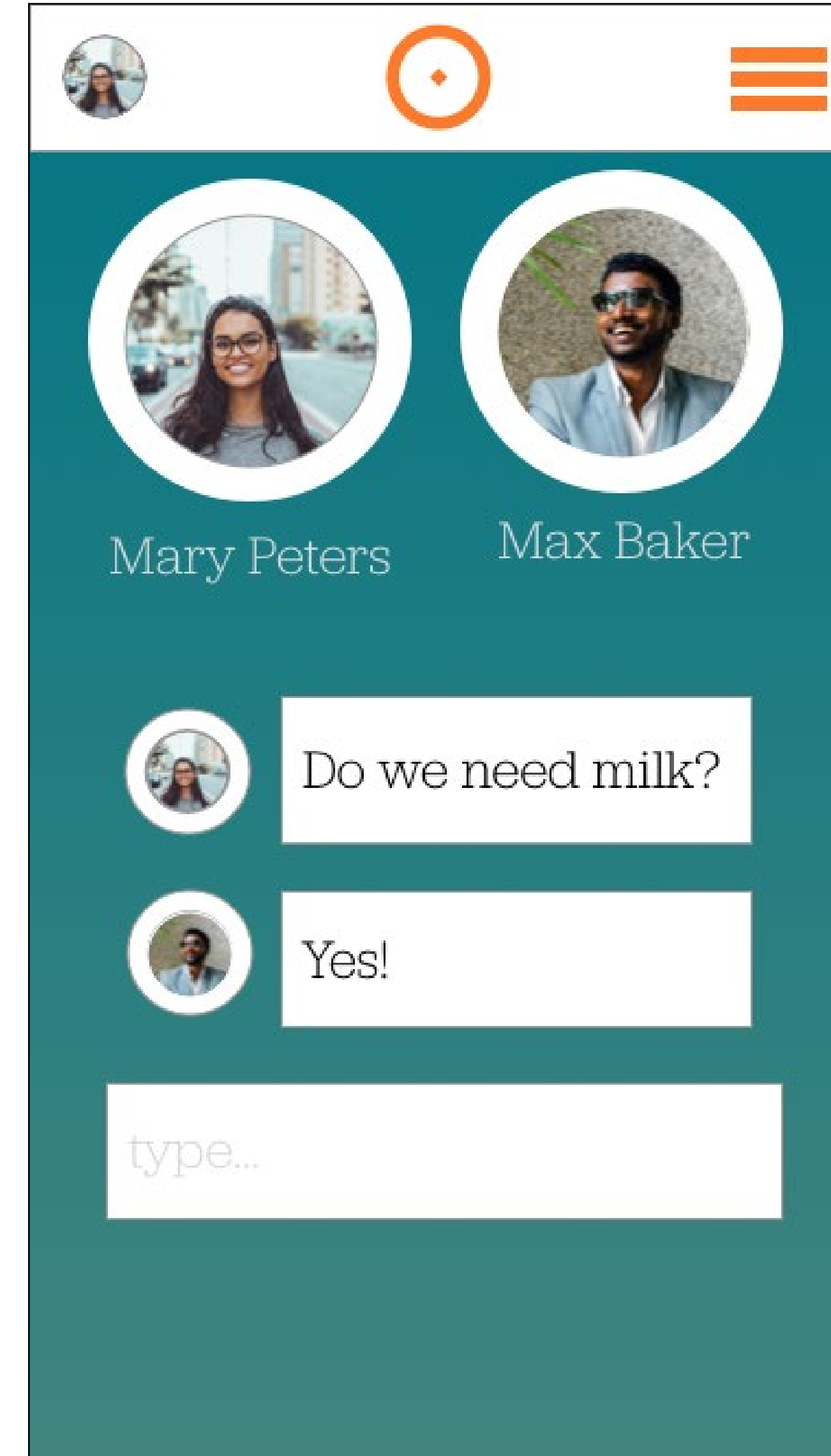
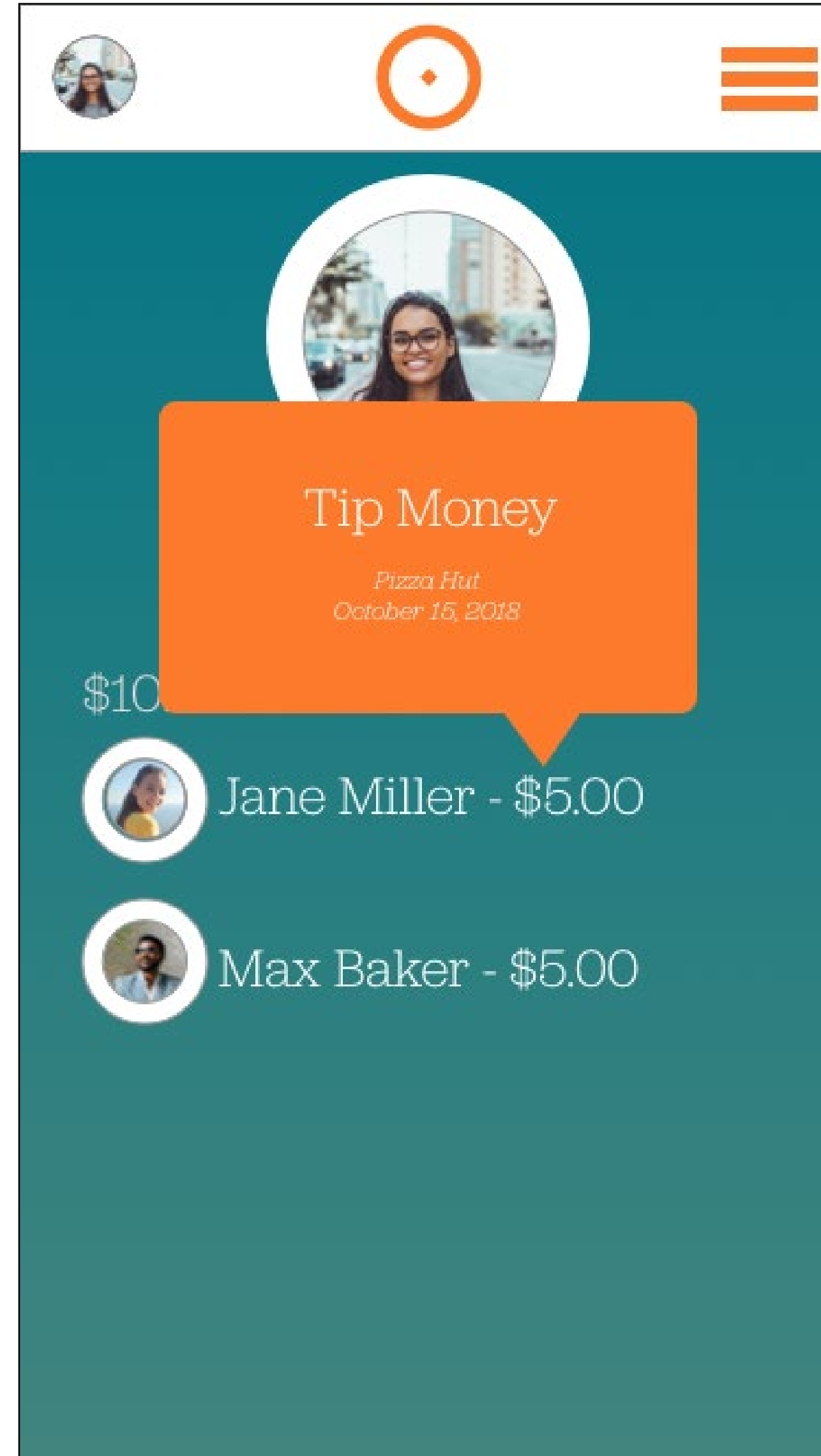
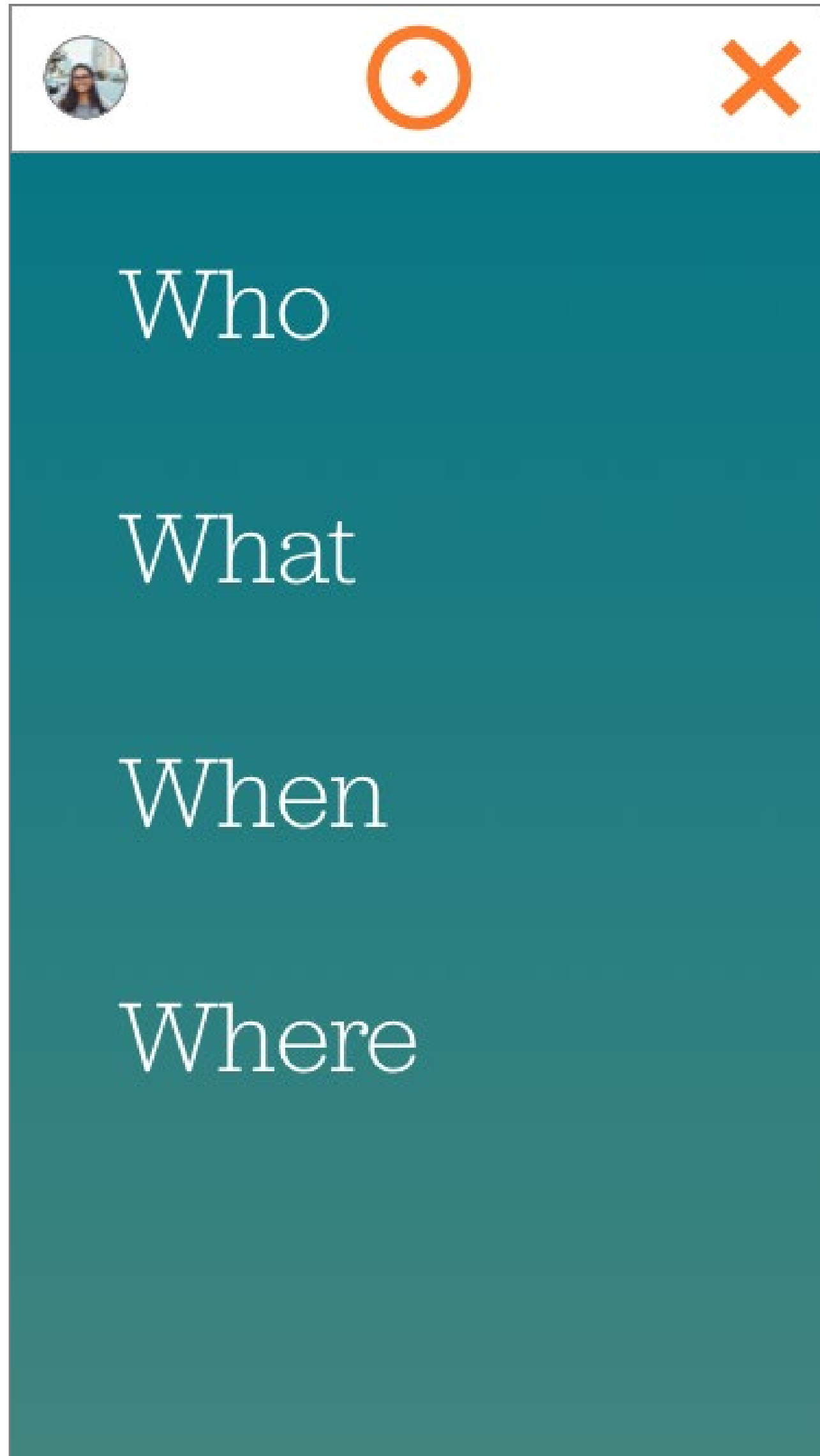
On a prettier note, this front-end design for a university web-design class considers form and function. Prototyped in Sketch, I designed this app to help roommates, families, and any other groups living together keep up with payments in general and to each other. Everyone shares a list that can be added to for the group to reference in their day-to-day routine. Sketch's preview function allows a look into how it works. I am responsible for all elements of this project, including the storyboarding in Sketch.

<https://tinyurl.com/y79ycrhn>









Mobile app interface showing a calendar for October and a notification for a light bill due.

October

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

light bill due

Mobile app interface showing a map of Chicago with a Walmart location highlighted and a notification for milk.

Walmart
Need Milk






METAL MUSEUM AD CAMPAIGN

This ad campaign was designed for the Metal Museum in Memphis, Tennessee. The client agreed to work with my university class to compete for their choice in ads to use. Each group was given a separate aspect of the Metal Museum to promote in their designs. My group of student designers created ads and collateral to promote the museum's services in repairing metalworks. I was the group's director and designed the ads with Cody Crittenden. He focused on imagery while I focused on the information provided on the banners. I organized the group, compiled all the work for final presentation to the client, and designed a landing page for the museum's website. All collateral was developed by Calley Dunnihoo, Joshua Kruse, and Makayla Cline. They worked together with Cody and I to refine the ads, but were mainly responsible for creating collateral that complemented the ad campaign. Calley created the postcards, Josh designed the app, and Makayla focused on social media and flags. All aspects of the campaign were through a collaboration of efforts that resulted in our group being one of two chosen by the Metal Museum.



METAL
MUSEUM




-  @metalmuseum
-  @metalmuseum
-  @memphismetalmuseum

Get family memories back at the Metal Museum.
Meet with our experts in-person or visit our
website for more details.

www.metalmuseum.org/repairs

REPAIR

METAL
MUSEUM




-  @metalmuseum
-  @metalmuseum
-  @memphismetalmuseum

Come see us at the Metal Museum for repairs or go online to set up an appointment with our experts. We look forward to working with you!

www.metalmuseum.org/repairs

RECAST

METAL
MUSEUM

-  @metalmuseum
-  @metalmuseum
-  @memphismetalmuseum

Recast your memories at the Metal Museum. Meet with our experts in-person or visit our website for more details.

www.metalmuseum.org/repairs



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Tight Turn Photo: Steven Silver, 1991

**Pete Matilla:
Steel Vignettes
Vig and paradox
pro**

“Pete Matilla:
Steel Vignettes”
Queen Victoria Museum
2.25.17 - 5.7.17

“Pro Paradox”
Design Tasmania
3.4.17 - 5.28.17

by D Wood

visitor encounters abstract structures that look like geometrical reliefs (especially when laid out flat in a showcase), robust harnesslike sculptural shapes, forms that remind one of the scales of fish, and elements that seem as light and airy as feathers or dense as a scaly snakelike skin. In the mid 1990s, at the height of her international fame, Vigeland needed new ways of expression in scale, initially became bigger in scale, initially celebrating geometric form. Her first objects (1996-99) are compact forms from copper mesh, compact-plated bronze mesh, and nickel-plated steel blades, or from lead and steel exhibition. Unfortunately, the exhibition only shows a few of her later sculptures and not these early transitional objects.

The jewelry of Vigeland is meant to be worn, and only then when moving and catching the light will it be experienced at its best. In Vigeland's work the interaction between human and object, whether jewelry or sculpture, is a given. The space at the upper floor of the Munich museum is blessed with daylight. When the sun breaks through, the dark metal jewelry becomes bathed in light and, though static in their cases—that's shine and come alive—that's where the experience of Vigeland's jewelry begins.

Liesbeth den Besten is an independent art historian based in Amsterdam, who works as a writer, critic, lecturer and teacher.

REFLECT



METAL MUSEUM

@metalmuseum
@metalmuseum
@memphismetalmuseum

Get family memories back at the Metal Museum. Meet with our experts in-person or visit our website for details. www.metalmuseum.org/repairs



PSDFreebies.com

John Smith Home

Metal Museum

Home
Photos
Likes
About
Videos
Welcome
Posts

Create a Page

Liked Following Share ... Contact Us Send Message

Metal Museum
December 27 at 6:50pm

If you're in need of repairs, visit our website to set up an appointment with our experts!

Like Comment Share

1.6M Top Comments

Write a comment... View all 8,950 comments

Website www.Malmocupcakes.com

Community Sell All

- Invite your friends to like this Page
- 109,899 people like this
- 110,800 people follow this
- Sheheen and 28 other friends like this

About Sell All

- 0123 4567 8900
- Send Message
- www.psdfreebies.com
- Website
- Suggest Edits

Metal Museum @JonesboroFOA Following

Take time to #reflect on the past.
For more information on casting repairs, click <https://www.metalmuseum.org/repairs>

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