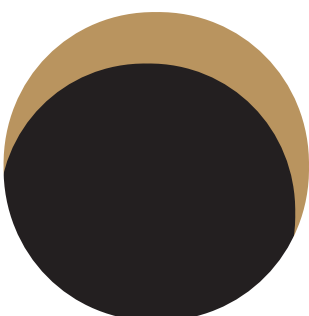
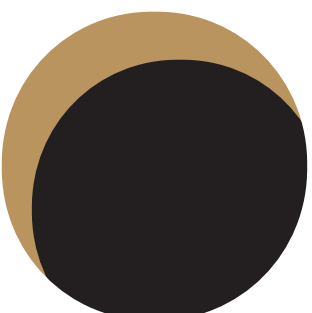
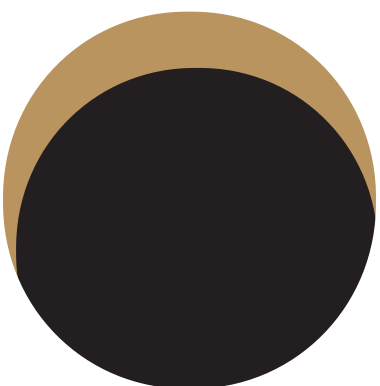
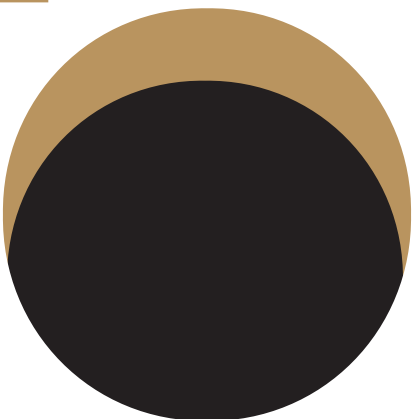
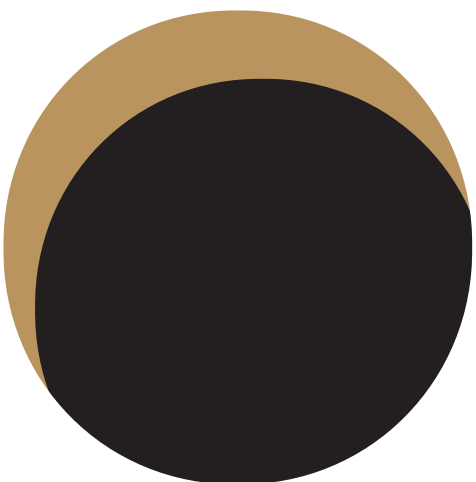


terrell carter

oct. 2024

PORT



FOLIO

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Corporate Rebrand

Objective

Fair for Life is a fair trade certifying organization. The company helps consumers identify products and supply chains that are ethically sourced. But their logo felt outdated and they needed a new typeface to refresh the brand.

Solution

To maintain brand equity I kept the orange color and the leaf motif. However, I updated the leaf to make it more recognizable as a mark. I introduced Gilroy as the typeface to give the brand a fresh, modern but approachable feel.

Category

Branding



Industry

Agriculture

Tools

Adobe Illustrator
Adobe Photoshop
Figma

Teacher

Bradford Prairie



Game Night

Objective

Queer Gayme Night is a group dedicated to organizing board games for the community of LGBTQ+ . The group needed digital and print signage for their event flyers, name tags, and social media marketing.

Solution

I chose a modular layout reminiscent of board game spaces that could adapt to changing event locations and times. To evoke retro game boards I selected a palette made up of brown, red, blue, and yellow.

Category

Branding

Industry

Entertainment
LGBTQ+

Tools

Adobe Illustrator

Teacher

Colleen Woolsey



Page Layout

Objective

The Metropolitan Museum of Art is the largest art museum in America. For this museum, our professor asked us to produce cover pages that followed strict requirements for an exhibit on Joseph Albers.

Solution

Using only the typeface Helvetica, I explored weight, scale, axis, and color to create 35 unique cover pages that met the design requirements for the museum and honored the creativity of its subject.

Category

Typography

Industry

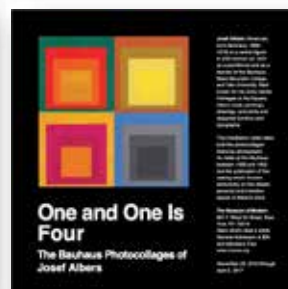
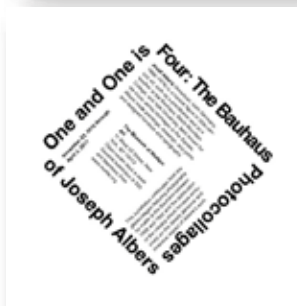
Arts

Tools

Adobe InDesign
Adobe Illustrator

Teacher

James Bowman



Journalism

Objective

Lopez Island is an archipelago community of 3,000 people in the Pacific Northwest. During Covid, the community needed a way to stay engaged and informed.

Solution

Over 20 months, I created an online journal and wrote 18,000 words for 10 articles at the height of the pandemic. I also created an audio/podcast episode. All together the journal helped stitch the community.

Category

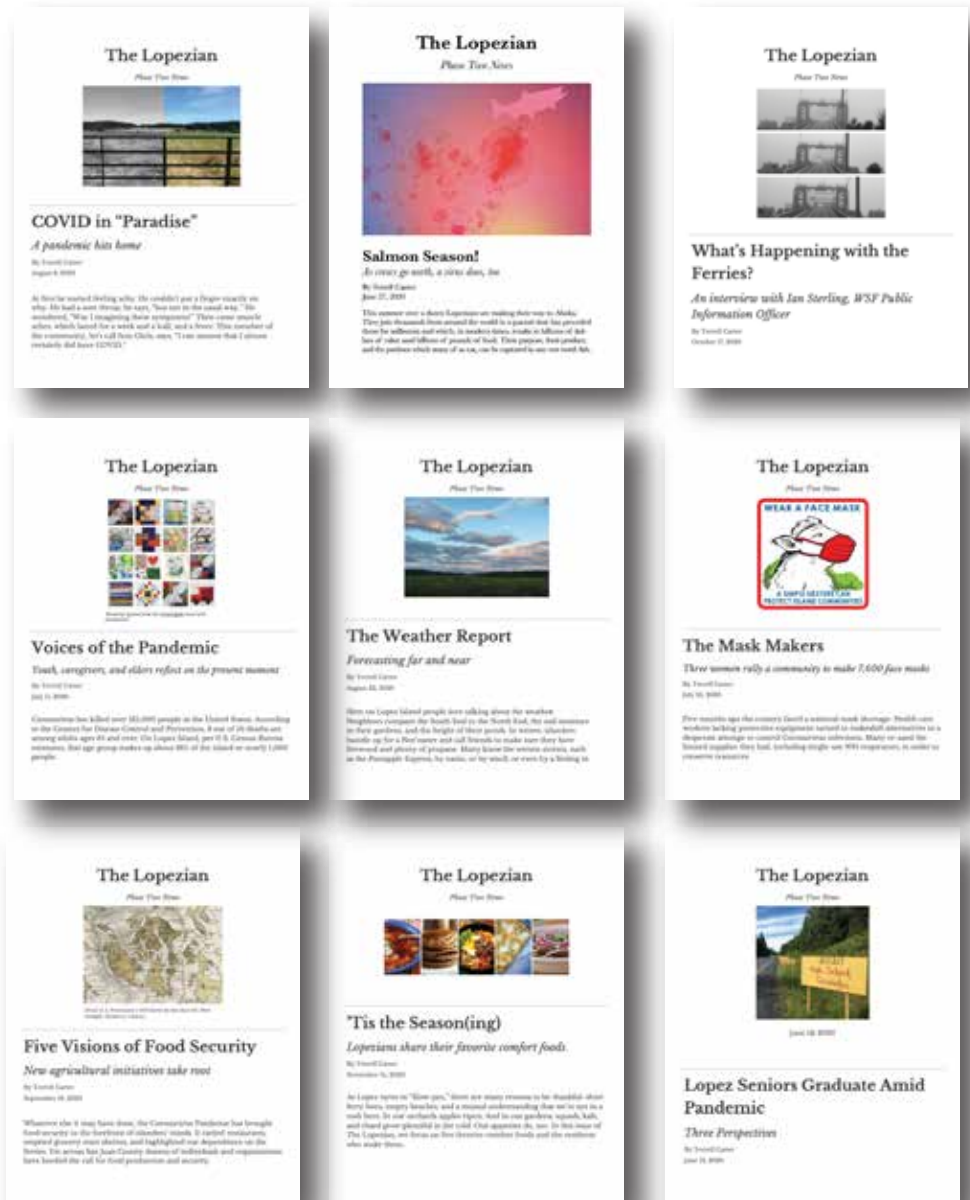
Journalism

Industry

Media

Tools

GarageBand
Google Docs
Bookmark Site Builder



Restaurant Refresh

Objective

Jo's Diner is a beloved restaurant in San Diego's Mission Hills neighborhood. The restaurant needed merchandise to show off its playful but local brand aesthetic.

Solution

I chose to use an outline of the restaurant's storefront to quickly bring to mind the restaurant. I retained brand equity by keeping the color orange, which also stimulates the appetite.

Category

Branding

Industry

Hospitality

Tools

Adobe Illustrator

Teacher

Matt Turney



Improv Night

Objective

ImprovUnRated is an adult-only comedy show hosted by National Comedy Theater in San Diego. A group of attending improv-goers needed a flyer to advertise their outing.

Solution

I chose bright colors on a dark, smoky background to evoke a night club atmosphere. The circles create visual rhythm while all the pertinent event details are at the bottom, making them readable.

Category

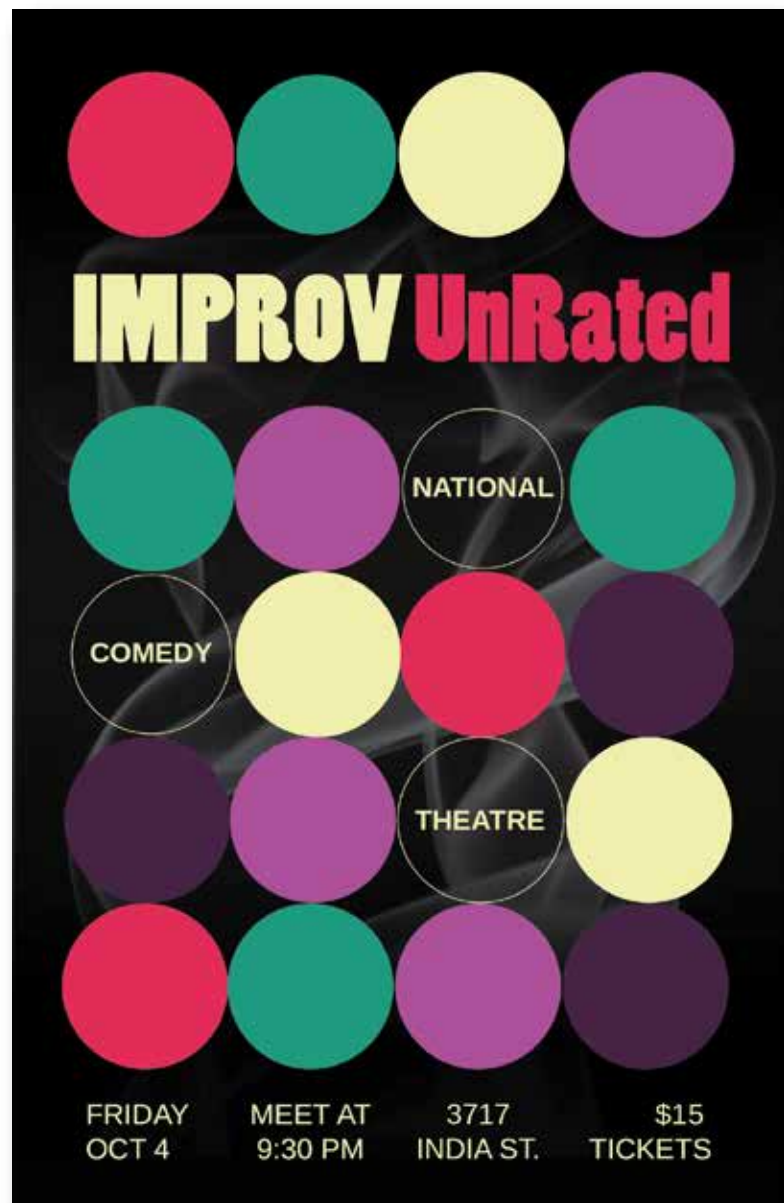
Event Flyer

Industry

Entertainment

Tools

Adobe Illustrator



Motel Signage

Objective

Bay Cities Motel is a long-standing motel in the South Bay region of San Diego County. The hotel needed new signage after a change in ownership that would be visible to drivers passing by at high speed.

Solution

I created a colorful sign that evoked the natural beauty of San Diego Bay. The client liked the result (below top) but requested that it be simplified for vinyl and made red. So I adapted the design (below bottom).

Category

Branding

Industry

Hospitality

Tools

Adobe Illustrator

Teacher

Sea Monster Marine



Magazine Cover

Objective

JUICED is a lifestyle magazine for 25-40 year-old millennials centered on urban living and citrus. They needed a cover for their magazine that captured their youthfulness and brightness.

Solution

A bright color palette makes the fruit jump off the page. I chose an Art Deco-inspired typeface to give the publication a touch of formality. The bursting citrus imagery gives the cover zest and a sense of play.

Category

Magazine

Industry

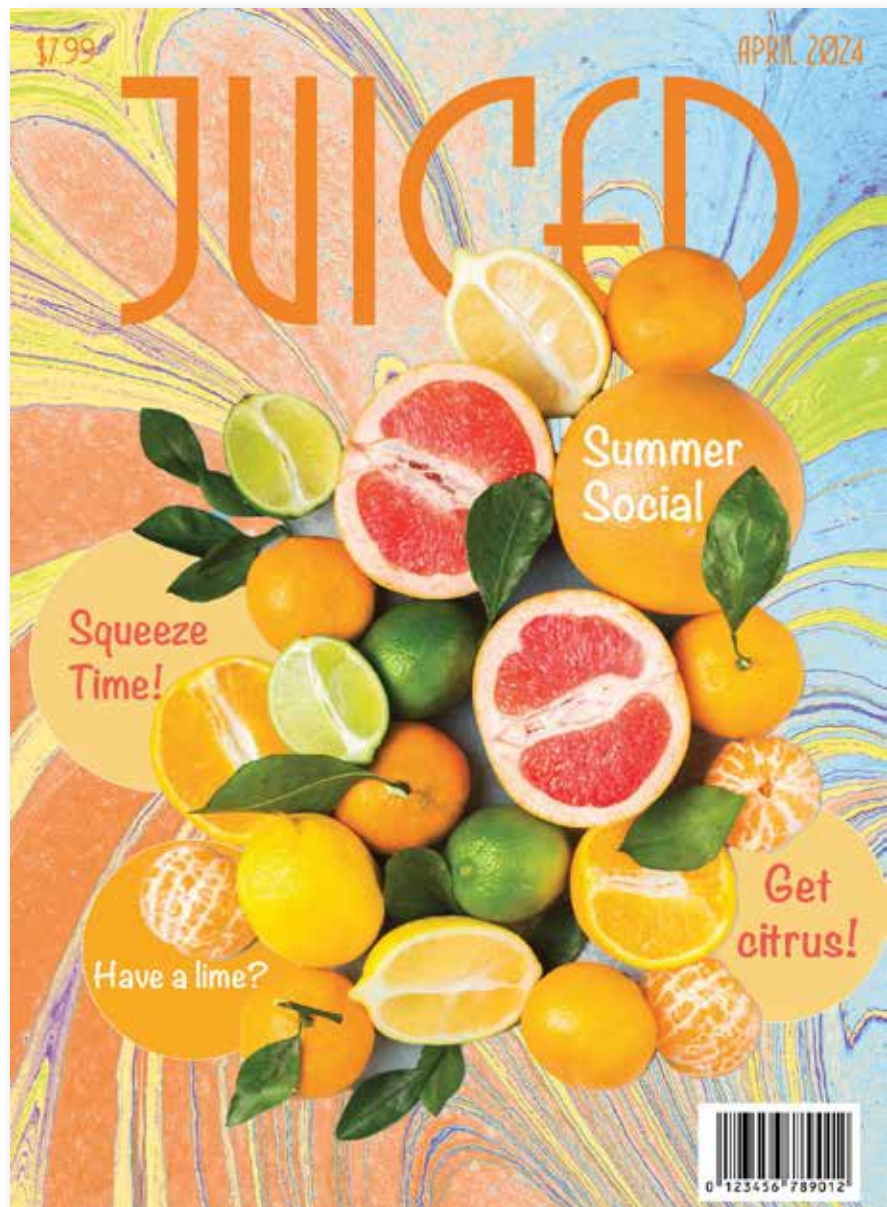
Media

Tools

Adobe Illustrator
Adobe Photoshop

Teacher

Lorem ipsum dolor



Concept Graphics

Objective

Social isolation is a major problem, exacerbated by the Pandemic but preexisting. Society asks for a graphic to draw attention to this problem while offering a solution.

Solution

I chose to focus on cooperation as an antidote to isolation. The figures in the foreground work together to pass colorful blocks to the figure in the background who is trapped in an hourglass.

Category

Conceptual Art

Industry

Creative

Tools

Adobe Illustrator

Teacher

Omar Garcia



Advertisement

Objective

Tanks NOT Tanks (TNT) is an anti-war clothing company focused on manufacturing tank tops for the modern Peace Warrior. They needed a single-page advertisement for a magazine.

Solution

I wanted to use color as a metaphor to show brightness in the face of darkness. The text speaks to the importance of keeping perspective; while the figure tightrope walking is a symbol of hope.

Category

Branding

Industry

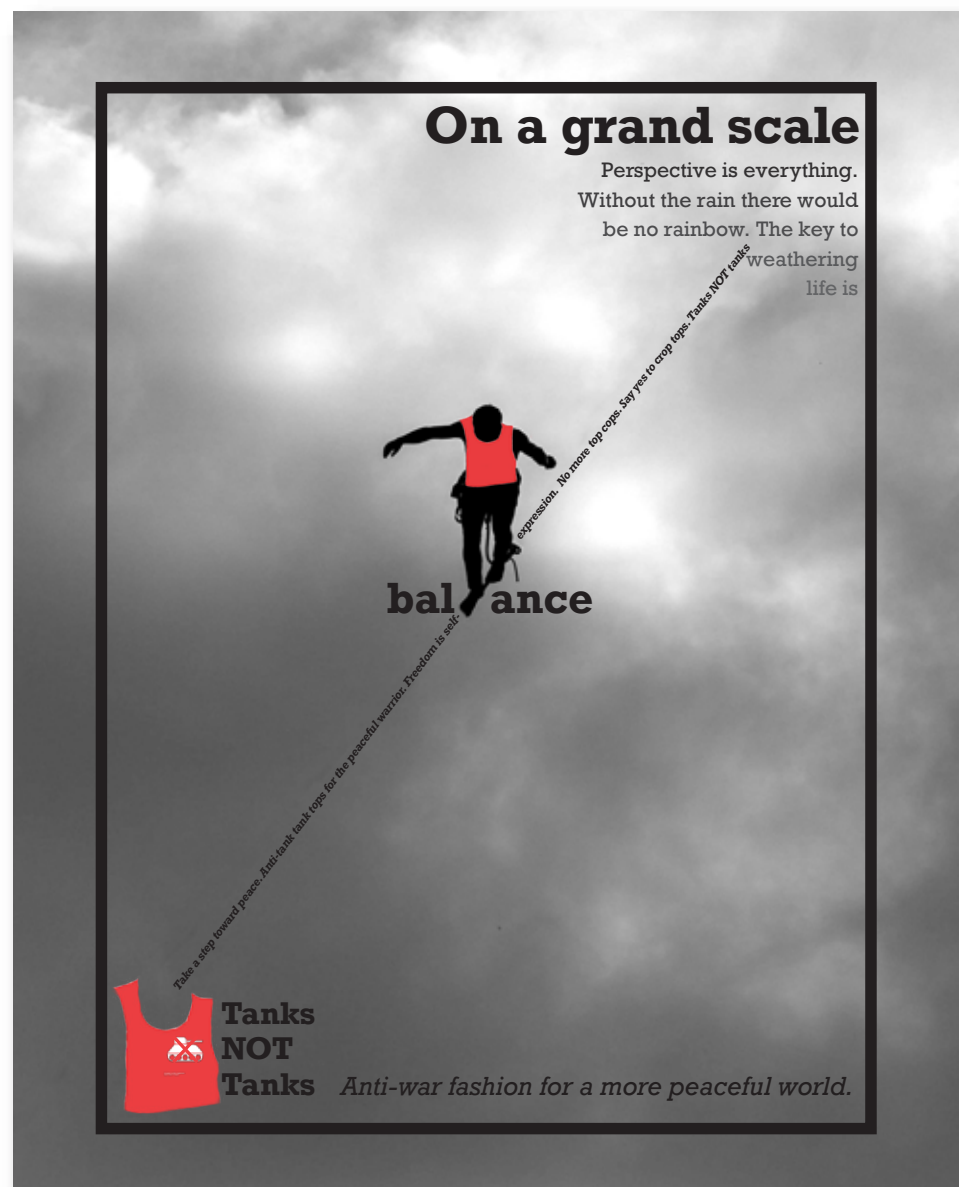
Retail Fashion

Tools

Adobe Illustrator
Adobe Photoshop

Teacher

Colleen Woolsey



Logo Design

Objective

Sophie's Scooter Shop in Ocean Beach, San Diego, required a logo for its motorsports showroom and store. The Logo needed to evoke the spirit of Vespas as well as hearken to the beach and beach apparel.

Solution

I used photographs and tracing paper to outline the form of a Vespa then filled the form with organic, floral shapes. I wanted to create a sense of flow and movement to evoke transportation and women's apparel.

Category

Branding

Industry

Automotive

Tools

Adobe Illustrator

Teacher

Omar Garcia



Patterns

Objective

A paper company requested three minimalist patterns that could be used as wrapping paper for its upcoming season centered on Christmas.

Solution

Using only basic shapes (squares, circles, triangles) I created patterns that evoked chalets and heraldry.

Category

Packaging

Industry

Gift Wrapping

Tools

Adobe Illustrator

Teacher

Omar Garcia

