

jordan prucnal  
design portfolio

# Projects

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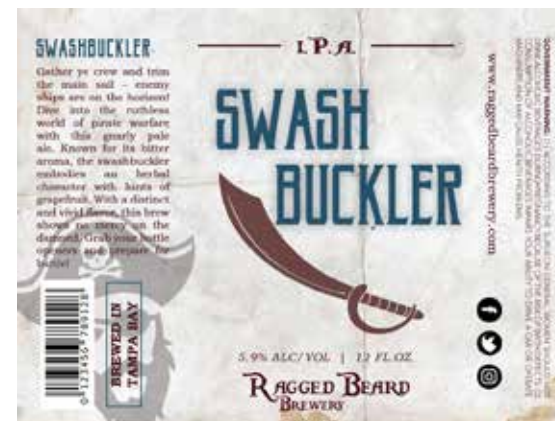
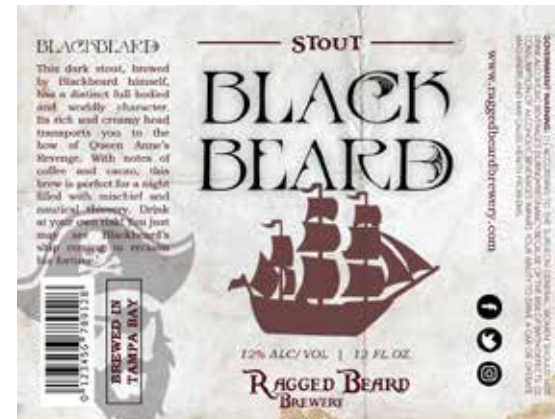
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# Ragged Beard Brewery

Independent Study

This independent study taught me how to brand a brewery from scratch. I explored my creativity and design skills within Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.

Through research, sketches, design iterations, and mockups, my vision came to life. I created and designed a brewery logo and icon, 3 craft beer bottle labels, signage and merchandise. I strongly believe that the Ragged Beard Brewery would thrive in the Tampa Bay area.





# Boatyard Menu Design

ART 309

For this project, I learned about & created hierarchy with text in a grid structure by redesigning a restaurant menu. I chose the Boatyard Bar & Grill in Annapolis, MD because I am familiar with, enjoy, understand the clientele, & have experienced it over many years.

Even though I created a new logo, I still wanted to keep a welcoming, nautical feel through type/color studies, mood boards, logo designs, sketches, menu iterations, and critiques. This project also won the 2019 Student ADDY Scholarship with Ad2 Tampa Bay.

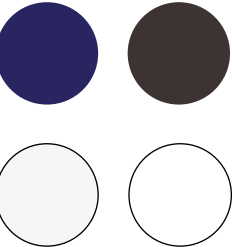
## Logo Before



## Logo After



## Color Palette



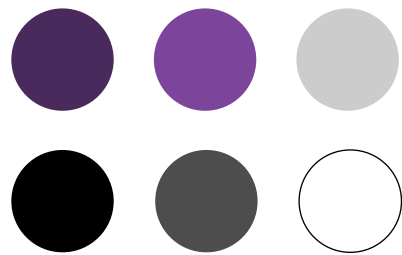


# Giving Season

Big Brothers Big Sisters of America

The Giving Season is the time at the end of the year where individuals lend support to their communities and organizations by “giving.” Social media plays a major role in the Giving Season as a main method for non-profit organizations to solicit gifts and celebrate givers. By presenting a clear and distinct message, Big Brothers Big Sisters of America can benefit from the Giving Season from those who wish to give to one of the leading youth-serving nonprofits. This campaign will serve as a resource to anyone wishing to help in that effort. The central theme for the Giving Season campaign was Give a Little Kindness.

### Color Palette



### Give a Little Kindness Video



Social Media Toolkit

### The Logo



### Social Graphics



### Website Banner



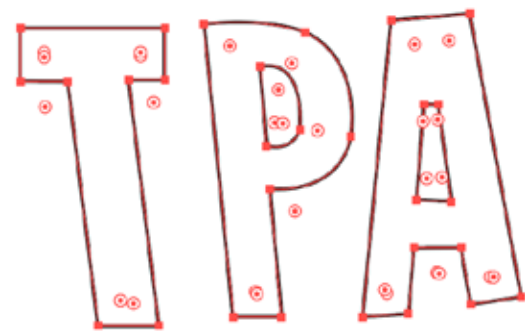
# Tampa Type Poster

ART 309

For this project, I learned letterform anatomy by collecting, examining, tracing, and deconstructing found vernacular letterforms around the City of Tampa. I used type as image to create a dynamic type poster composition. I can see this design in the airport, around the City of Tampa, or as a postcard.

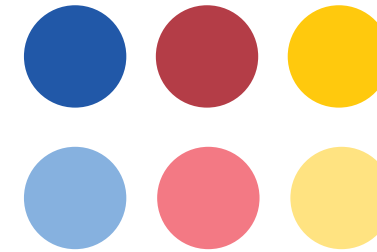


I found this vernacular type from the local cafe, restaurant, and juice bar, Urban Juice Company, which is located in downtown Tampa.

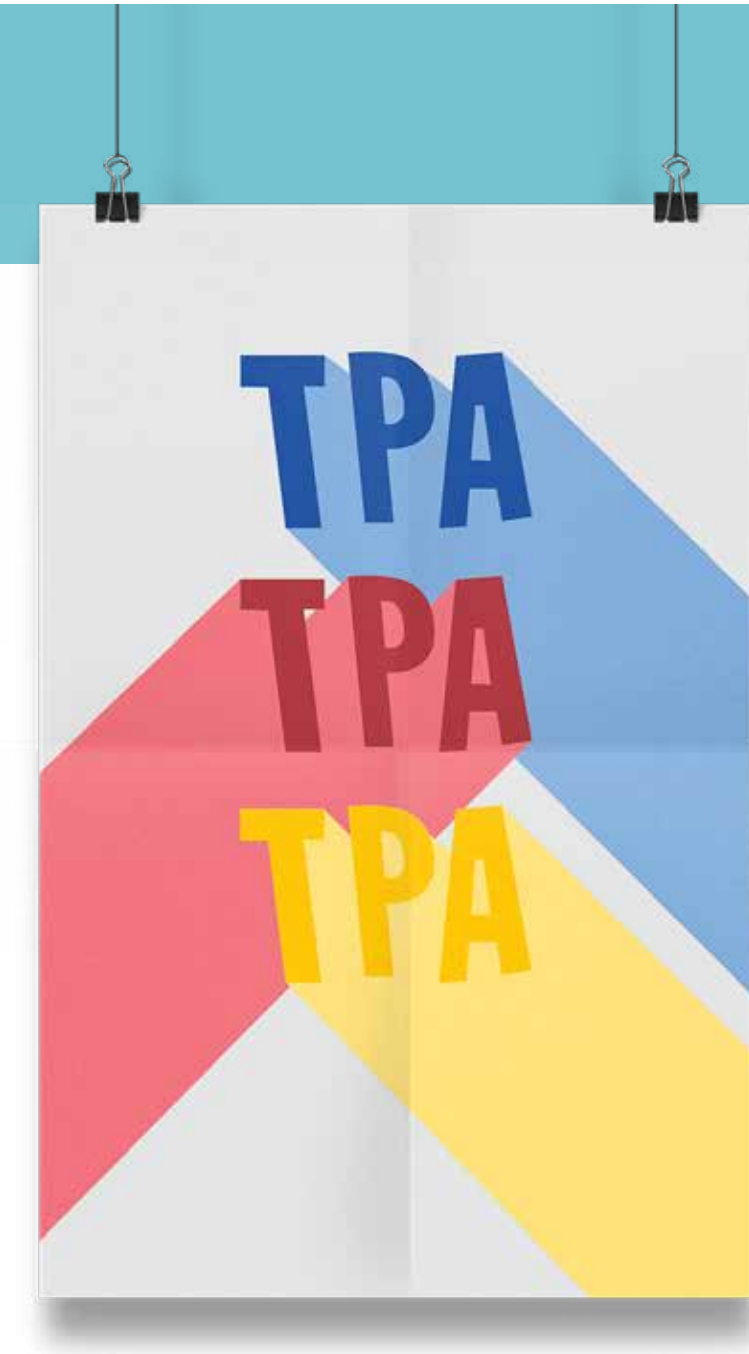
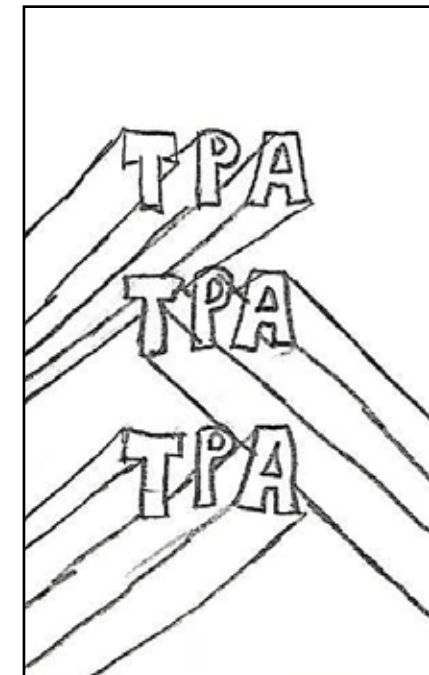


Above are the anchor points from the type I created. I chose to create these initials of TPA to represent Tampa International Airport.

## Color Palette



## Poster Sketch





# CAV-ineers

Archbishop Spalding High School Robotics Team

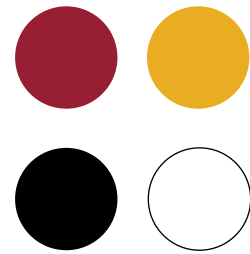
For Inspiration and Recognition of Science and Technology Robotics Competition. The FIRST Robotics Competition is an international high school robotics competition. Each year, teams of high school students, coaches, and mentors work during a six-week period to build game-playing robots that weigh up to 120 pounds (54 kg).

As the captain of the business team, I personally branded my high school's FIRST Robotics Team. The team name is the CAV-ineers and the mascot is a cavalier. The team number is 4541 and the slogan is Achieving Beyond Our Limits, also incorporating the team number.

## The Logo



## Color Palette



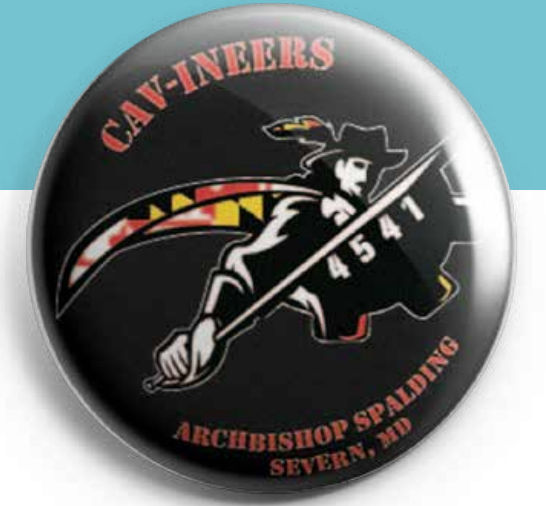
## Pit Banner



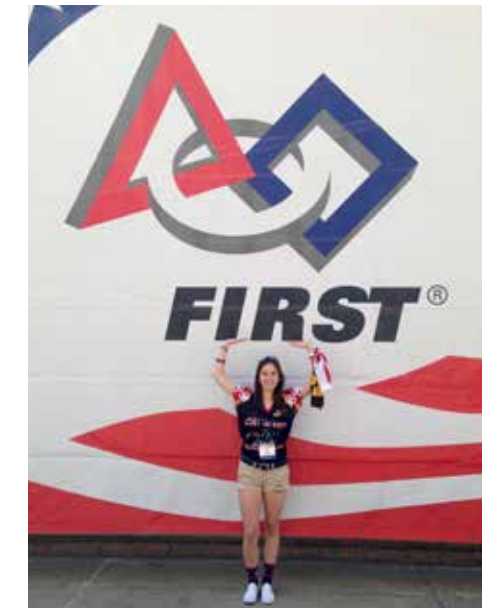
## Front



## Back



## FIRST Logo





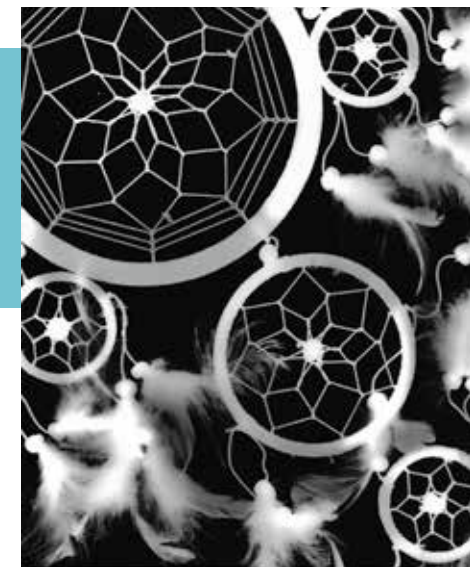
# Film Photography

ART 208

Film photography has always been a passion of mine. It has taught me patience, calmness, and precision. I own a manual focus, manual light meter, 35mm Pentax K1000.

## Projects include:

- Photograms of Self
- Architecture
- Portraits
- Action Transformation
- Day of Food



## Portrait Project







**THANK YOU**