jordan pruchal design portfolio

Projects

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Independent Study

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CAV-ineers

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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.

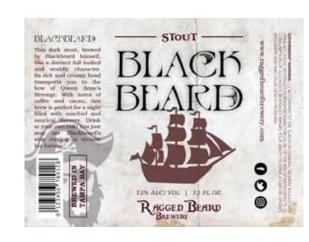


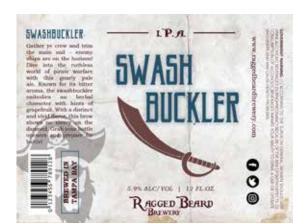














Boatyard Menu Design

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

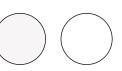






Color Palette











APPETIZEBS

EDEXIAIL3

Rum Swizzle Guzza Anton Rum beat juices, Angustina Setten, Graup Engle Barrel Ball Brail, p

Crab And Artichoke Dip

DARKET BAY BAR

Middle Neck Clams

Boatyard Bar & Grill

pappers distral with routhwestern stationings, lightly breaded, cooked to a guiden brown and served with our own chapole sench, as Crispy Crab Balls

Norman's Cay Conch Fritters

Maryland Grab Soup With spicy code and fixed fronth fraction factor, rathery come, propose, formation postators, catherps and church of lamp time tool man. 8

Cream Of Crab Soup

3DUP3 & 3ALAD3

The Yin And Yang

Top Shelf Steak Salad

Steamed Shrimp à la Eastport

Our Wings

Regatta Nachos

Cuban Shrimp Salad

ENTREES

Busha Browne's Jamaican Style Pork Chop Style Pork Chop Buryles, This, bride post lim (hig. subbed with M. Busha Brawns's author "all returns, healthy and psicy" Jamaics and pott suscinate. Served with snapshood potations and theFT chairs regge of the Bay, Quandand with mangatocomal chotters. 49

Atlantic Salmon

SANDWICHES

Our parkinshes are served with I chains at test house made ded salad of the day, been house substance gloss the salad of the should be to be because and a 11 three salad on the salad of t

The Best Crab Cake Sandwich You'll Ever Eat

Chipotle Black Bean Burger

Griffed Chicken Breast

Ocean City Inlet Flounder

Smoked Turkey Club

Margherita Pizza

Black N Bleu Tuna

Our Fish and Chips

"Irish" Roast Beef Melt

Black Angus Filer Mignon var

Soft Shell Crab Sandwich

Bbq Chicken Pizza rab/Artichoke Dip Pie

Bill the Goat" Veggie Pizza

DESSERIE

Maryland Smith Island Cake

New York Monster Cheesecake

Boarvard's Homemade Bread



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





The Logo





Give a Little Kindness Video





Social Graphics



Website Banner



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Tampa Type Poster

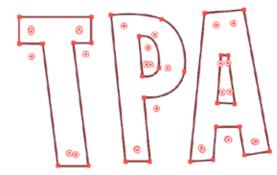
ART 309

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.



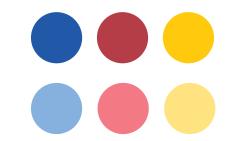


I found this vernacular type from the local cafe, restaurant, and juice bar, Urban Juice Company, which is located in downtown Tampa.

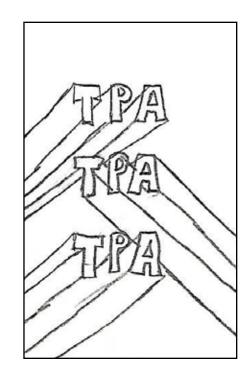


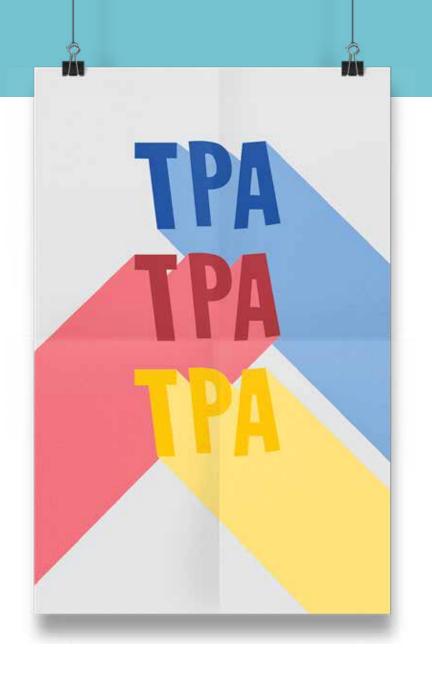
Above are the anchor points from the type I created. I chose to create these initials of TPA to represent Tampa International Airport.

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.

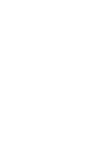
The Logo







Pit Banner



Front

Back



Cav-ineers







FIRST Logo



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Film Photography

ART 208

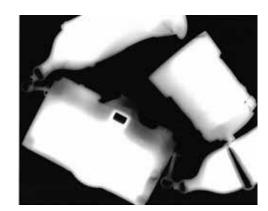
Film photography has always been a passion of mine. It has taught me patience, calmness, and precision. I own a manual focus, manual light meter, 35mm Pentax K1000.

Projects include:

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













Portrait Project







THANK YOU