THE 2013

Academic Portfolio

OF KEVIN BROADIE



MY DRIVE AS A DESIGNER stems from the joys of goofing around with my high school friends. Before becoming an emergent personal philosophy of life, the concept of design simply meant Photoshopping afros on our pets and making them destroy planets with their laser eyes. It was during this age of discovery and serendipity that I had decided to make design a career. Working full-time, attending college, and a myriad of life experiences has since broadened my ambitions and transformed my motivations. I am now less interested in frivolities and more interested in understanding what it means to live well. My motivation as a designer has grown similarly; the whimsy which had guided my designs in the beginning has been supplanted by a thirst for understanding of what it means to be a good at my hobby and craft. It's interesting how transcendent many visual design ideas can be. The minimalist aphorism "less is more" is also an argument against materialism. The tenet of gestalt theory (the idea that the whole exists independently from the sum of its parts) suggests there is presence in absence—an idea which exists in science (the absence of matter is a vacuum) and in relationships (in the absence of a person exists longing). I dream about grand, unifying theories of design. Perhaps I can formulate a link between aesthetics and biology or reverse engineer a grid system for the fabric

> of space-time. If my dreams don't come true and I fail in my quest to change the course of human history, I take solace in knowing that I will still find joy in

destroying planets with afro-laser pets.

Pew pew.

"People think that design is styling. Design is not style. It's not about giving shape to the shell and not giving a damn about the guts. Good design is a renaissance attitude that combines technology, cognitive science, human need, and beauty to produce something that the world didn't know it was missing."

PAOLA ANTONELLI Curator of Architecture and Design, Museum of Modern Art, New York



Branding for Ocean Pacific

Logo, website, stationery, poster, catalog, shoes, t-shirt

COURSEGraphic Design III

INSTRUCTOR
Andrew Oakes

SOFTWAREIllustrator, InDesign

& Photoshop

TYPEFACE & FOUNDRY

LOGO Cubano, The Lost Type Co-op COPY Eames Century Modern, House Industries

OCEAN PACIFIC is a privately owned company which produces surf-related apparel, swimwear, footwear and accessories. Their products are available exclusively at Wal-Mart.

OBJECTIVE The image of Ocean Pacific has diminished over recent decades. Once a major player, Ocean Pacific faced financial trouble in the 90s and, as a result, has dropped from the public eye. The objective of the new brand identity is to breathe fresh life into this established but forgotten brand.

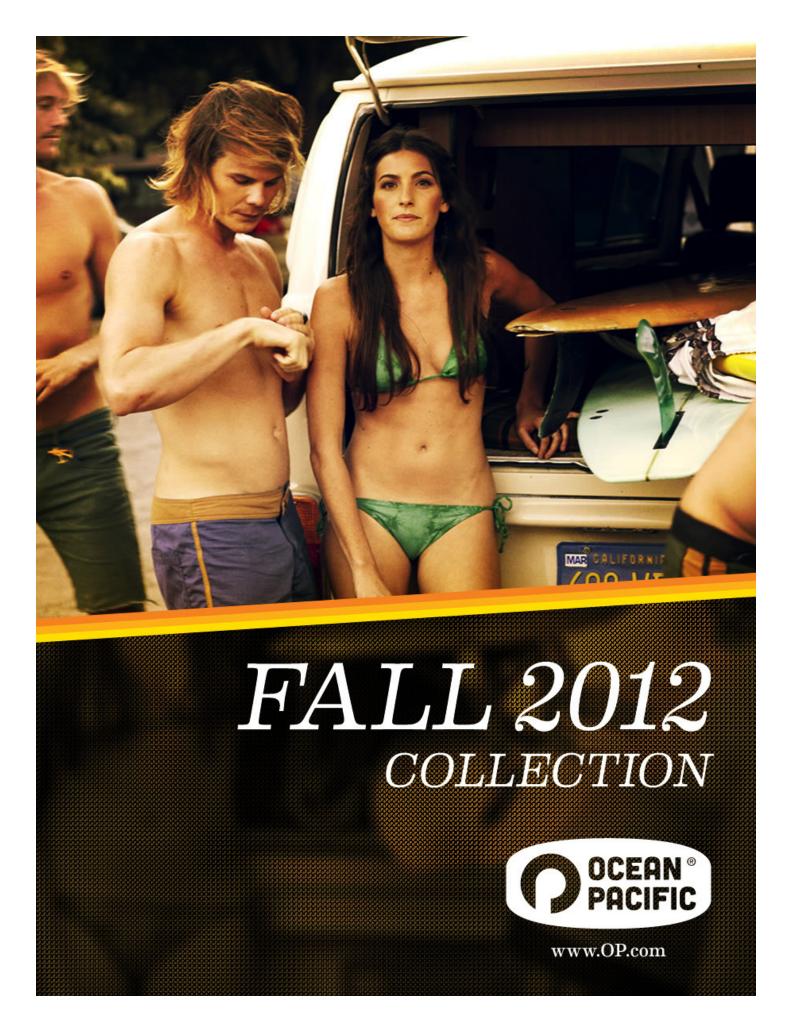
TARGET AUDIENCE Ocean Pacific's target markets are teens, young adults, skaters, surfers, snowboarders and the health and fitness enthusiast.

LOOK & FEEL Ocean Pacific's core branding will be clean and simplistic in order to maximize its utility throughout a diverse stylistic collection of apparel and advertising.















Branding for Echo Global Logistics

Logo, stationery, mobile app

COURSEGraphic Design III

INSTRUCTOR
Andrew Oakes

SOFTWARE
Illustrator
& Photoshop

TYPEFACE & FOUNDRY
Gotham, Hoefler & Frere-Jones

ECHO GLOBAL LOGISTICS is a provider of technology-enabled transportation and supply chain management services, delivered on a proprietary technology platform, serving the transportation and logistics needs of its clients. Echo's webbased technology platform compiles and analyzes data from its network of over 24,000 transportation providers to serve its clients' shipping and freight management needs.

OBJECTIVE The image of Echo Global Logistics hasn't been keeping up with the company's rapid growth. A forward-thinking design needs to be implemented now in order to establish the brand as recognizable, trustworthy, and reliable.

TARGET AUDIENCE Echo Global Logistics' employees and customers.

LOOK & FEEL Echo Global Logistics' core branding will convey a strong sense of reliability through a no-nonsense simplification in order to keep everyone in the supply chain on the same page.















Promotional Material for Gresham Art Gallery

Logo, brochure

COURSE Graphic Design II INSTRUCTOR

Jiong Li

THE CLARA AND ALLEN GRESHAM ART GALLERY offers an Inland Empire showcase for the work of San Bernardino Valley College students, art faculty, alumni and regional artists. Exhibits and educational programs are free and open to the public.

OBJECTIVE To raise awareness of the gallery and promote it's student art exhibitions and educational programs.

TARGET AUDIENCE Students, artists, and philantropists.

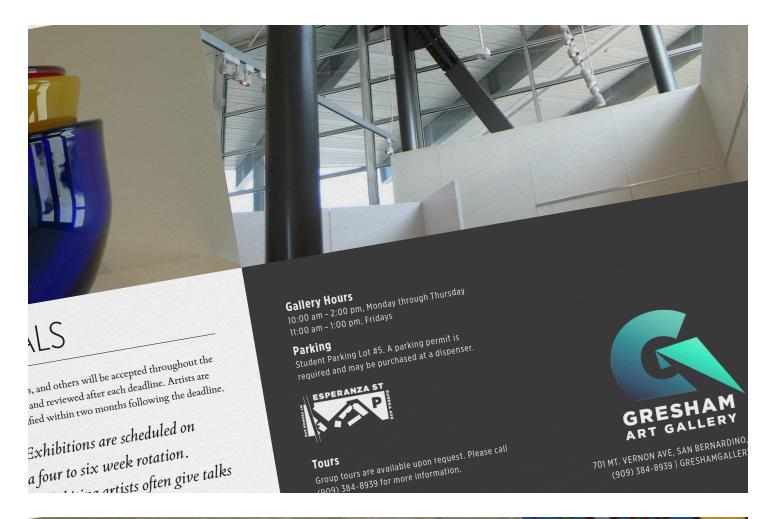
LOOK & FEEL The large amount of body copy is loosely typeset and balanced by photographs in order to make it approachable.

SOFTWARE

Photoshop, InDesign

TYPEFACE & FOUNDRY LOGO Gotham, Hoefler & Frere-Jones copy Bembo, Monotype







OUR MISSION

It is the mission of the Clara and Allen Gresham Art Gallery at San Bernardino Valley College to offer an Inland Empire showcase for the work of students, art faculty, alumni and local artists, and to encourage members of the campus community munity at large to participate in

intended to promote the development of aesthetic awareness and expand the audience's appreciation of various art forms. Gallery exhibits enhance the curricula of the Art Department, as well as engage students from other disciplines and departments.

The Gallery's exhibitions and success of the Clara and Allen its programs and service to the Although the Gallery is an in recognize our need for suppo the exhibition program, wh college community and the We invite you to participat facility and educational m member of Friends of the your individual gifts.



CD Packaging for Metallica's S&M (Symphony & Metallica)

Jewel case, compact disc, booklet, poster

COURSE Graphic Design II INSTRUCTOR Jiong Li

SOFTWARE Photoshop TYPEFACE & FOUNDRY

LOGO Gotham, Hoefler & Frere-Jones COPY Palatino, Linotype

S&M is a live album by the American heavy metal band Metallica, with the San Francisco Symphony conducted by Michael Kamen. It was recorded on April 21-22, 1999 at The Berkeley Community Theatre.



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Trust is possessible and a

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A

Bleeding Me

Hero of the Day

ver I May



And If I close my mind in fear Please pay it open And if my face becomes streete Beware

Sad But True

Hey, I'm your life
I'm the one who takes you there
Hey, I'm your life
I'm the one who cares, they, they betray
I'm your only true friend now
They, they'll betray, I'm forever there

one who's shamed.
Hate, I'm your hate
I'm your hate when you want leve
Pay, pay the price, pay for nothing's fair
Hey, I'm your life
I'm the one who took you there
Hey, I'm your life, and I no longer care

Now that the war is through with me I'm waking up. I cannot see That there is not much left of me Nothing is real but pain now

One

se

Until it Sleeps

o close, no matter how far ouldn't be much more from the heart prever trusting who we are o, nothing else matters

So tear me open and pour me out And the pain still hates me So hold me until it sleeps

Just like the curse, just like the stray You feed it once and now it stays Now it stays

So tear me open but beware There's things inside without a care And the dirt still stains me

It grips you so hold me It stains you so hold me It hates you so hold me

It holds you so hold me Until it sleeps

So tell me why you've chosen me Don't want your grip Don't want your greed

I'll tear me open make you gone No more can you hurt anyone And the fear still shakes me So hold me, until it sleeps

No longer will you hurt anyone And the hate still shapes me So hold me until it sleeps

16 /CD PACKAGING



Book Design for The Great Gatsby

Front cover, back cover, spline

COURSEGraphic Design II

INSTRUCTOR
Jiong Li

THE GREAT GATSBY is a 1925 novel written by American author F. Scott Fitzgerald that follows a cast of characters living in the fictional town of West Egg on prosperous Long Island in the summer of 1922. The story primarily concerns the young and mysterious millionaire Jay Gatsby and his quixotic passion for the beautiful Daisy Buchanan. Considered to be Fitzgerald's magnum opus, *The Great Gatsby* explores themes of decadence, idealism, resistance to change, social upheaval, and excess, creating a portrait of the Jazz Age that has been described as a cautionary tale regarding the American Dream.

OBJECTIVE This novel's first edition is a famous example of a jacket being worth more than the book itself. Painted by a little-known artist named Francis Cugat while the book was still being written, Fitzgerald wrote the cover into the story. Recognizing the value of the first edition cover, I intend to pay it homage in a modernization for this assignment.

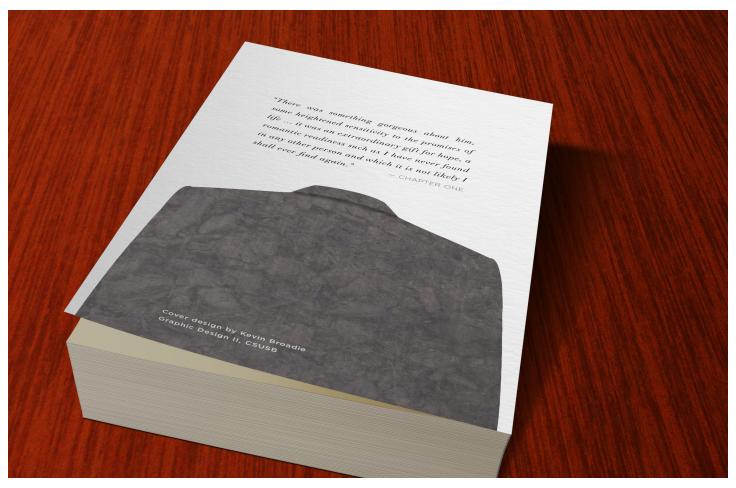
SOFTWARE Photoshop

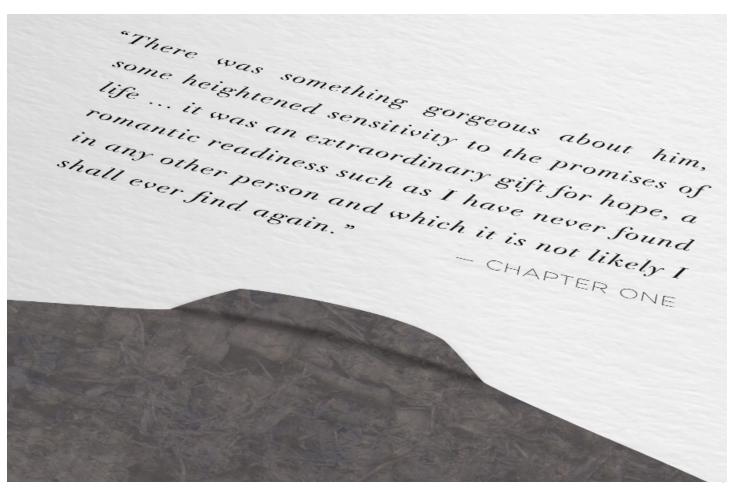
TYPEFACE & FOUNDRY

LOGO Gotham, Hoefler & Frere-Jones copy Didot, Linotype

TARGET AUDIENCE Evidenced by its high placement on every best novel list, The Great Gatsby is considered required reading for everyone.

LOOK & FEEL Set in 1920's New York, the cover will be inspired by Art Deco and the original cover, feeling luxurious yet ominous. The primary themes of the story will be reflected in its cover; the decline of the American dream in the 1920's and the hollowness of the upper class.







Relax Poster

Wall poster, desktop wallpaper

COURSE
Intro. to Digital
Media Design

INSTRUCTOR
Kurt Collins

SOFTWARE
Cinema 4D
& Photoshop

TYPEFACE & FOUNDRY
Semilla, Sudtipos Type

THE RELAX POSTER is the result of a comprehensive series of excercises for Cinema 4D: converting paths made in Adobe Illustrator to splines; extruding NURBS; creating textures; scene and object lighting and shadows; and rendering methodology.

