

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

**COURSE**  
Graphic Design III

**INSTRUCTOR**  
Andrew Oakes

**SOFTWARE**  
Illustrator, InDesign  
& Photoshop

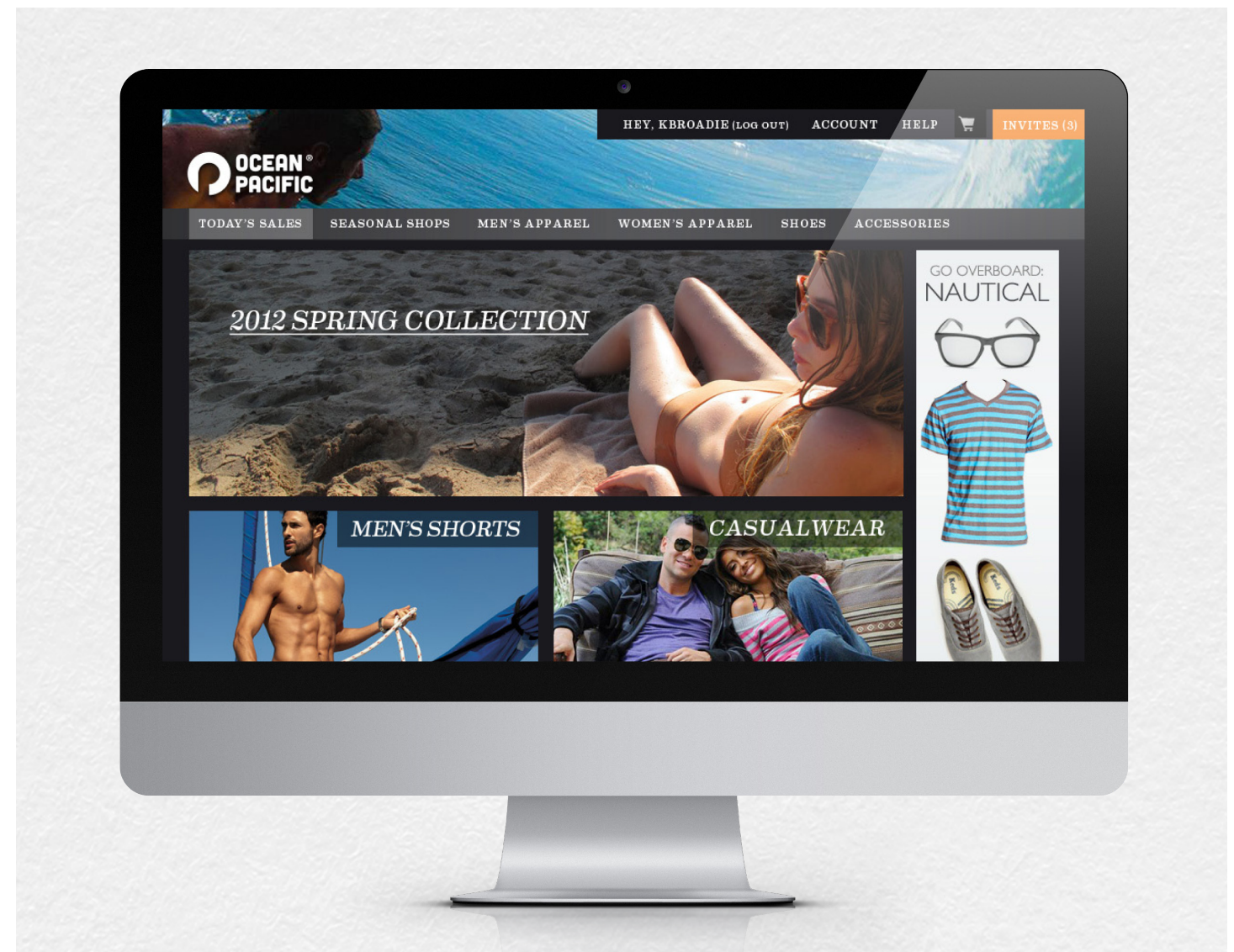
**TYPEFACE & FOUNDRY**  
LOGO Cubano, *The Lost Type Co-op*  
COPY Eames Century Modern, *House Industries*

**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.





# FALL 2012 COLLECTION



[www.OP.com](http://www.OP.com)





## Branding for Echo Global Logistics

Logo, stationery, mobile app

**COURSE**  
Graphic Design III

**INSTRUCTOR**  
Andrew Oakes

**SOFTWARE**  
Illustrator  
& Photoshop

**TYPEFACE & FOUNDRY**  
Gotham, *Hoefler & Frere-Jones*

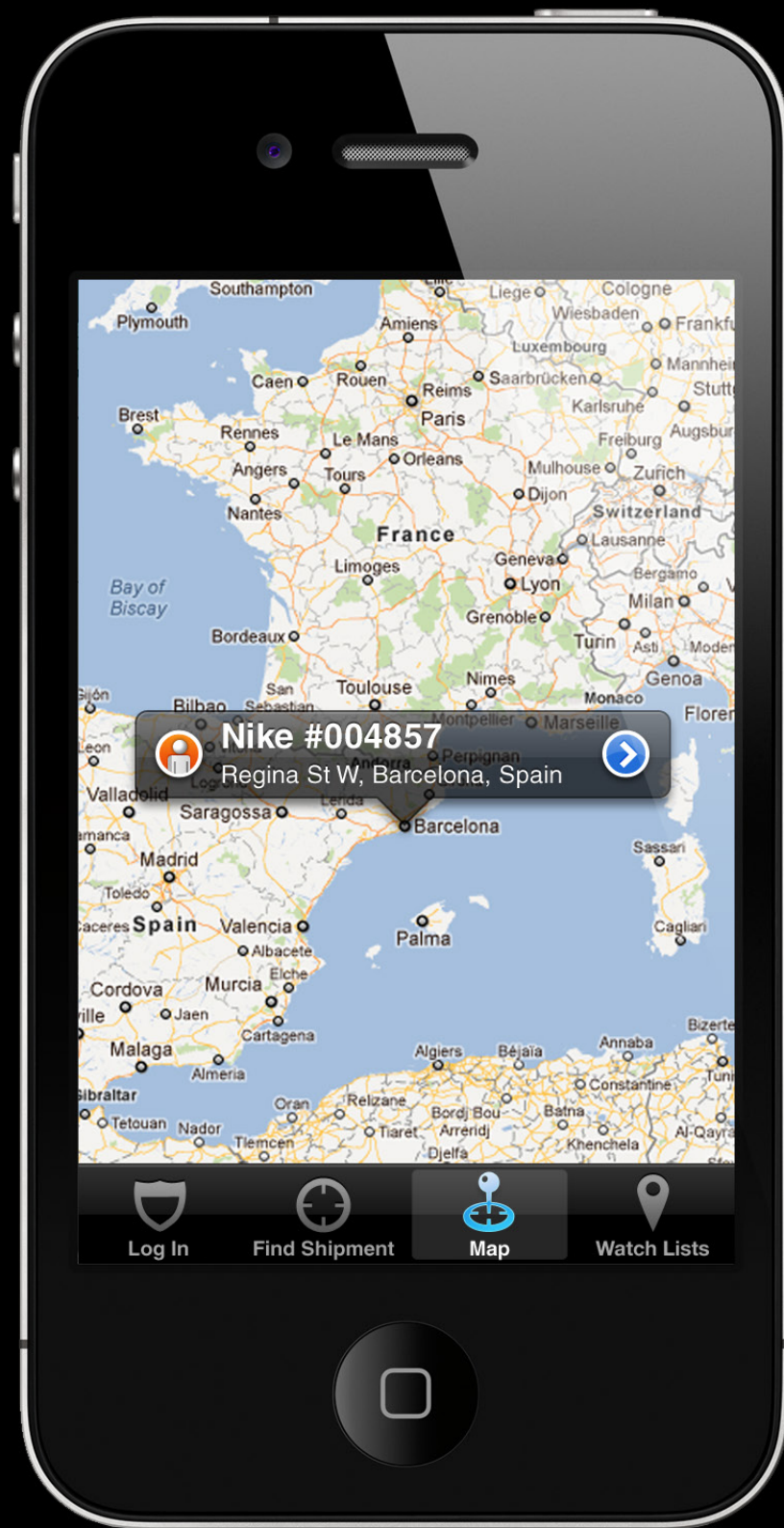
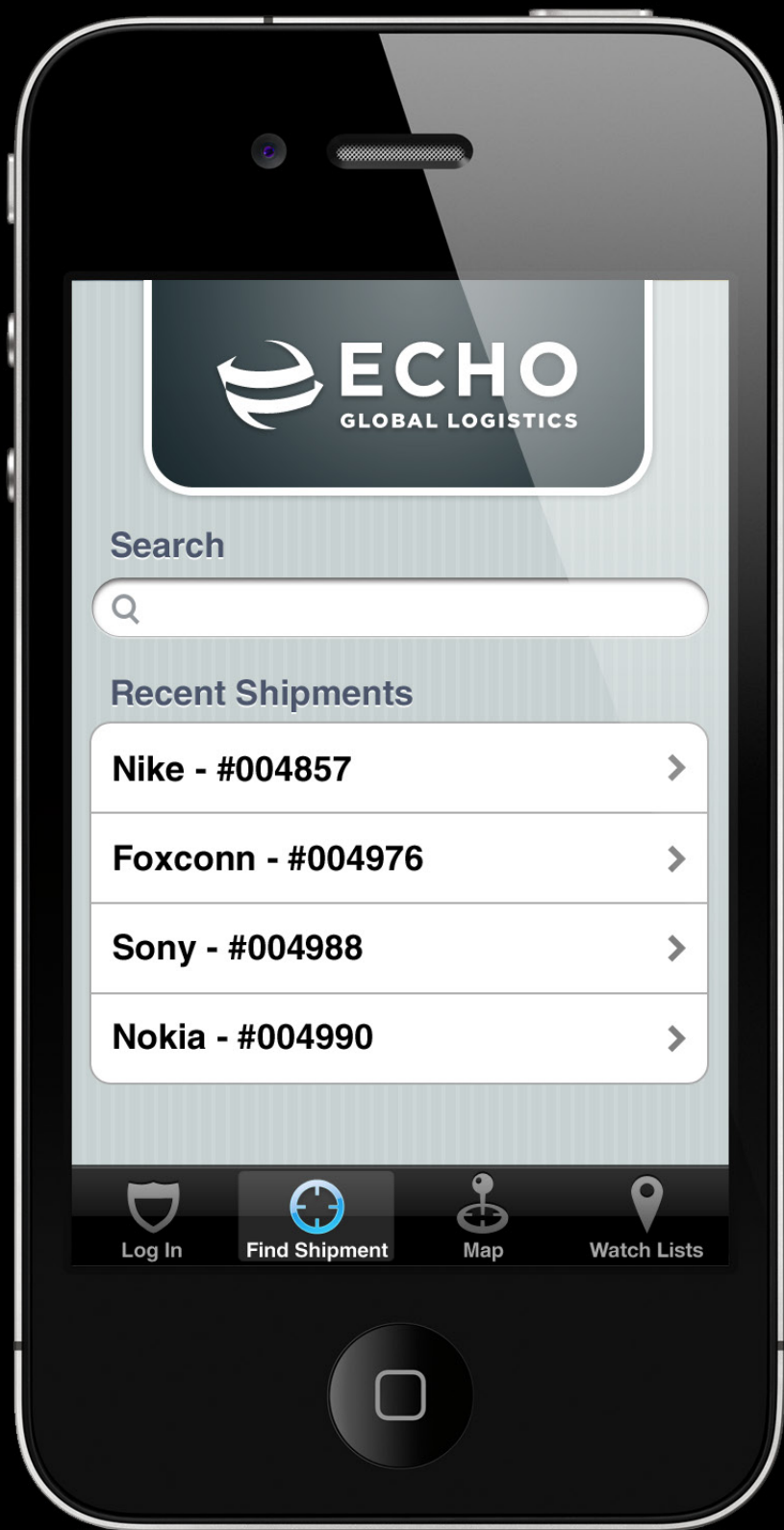
**ECHO GLOBAL LOGISTICS** is a provider of technology-enabled transportation and supply chain management services, delivered on a proprietary technology platform, serving the transportation and logistics needs of its clients. Echo's web-based technology platform compiles and analyzes data from its network 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

**SOFTWARE**  
Photoshop, InDesign

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

**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 its student art exhibitions and educational programs.

**TARGET AUDIENCE** Students, artists, and philanthropists.

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







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

Jewel case, compact disc, booklet, poster

### COURSE

Graphic Design II

### INSTRUCTOR

Jiong Li

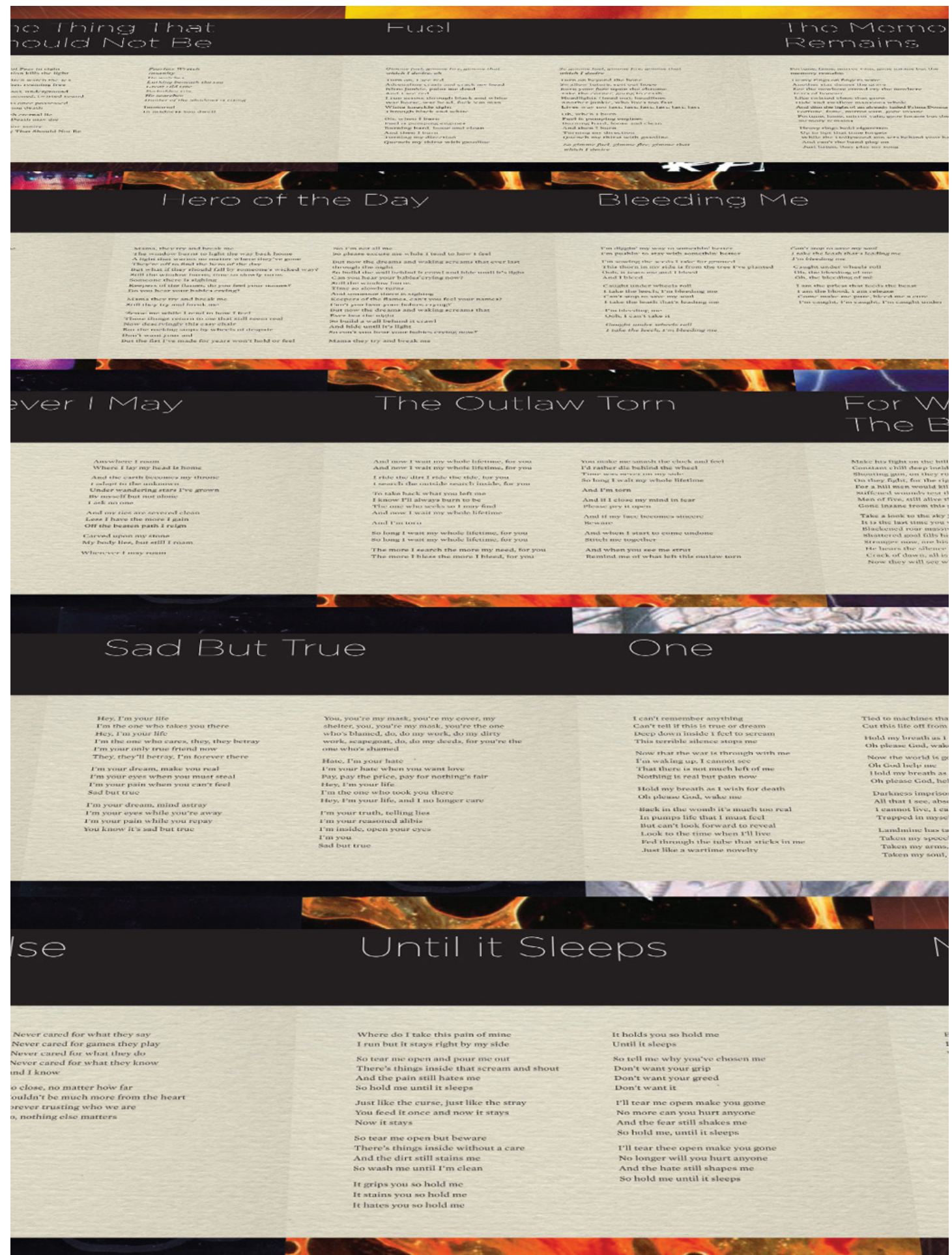
### SOFTWARE

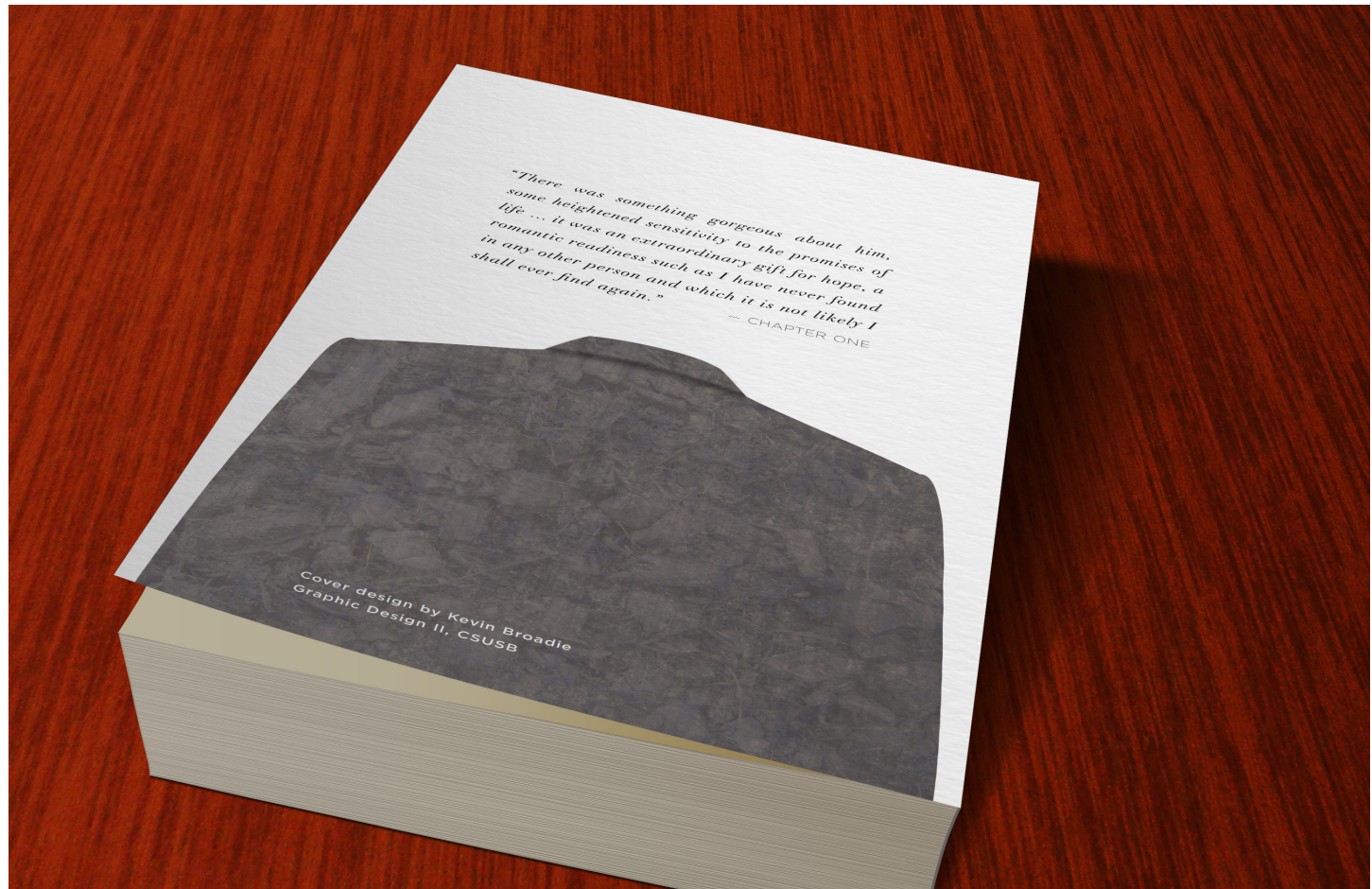
Photoshop

### 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.





## Book Design for The Great Gatsby

Front cover, back cover, spline

**COURSE**  
Graphic Design II

**INSTRUCTOR**  
Jiong Li

**SOFTWARE**  
Photoshop

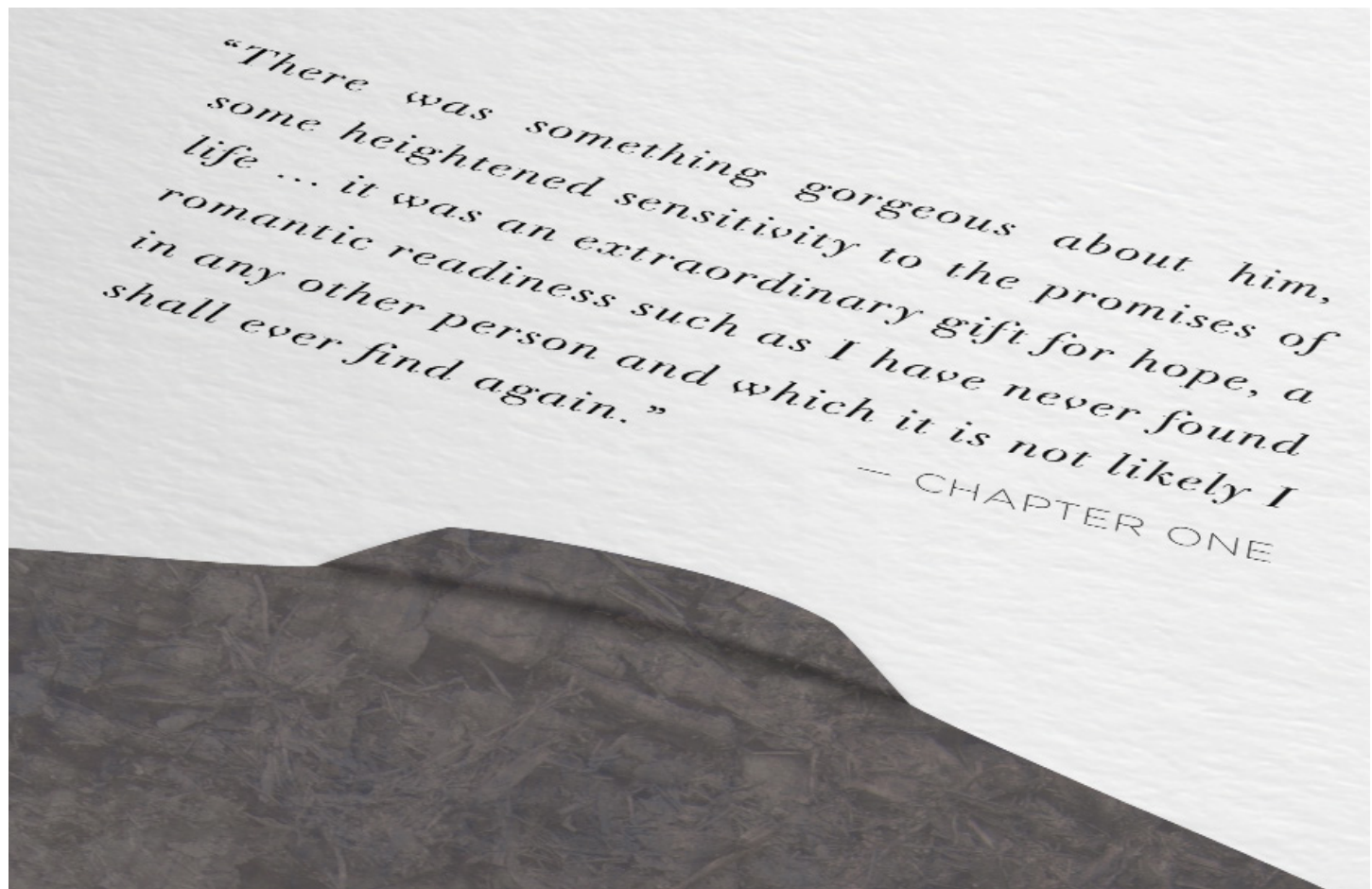
**TYPEFACE & FOUNDRY**  
LOGO Gotham, Hoefler & Frere-Jones  
COPY Didot, Linotype

**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.

**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

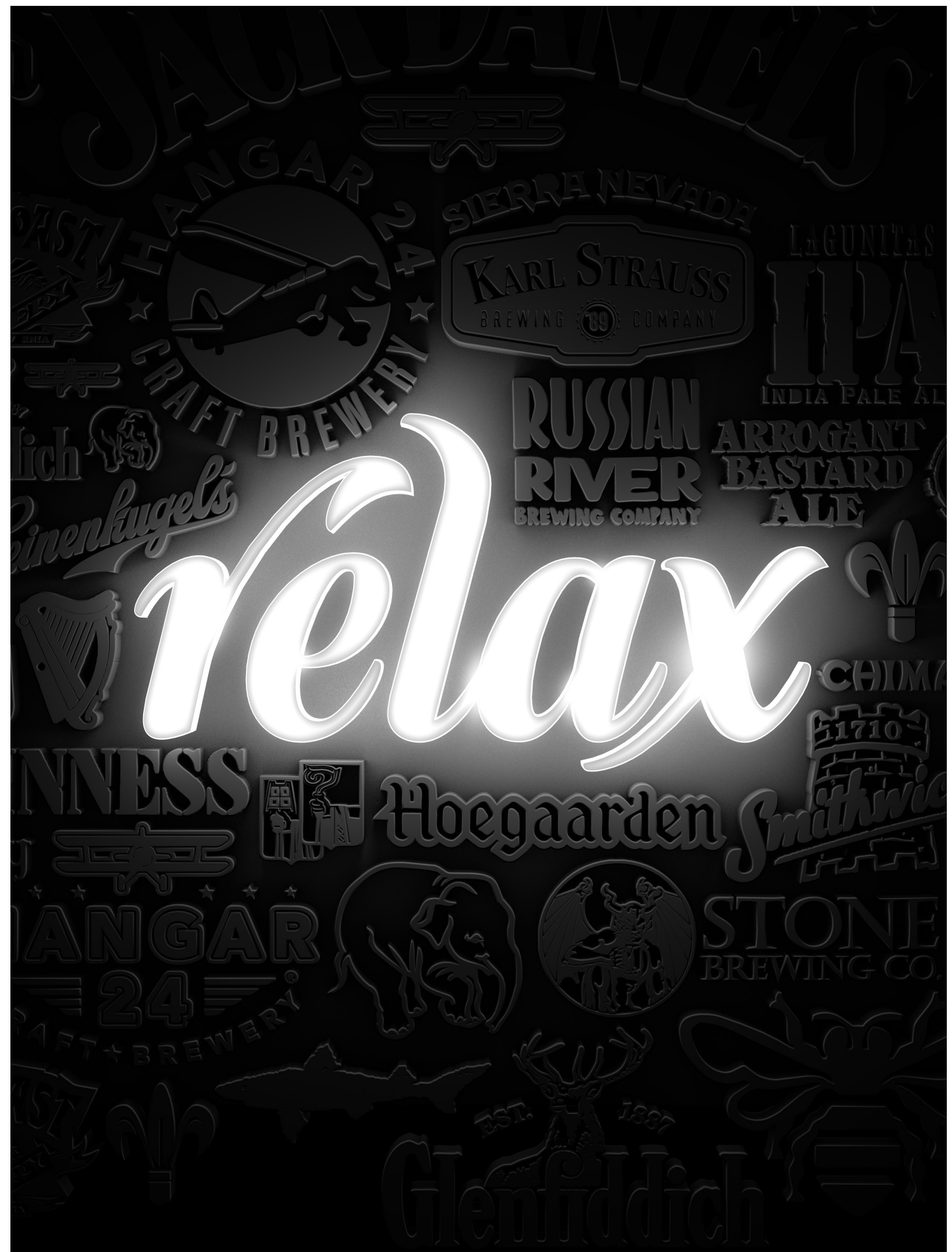
### SOFTWARE

Cinema 4D  
& Photoshop

### TYPEFACE & FOUNDRY

Semilla, *Sudtipos Type*

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







**KEVIN BROADIE**  
GRAPHIC DESIGNER