

# KAILEY DESIGN

KAILEY MCQUAY

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## METAL MUSEUM AD CAMPAIGN

The client for this ad campaign was the Metal Museum located in Memphis, TN. The Metal Museum is known for holding various exhibitions that highlight the art of metalwork. Along with their vast collection of metalwork, the Metal Museum has a special repair program that allows clients to bring in old metalwork that can be repaired. The goal of this ad campaign was to bring more attention to this unique program. The client requested three print ads, a brochure, merchandise, and a mock example of an ad campaign on social media.

I was in charge of the art direction and design for this campaign. I designed the print ads and merchandise. While the ad campaign was not officially used, it gave my client new material to use for future campaigns.



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# IRONING OUT THE SPECIFICS

Our metalsmiths will straighten out any bent ends on your metalwork.

[@memphismetalmuseum](https://www.metalmuseum.org/)  
[@metalmuseum](https://www.metalmuseum.org/)  
[@metalmuseum](https://www.metalmuseum.org/)

**METAL  
MUSEUM**

<https://www.metalmuseum.org/>



# BURN AWAY THE PAST

Our metalsmiths can melt away all the dust and rust your metalwork has developed.

[@memphismetalmuseum](https://www.metalmuseum.org/)  
[@metalmuseum](https://www.metalmuseum.org/)  
[@metalmuseum](https://www.metalmuseum.org/)

**METAL  
MUSEUM**

<https://www.metalmuseum.org/>







## HISTORY BEHIND WHO WE ARE

**THE METAL MUSEUM**

- The property, which includes three historic buildings, was formerly part of a public health service hospital, which closed in the mid-1960s and later deeded to the City of Memphis.
- As a non-profit organization with an educational focus, the Metal Museum met the usage requirements of the Heritage and Conservation Act and a lease was obtained in July 1976. Two years later, renovation of two buildings began and the Metal Museum opened to the public on February 5, 1979.
- For nearly thirty years, the Metal Museum was led by a blacksmith and artist, who by default was also an administrator, curator, mechanic, plumber and reluctant fund-raiser.
- Under James Wallace's leadership the three ramshackle buildings on the site have become a residence for artists, a museum, and a library.


**THE SITE**

- The Metal Museum is located on the western half of a former United States Marine Hospital.
- The facility was originally used to treat Civil War veterans and to conduct scientific research in hopes of finding a cure for yellow fever.
- Only two of the original buildings survive today, the nurses' building (located on the east side of the 1830s hospital building) and the executive building (the white building that houses the Museum's library and permanent collection).
- Both buildings are listed on the National Register of Historic Places.

## OUR SERVICES


**REPAIR**

From dents to scratches, we can fix anything with our trained experts. Our repair options include: welding of bronze, steel, aluminum, and cast iron, soldering, casting of missing parts, dent removal and bend straightening, and many more.




**RESTORATION**

From restoring antique sculpture to sharpening paring knives, our staff of trained metalsmiths is on hand to make your metalwork as good as new.




**REPRODUCTION**

While some items are unable to be fixed directly, we can make a reproduction that looks like the splitting image of your treasured item. Just bring in the item and our trained staff will work with you to bring back your treasured memories.




## MEET OUR ARTISTS


**KEVIN BURGE**  
In addition to making jewelry, silverware, and other fine metalwork, he currently heads our Repairs and Restoration Lab.




**JEANNIE TOMLINSON SALTMARSH**  
Jeannie is the Metals Shop Coordinator & Foundry Technician.




**JAMES VANDERPOOL**  
James holds his MFA in sculpture from Georgia State University, where he specialized in foundry and woodworking. James focuses on industrial objects and topography.




**JIM MASTERSON**  
Masterston received his MFA from Miami University in Oxford, Ohio. He began working at the Metal Museum in 2000 and is currently the Shop Foreman.





**ELIZABETH BELZ**  
Elizabeth Belz is a metal artist from Stillwater, MN. She was a craft education intern at North House Folk School where she assisted the school in reestablishing its blacksmithing shop.



**CASSI REBMAN**  
Foundry Apprentice  
Cassi Rebman is a sculptor and installation artist from Belle Plaine, MN.



**REED PECK-KRISS**  
Peck-Kriss is an artist-blacksmith from Oakland, CA. He is drawn to organic sculptural forms and classical Colonial American ironworking styles.







**Metal Museum** @metalmuseum Following

We take detail seriously! We can help repair any special heirloom you may have. #restorethepast



3:30 AM - 12 Sep 2018  
3 Retweets 7 Likes

Tweet your reply

**Metal Museum** @metalmuseum Following

Meet @James\_vanderpool our foundry operations manager. He is the go to guy for industrial objects. #restore

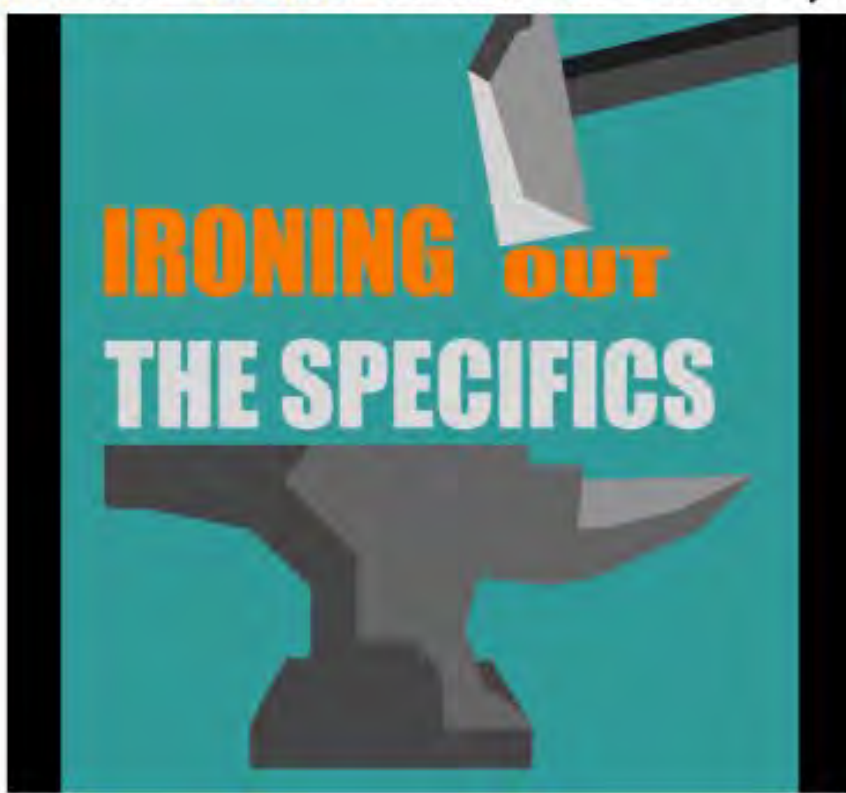


3:30 AM - 12 Sep 2018  
3 Retweets 7 Likes

Tweet your reply

**Metal Museum** @metalmuseum Following

We at the Metal Museum understand the specifics of your heirlooms and want to #repair and #restore them in the best way.



3:30 AM - 12 Sep 2018  
3 Retweets 7 Likes

Tweet your reply

**Metal Museum** @metalmuseum Following

Have a broken valuable you need fixed? Let our specialist @Kevin\_burge repair it back to its original glory! #repair

3:30 AM - 12 Sep 2018  
3 Retweets 7 Likes

Tweet your reply











## FOA AD CAMPAIGN

This was created as a mock ad campaign for the Foundation of the Arts located in Jonesboro AR. The Foundation of the Arts has many programs geared towards getting people involved with theatre. The goal was to create three printed ads, a social media campaign, and merchandise that would draw more attention to these programs. As the designer, I illustrated each of the posters and designed all the merchandise. I also wrote all the headlines and social media posts.

This project was interesting and it allowed me to learn more about creating successful ad campaigns.

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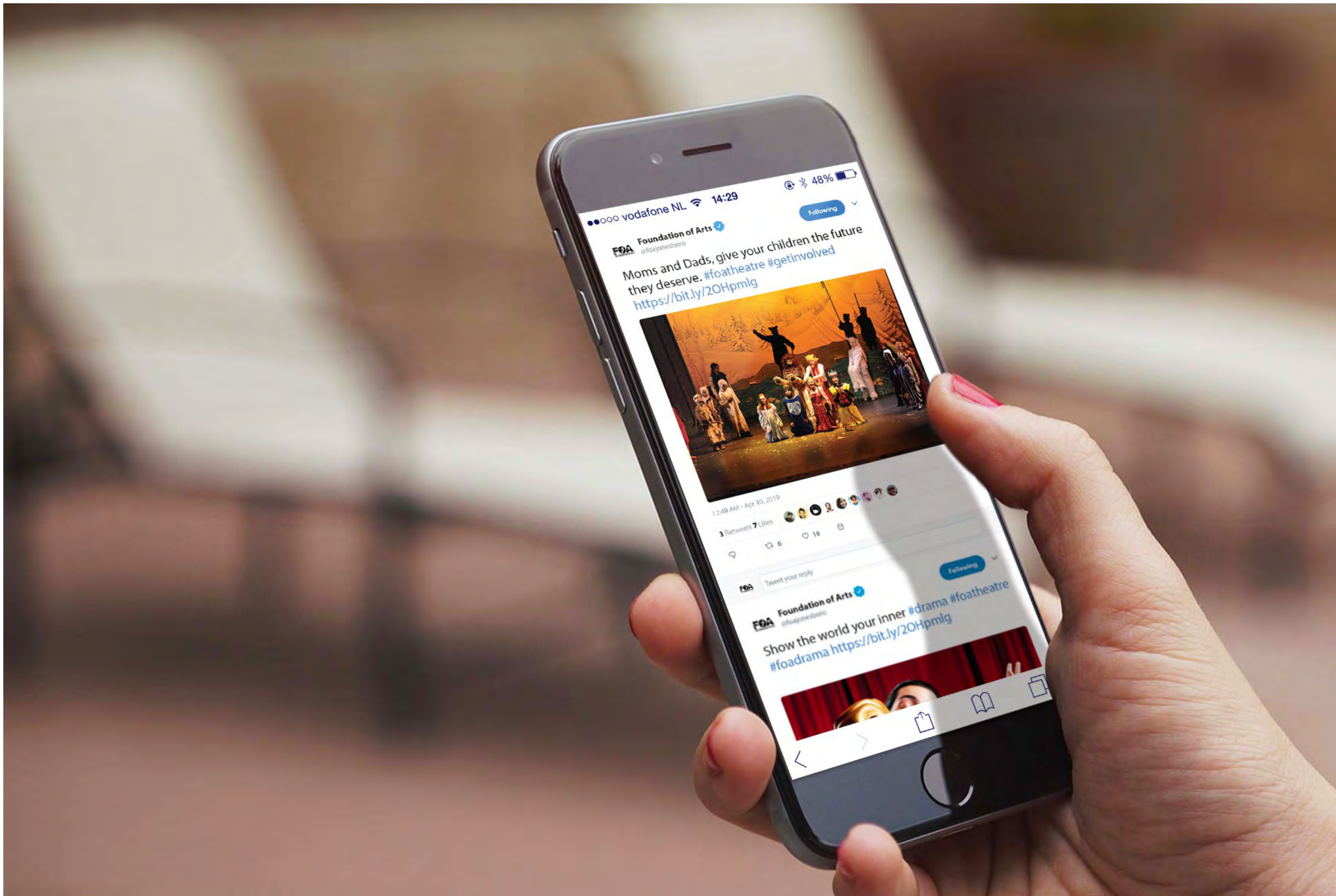














**FOA** Foundation of Arts  @foajonesboro Following

Light up the #stage #foatheatre #foadrama <https://bit.ly/2OHpmlg>



12:42 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

Be in the moment. #foatheatre #foadrama <https://bit.ly/2OHpmlg>



12:38 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

Moms and Dads, give your children the future they deserve. #foatheatre #getinvolved <https://bit.ly/2OHpmlg>



12:49 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

Show the world your inner #drama #foatheatre #foadrama <https://bit.ly/2OHpmlg>



12:25 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

@BrooklandElementary Got any talented kids who have a bright future as a star? Send them our way. #foatheatre #getinvolved #foadrama <https://bit.ly/2OHpmlg>

12:52 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

Actors aren't born, they're made. #foatheatre #getinvolved #foadrama <https://bit.ly/2OHpmlg>

12:56 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply

**FOA** Foundation of Arts  @foajonesboro Following

That play isn't going to act itself. #foatheatre #foadrama <https://bit.ly/2OHpmlg>

1:00 AM - Apr 10, 2019

3 Retweets 7 Likes 

6 18

FOA Tweet your reply







## CHILDREN'S BOOK

The idea was to create a children's book based on a song of my choosing. I picked the song "Dancing with Your Ghost" by No Resolve. It is a sad song about losing a loved one and I wanted to reflect that in my children's book. I was also influenced by Tim Burton with his iconic gothic style. I was the illustrator and designer for this project. I illustrated all the artwork and compiled it into a book.

<https://issuu.com/kaileymc13/docs/dancing-with-your-ghost-pages>









What's going on?  
The look in your eyes tells me  
something is wrong.





Stay with me!  
Help is on the way!





Just try to breathe.







Can you hear my voice?  
Let it guide you through  
all of the noise.



Your lips are blue.  
I would sell my soul for you to pursue.





I've  
been  
dancing  
with  
your  
ghost







Some might say  
we have stole the show.



All the memories  
that are haunting me.





I refuse to let you go!





I've  
been  
dancing  
with  
your  
ghost





## CARTER'S CORNER LOOKBOOK

The client for this project was Carter's Corner, a small company located in Jonesboro, AR. They sell western-themed apparel and boots. They wanted promotional images of their boots and asked for them to be compiled into a lookbook. As both the photographer and designer, I staged a photoshoot of the boots and took many images to use in the lookbook. My idea was to incorporate both real flowers and illustrations into the lookbook. I felt this helped bring more life to the piece overall. It also added a subtle touch of color.

Overall, the client enjoyed the lookbook and I was able to give them promotional images to use for their website, magazine, or social media.

[https://issuu.com/kaileymc13/docs/pdg\\_lookbook\\_smaller](https://issuu.com/kaileymc13/docs/pdg_lookbook_smaller)



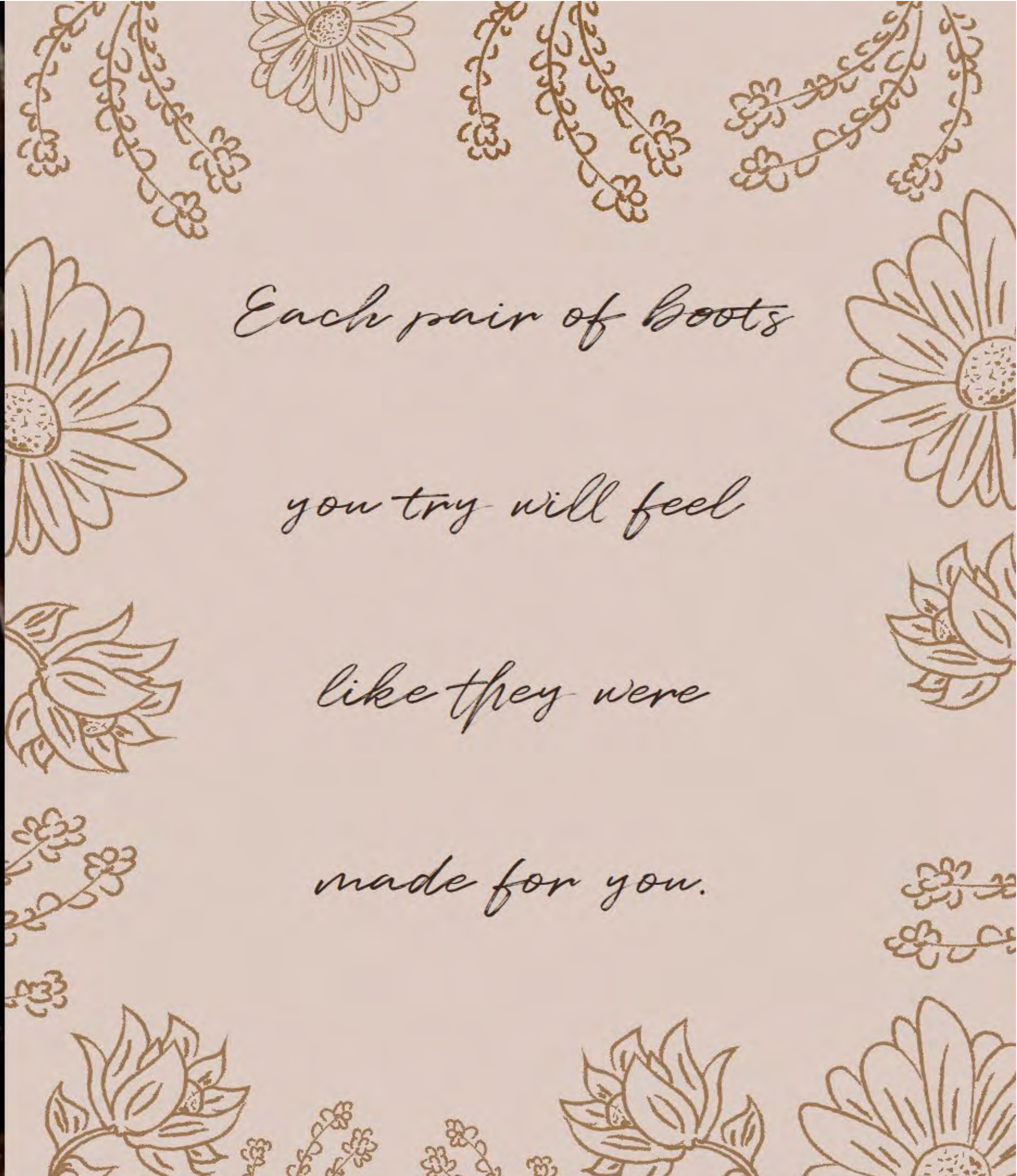












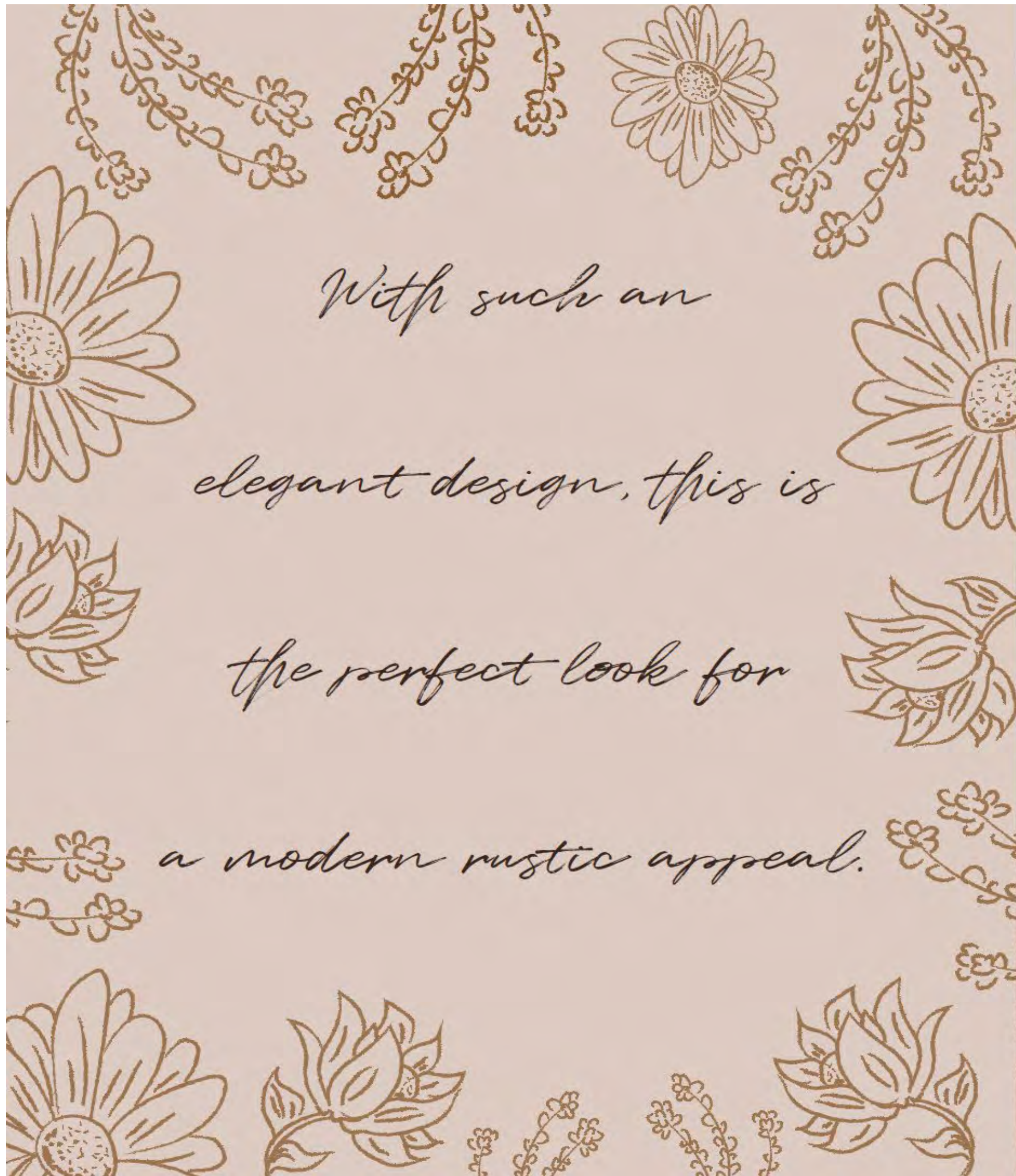












*With such an  
elegant design, this is*

*the perfect look for*

*a modern rustic appeal.*













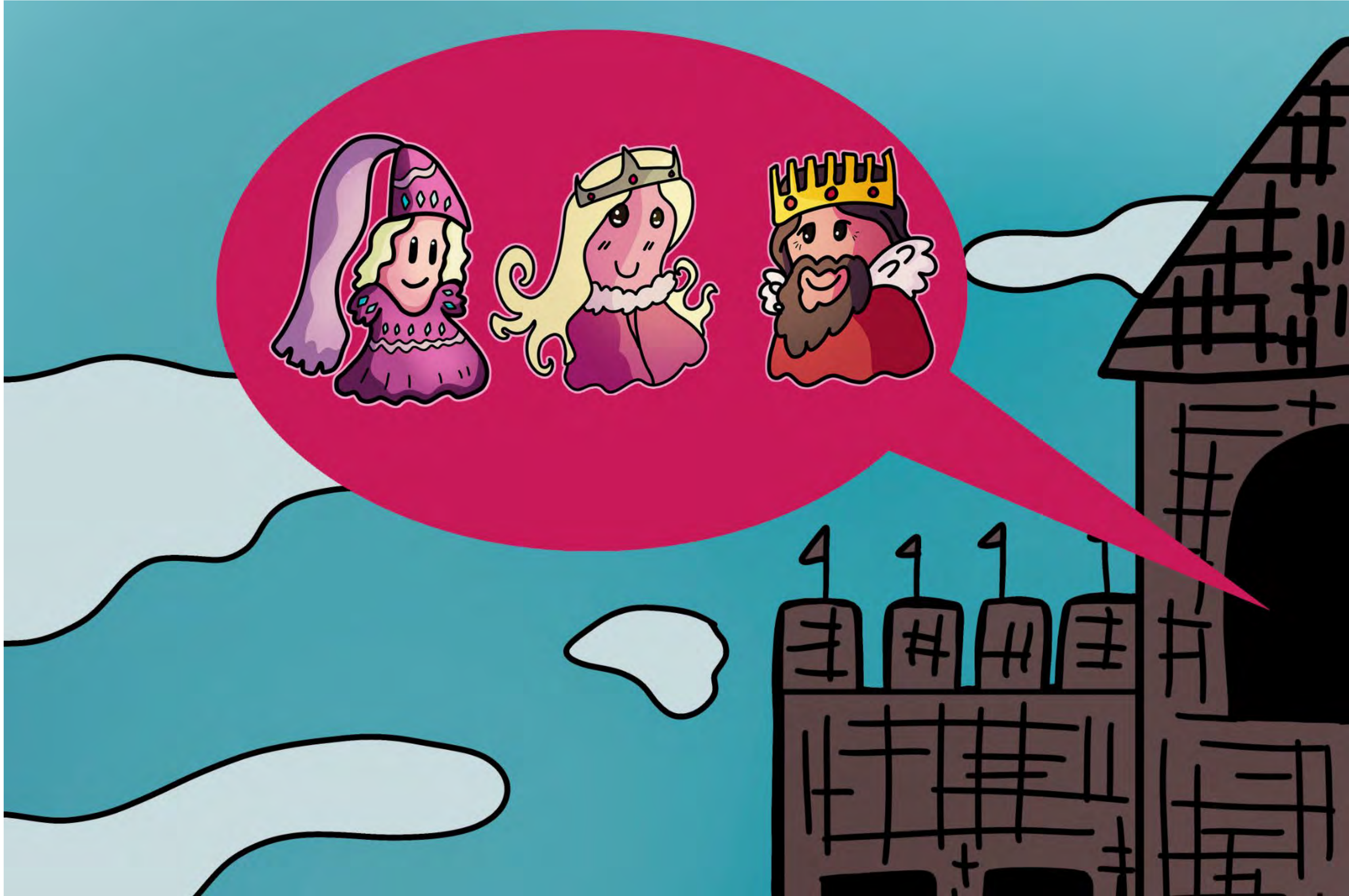
## JELLY BEAN KINGDOM STICKERS

This project was a concept idea that I wanted to bring to life. It is a simple idea: make stickers that look like jelly beans. Only there is a twist here: make it medieval themed. I knew I wanted to create a series of stickers with each sticker having its own personality. Each sticker was designed to be small and able to fit onto a sticker sheet. The sticker sheet was illustrated to look like a castle. My role in this project was that I was the main creator. I designed, illustrated, and crafted each sticker myself.

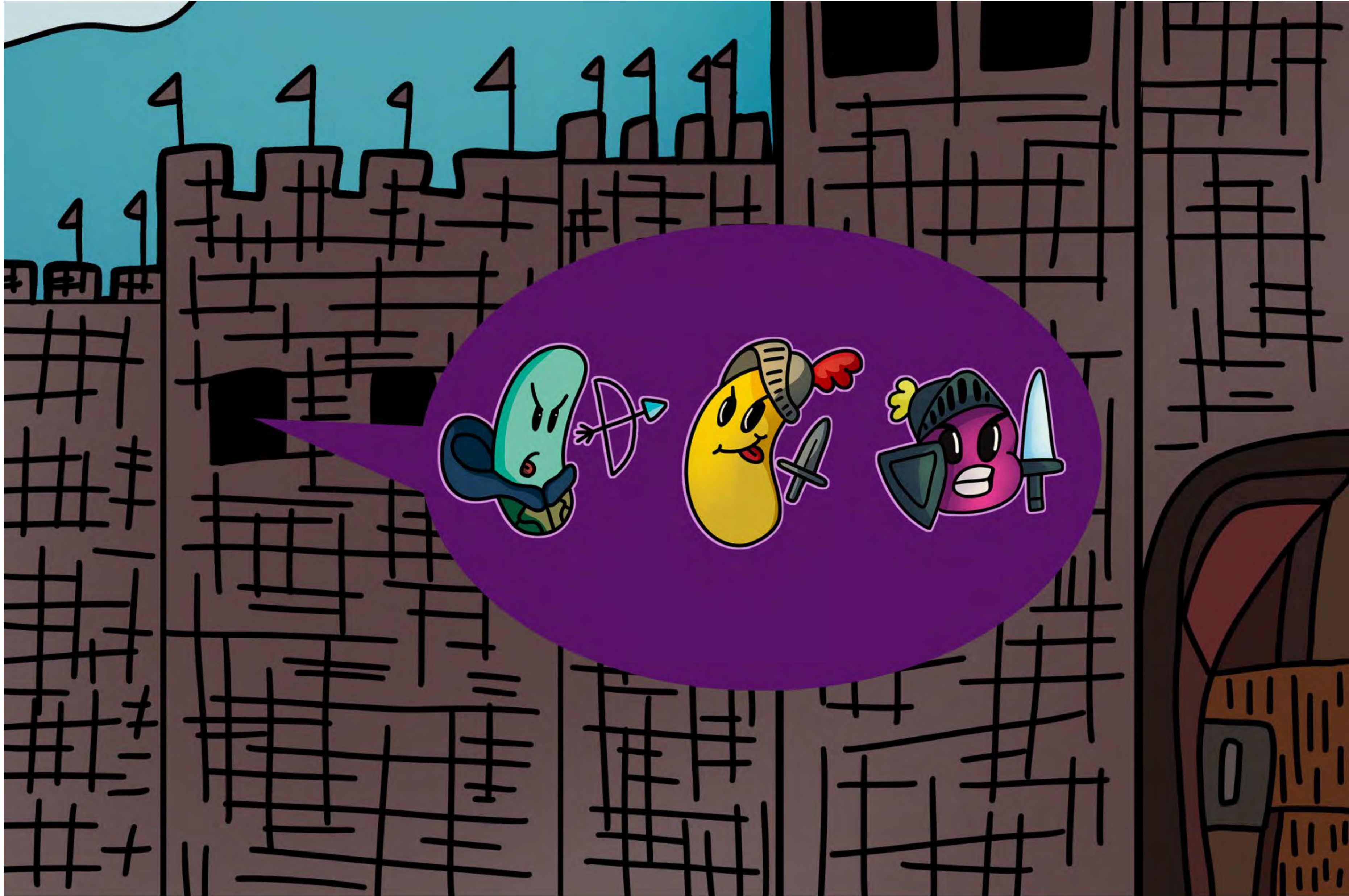


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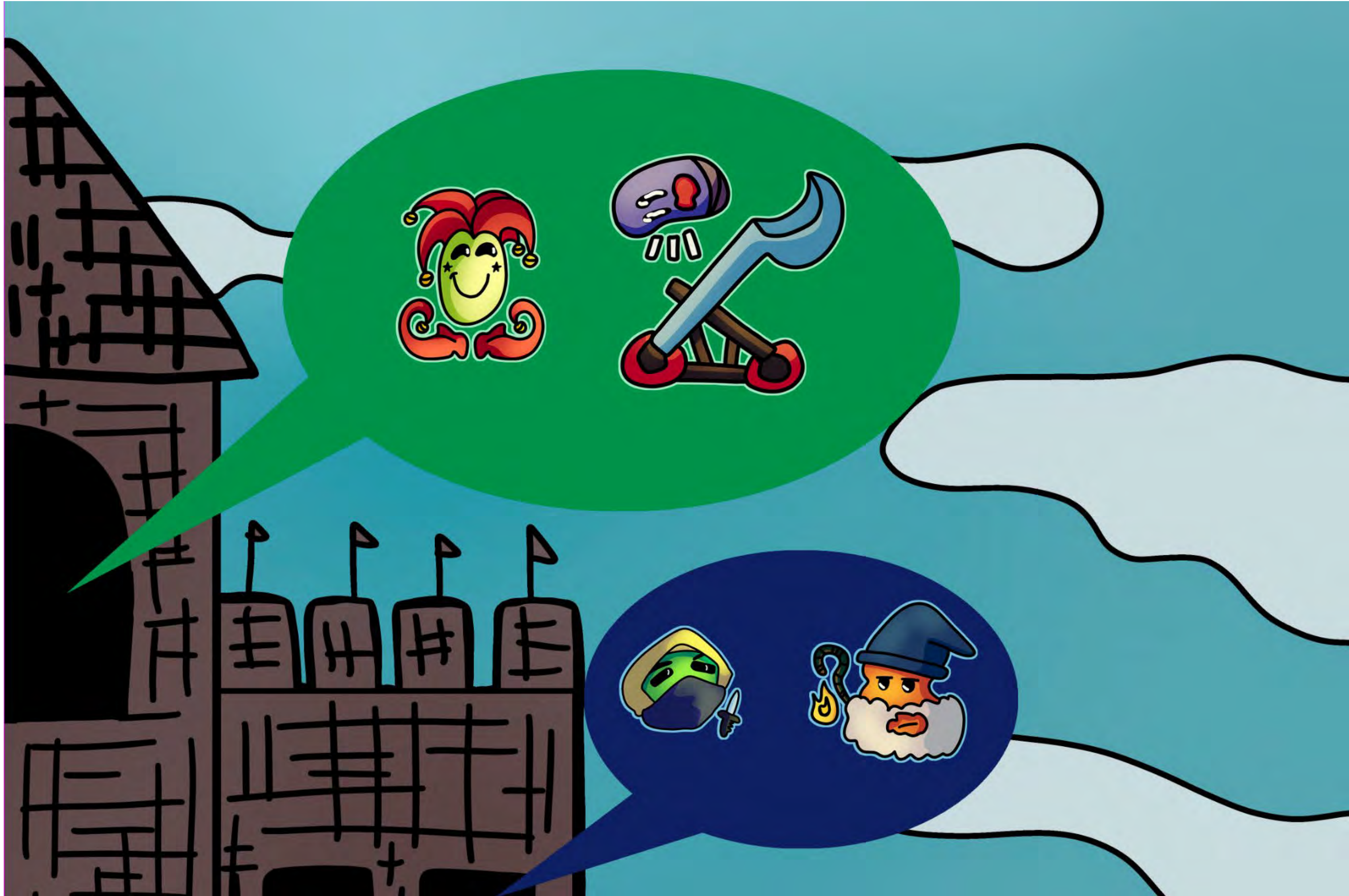








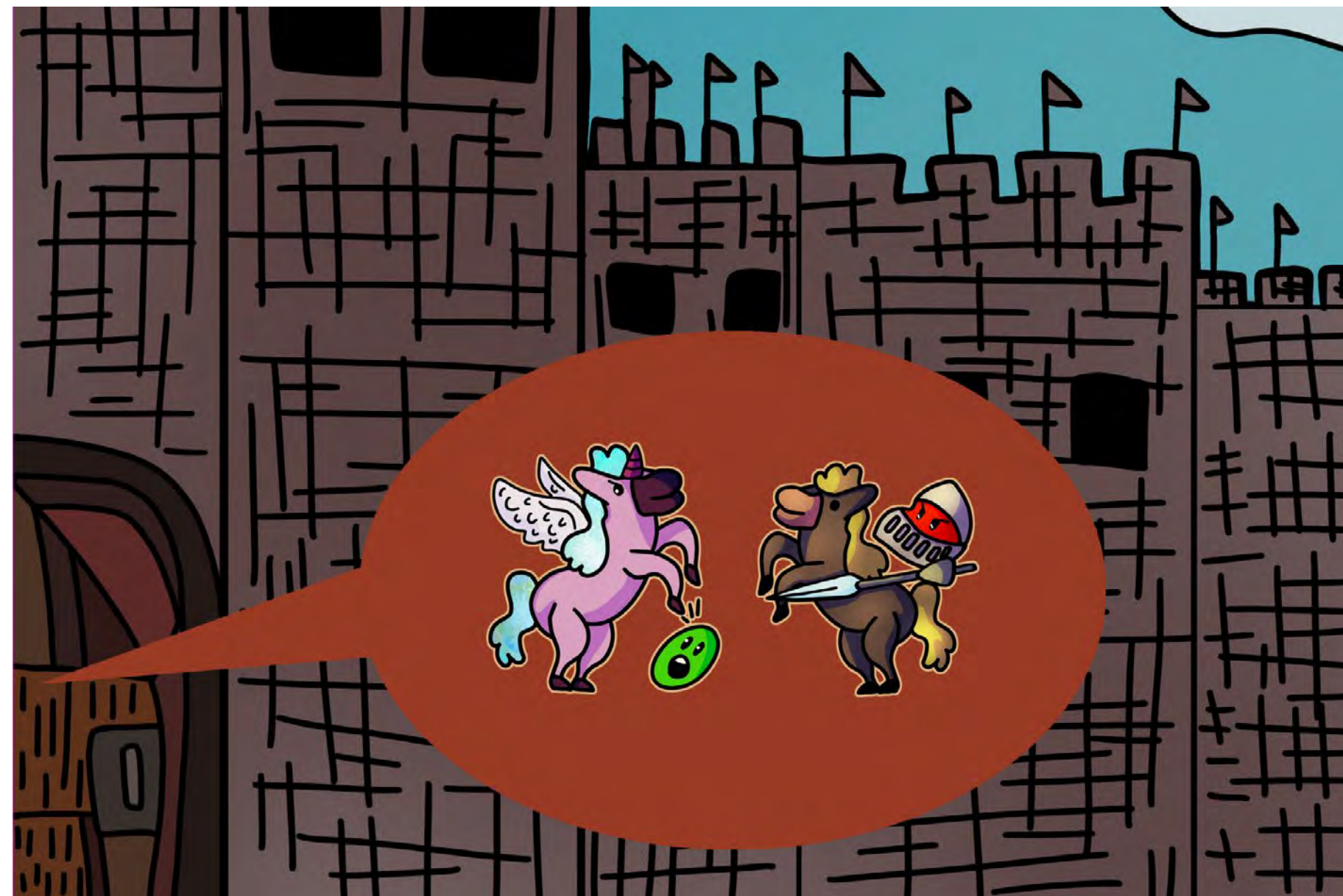
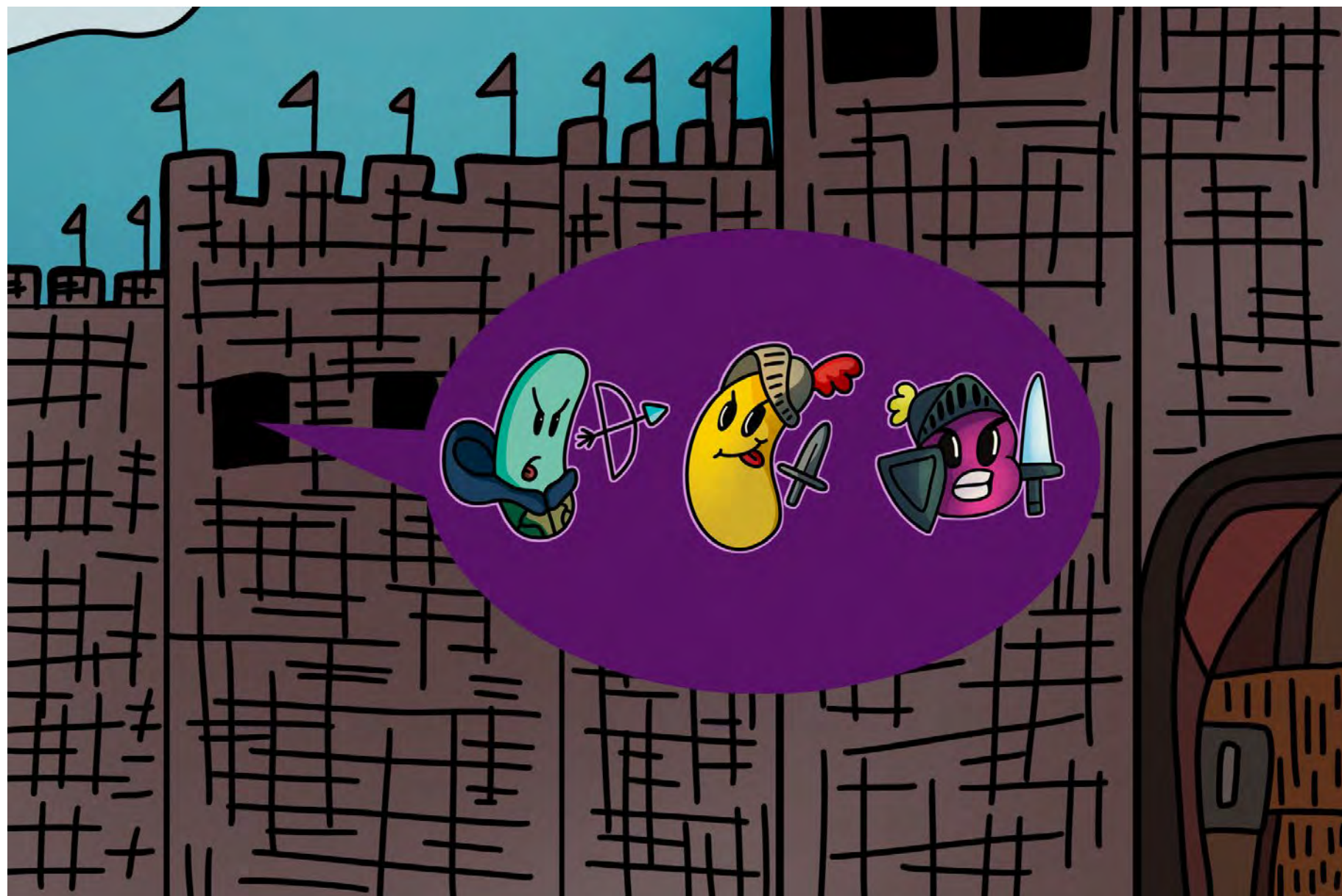
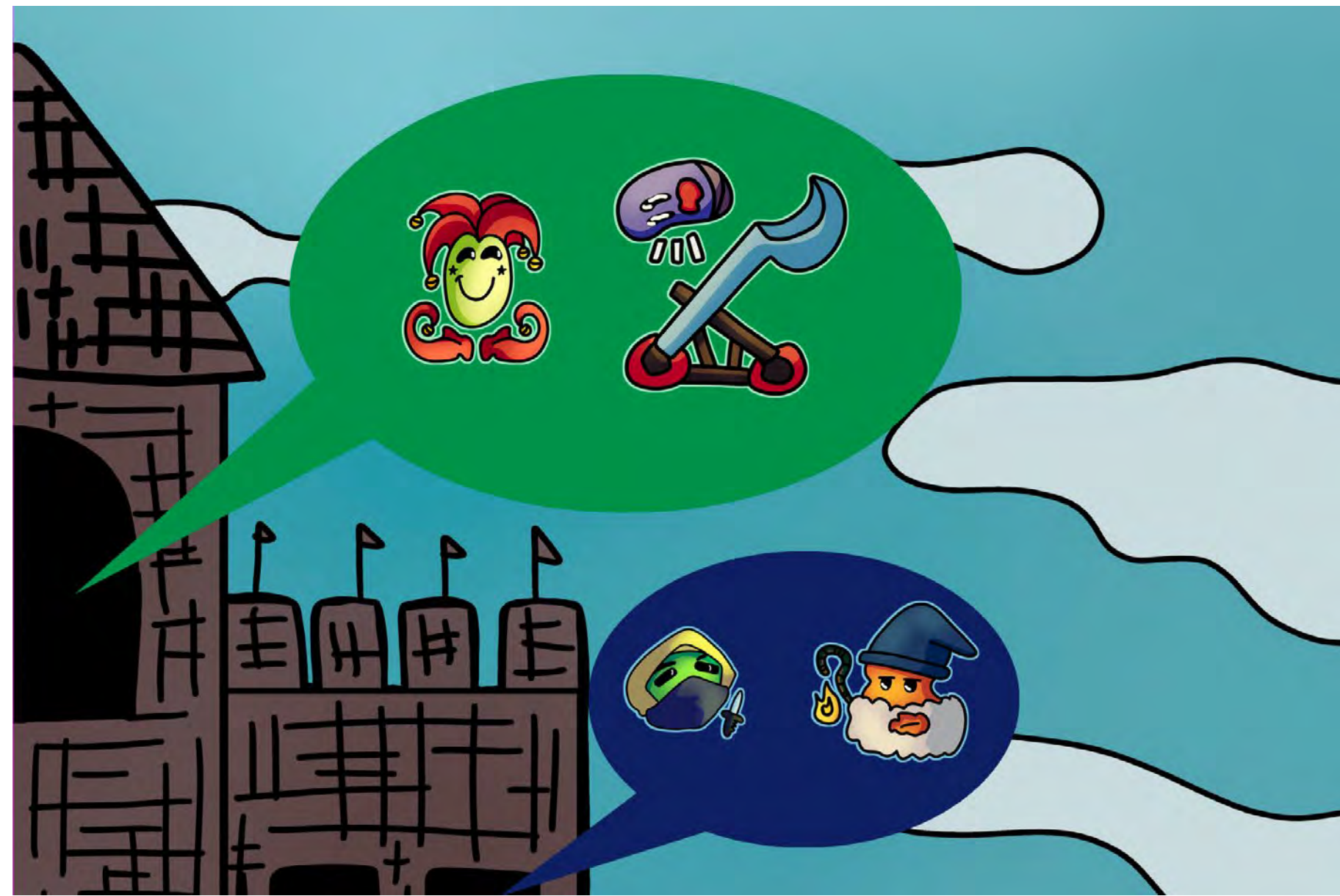
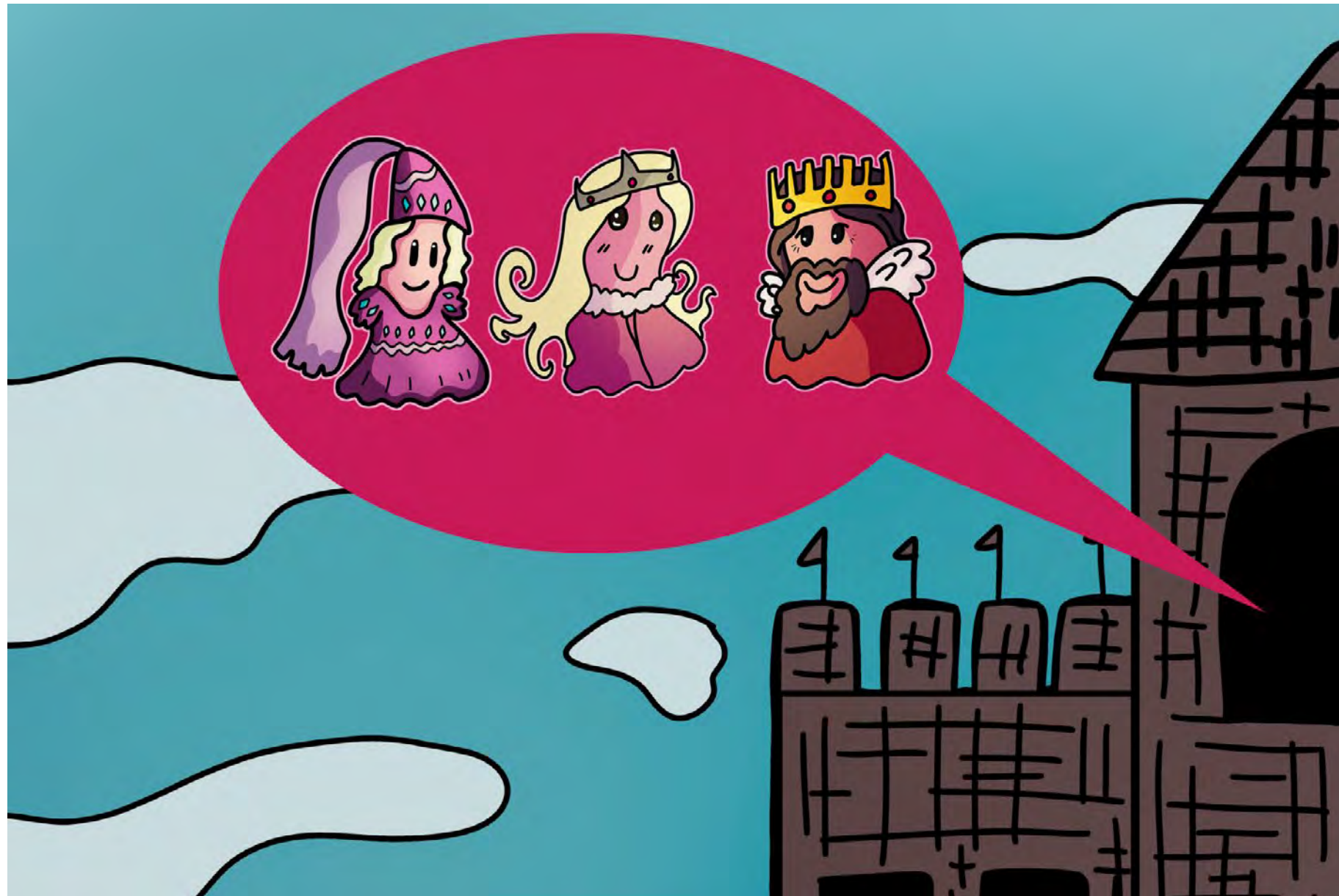














## PAPER DOLLS

My idea was to create a series of paper dolls that were mafia characters. This project was designed for anyone to print the dolls, cut them out, and customize them. As the main designer and illustrator, I saw this project from start to finish. I created a character that was the main leader, along with two henchmen. After designing the main bodies of the characters, I created three more sets of outfits for the dolls.



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# GANGSTER: THE BOSS

*Cut me out*



*Cut here*



**DEFAULT**



**UNDERCOVER**







# GANGSTER: GUNSLINGER



*Cut here*



**DEFAULT**



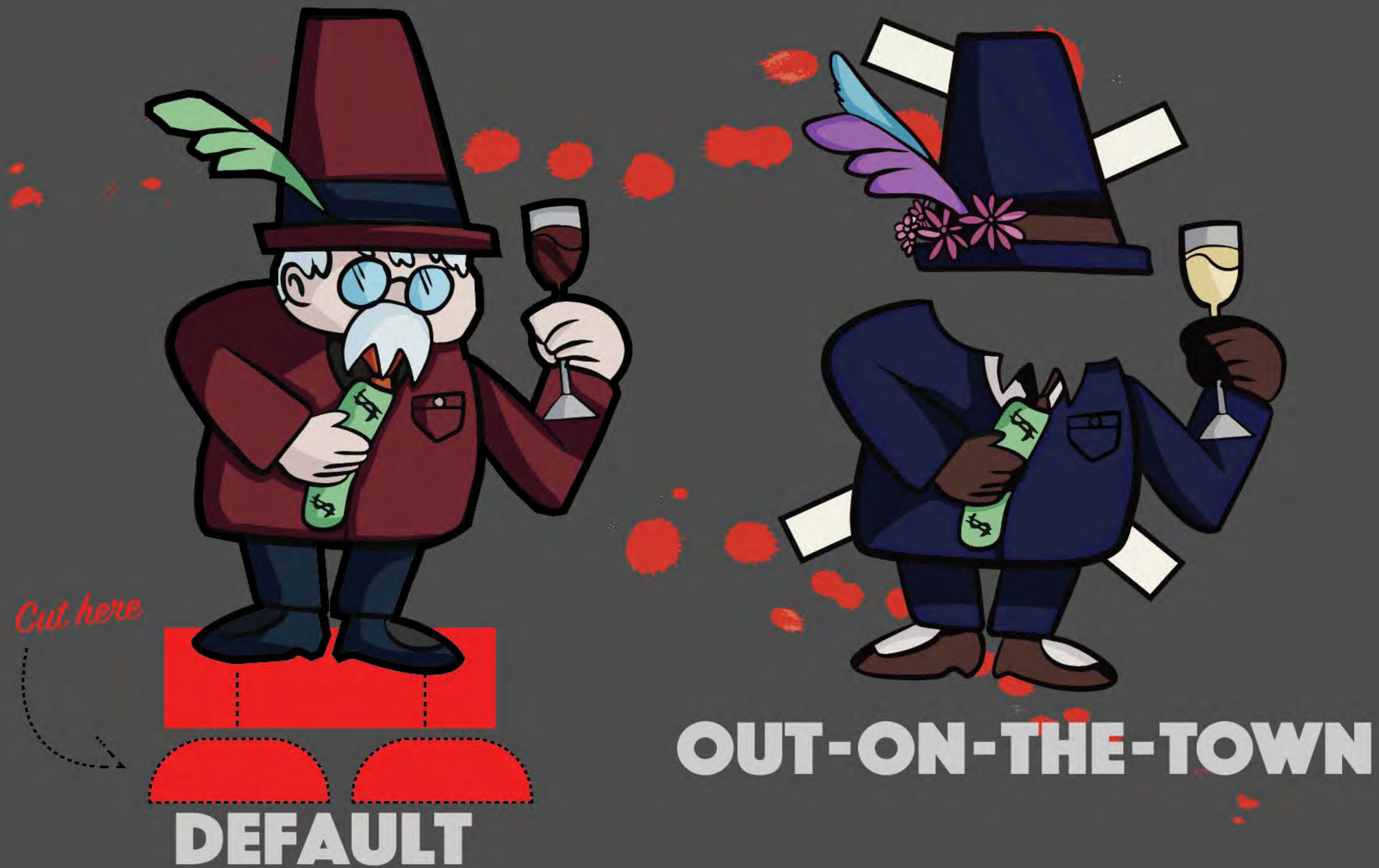
**SHINY**







# GANGSTER: MONEYMAN







**MONEY-MAKER**



**MONOPOLY-MAN**



## ANIMATED DRAWINGS

This was a concept piece. The idea was to mix video and illustrations to make an “animated” drawing. After doing a few sketches, I decided to choose space as my theme. I felt this was the easiest way to blend the illustrations with videos of space. I then drew three illustrations with blank space left in the areas that I wanted the videos to show. As the designer, I only illustrated the artwork. The videos were sourced from somewhere else. I only used videos that were copyright and royalty-free.

Overall, I got to experiment with basic animation and with new video editing techniques. I believe this project is a great foundation for future works.

Piece 1: [https://youtu.be/5cKnECT\\_R-c](https://youtu.be/5cKnECT_R-c)

Piece 2: <https://youtu.be/or245J2PTSE>

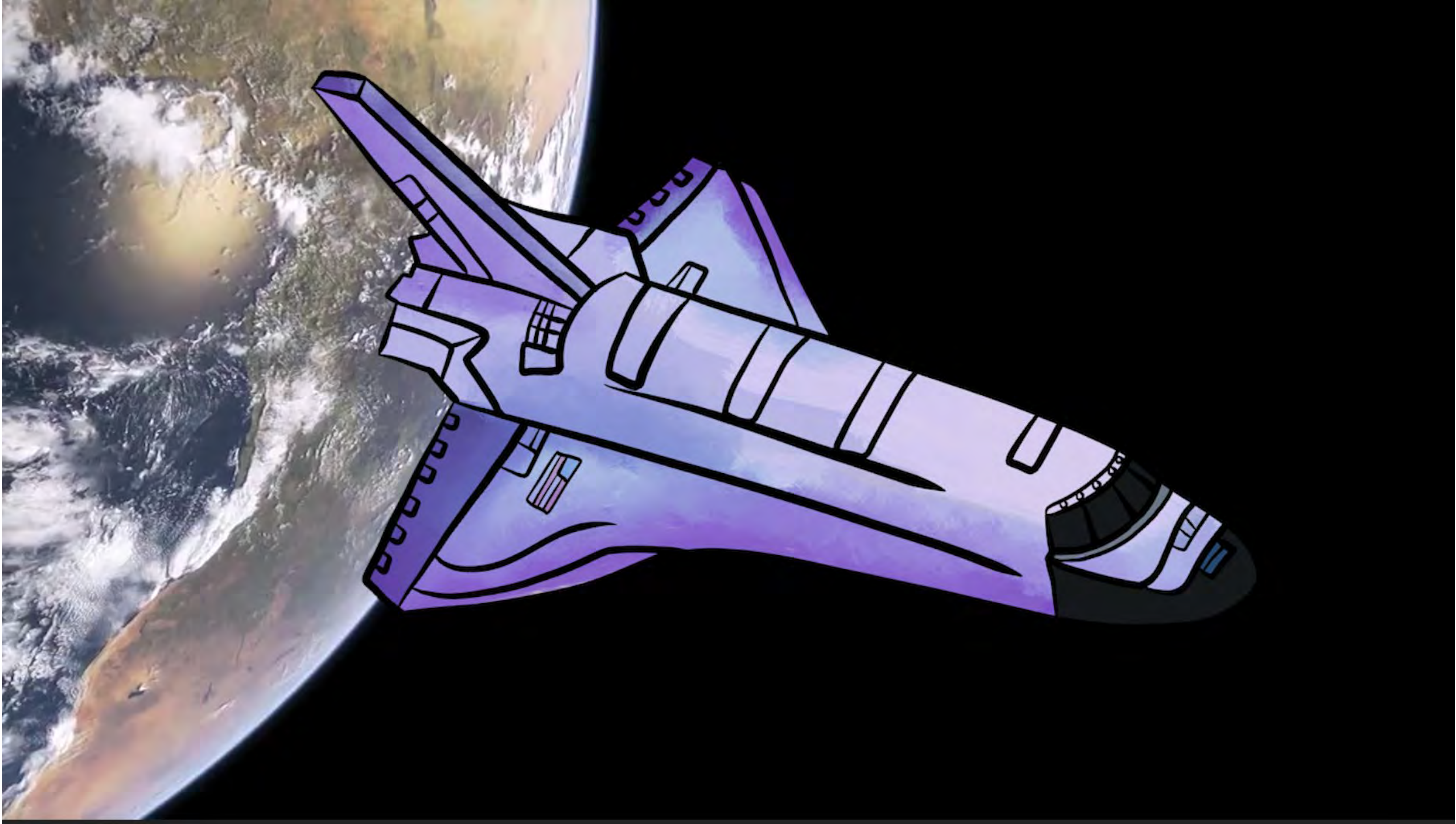
Piece 3: <https://youtu.be/KpSuX0LKXCI>













## HOLIDAY HAT DESIGNS

This was a concept piece. The idea was to create a series of illustrations based on popular holidays. As the designer for the project, I researched, sketched, and drew each character. I picked Christmas, Halloween, and Easter as my main three themes. I then illustrated three characters for each holiday. The characters were then placed on a hat mockup.

This project was a fun one to make. It allowed me to illustrate fun characters and play with my drawing programs more. I can see myself making more hat designs in the future.



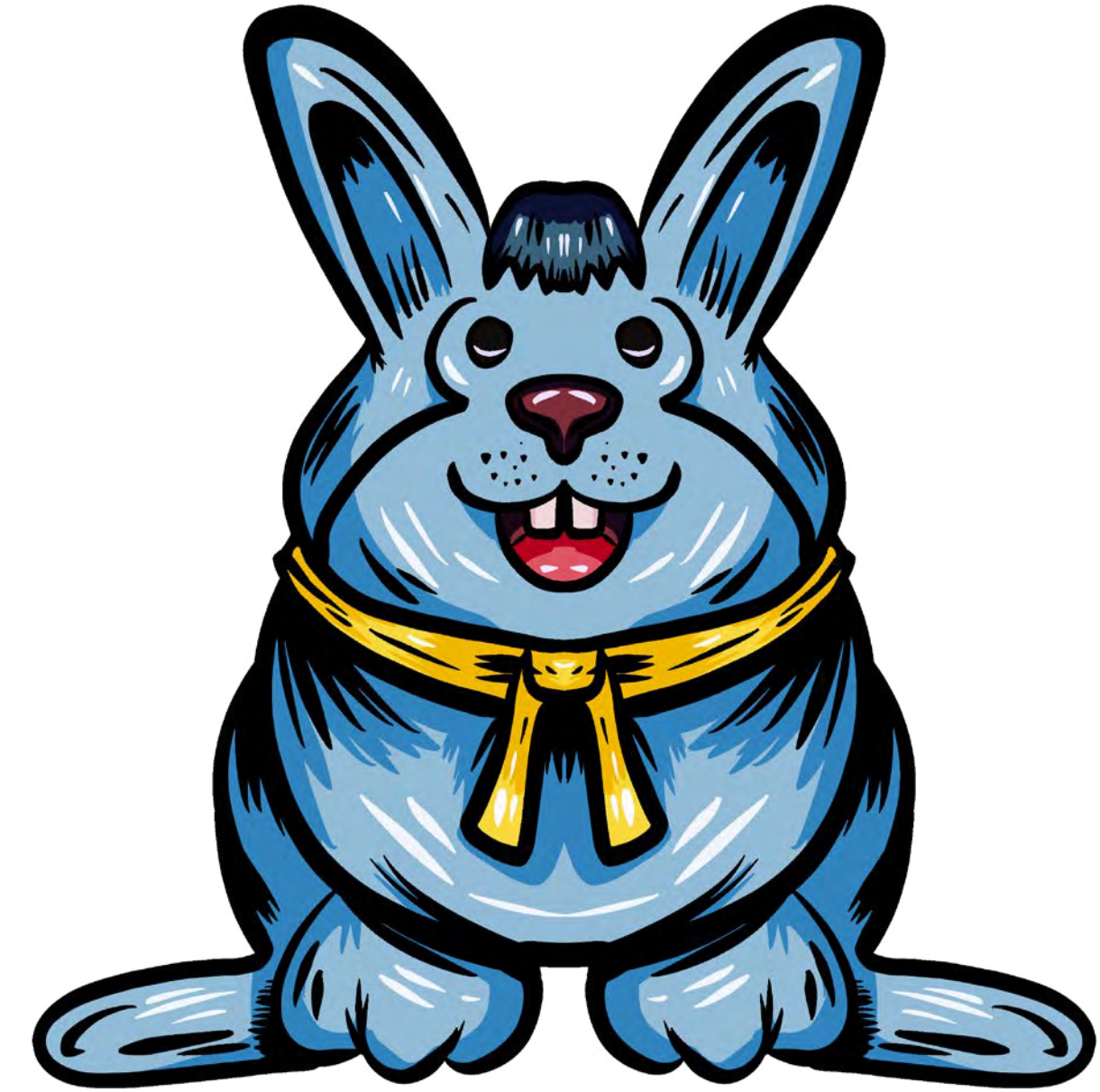






















## SEAMLESS PATTERNS

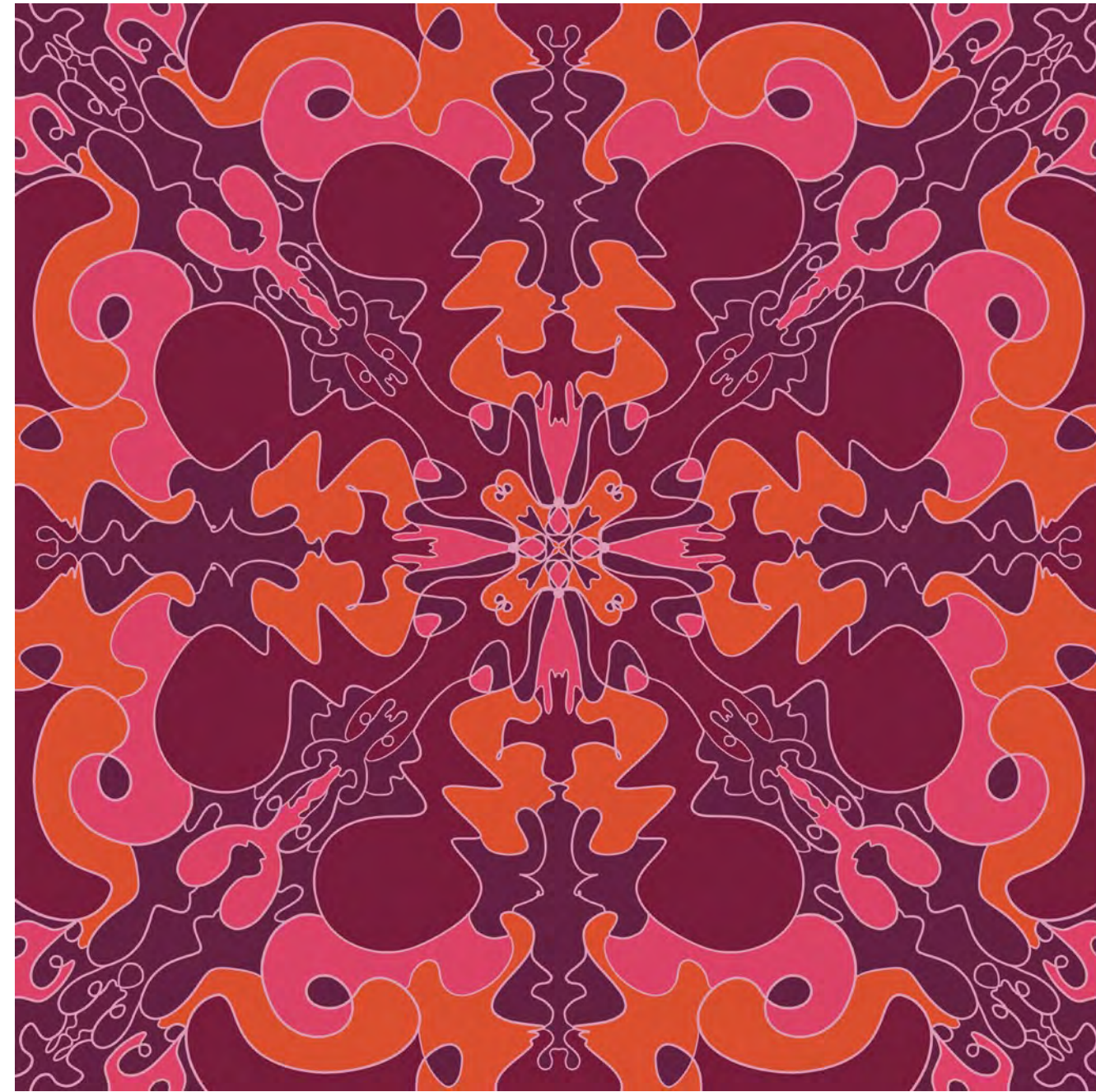
The idea was to create a series of illustrations that were seamless patterns. I was inspired by mandala designs and wanted to incorporate that idea into my patterns. As the illustrator, I used the symmetry tool in my art program which allowed me to create perfect seamless patterns easily.

This project was a fun one to create. It allowed me to illustrate new designs that I can professionally print on any piece of clothing I want.



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## SKATEBOARD DESIGNS

The idea was to create several skateboard designs using a fun and colorful art style. As the designer, I illustrated each board and placed the designs on mockups. The first board was professionally printed and is currently being sold on my website.

I am very pleased with these boards. They represent a new art style that I am working on and I love the fun nature of each piece. I am definitely going to make more soon!

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