

graphic design

# portfolio

**email:** [aemcgee@outlook.com](mailto:aemcgee@outlook.com)

**phone:** 705.931.7120

**website:** [www.ashleymcgeegraphics.wix.com/portfolio](http://www.ashleymcgeegraphics.wix.com/portfolio)

**resume:** Ashley McGee Resume

*aem*

ashley mcgee ▼ graphic design

## Magazine Branding

Design a cover and double page spread for MüZik magazine -- a trendy magazine about food and wine, travel, art and culture, and entertainment.

Mobile app also created with ads and additional spreads.

## Programs Used

Photoshop  
Illustrator  
InDesign  
Mag+



**alem**

ashley mcgee ▼ graphic design

## Promotional Material

Design a brochure, magazine ad, and poster to promote tourism and travel in a given province/territory.

Province: Nova Scotia

## Programs Used

Photoshop  
Illustrator  
InDesign



*acem*

ashley mcgee ▼ graphic design

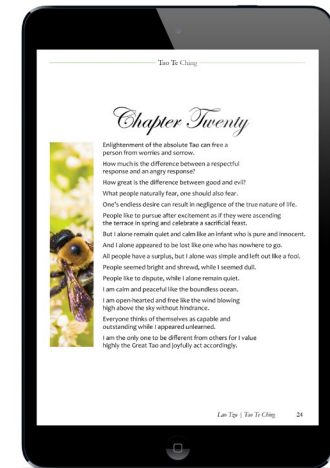
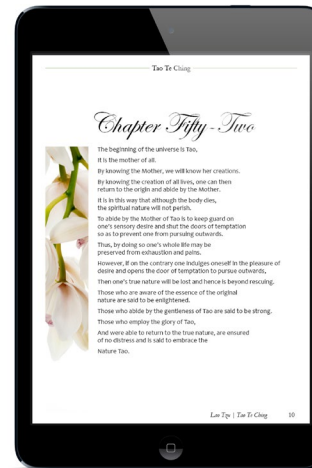
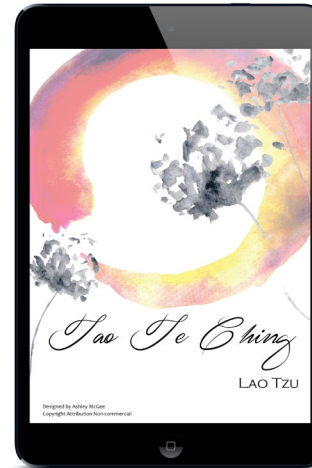
## E-Book

Design and format an 82 chapter translated version of *Tao Te Ching* into an e-book for iPads.

## Programs Used

Photoshop  
InDesign  
Mag+

**alemm**  
ashley mcgee ▼ graphic design

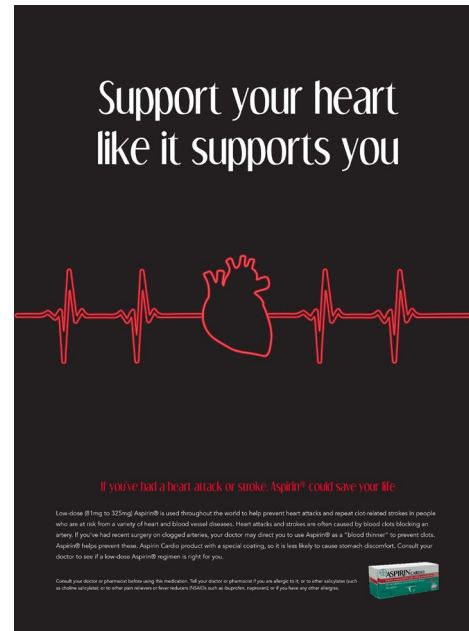


## Magazine Advertising

Design 2 different concepts of the same product for a magazine.

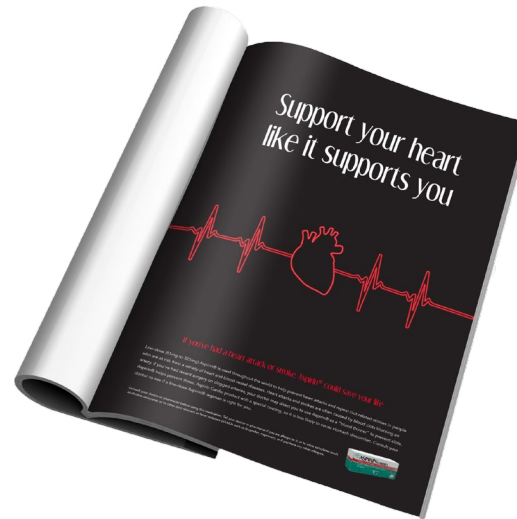
Product: Aspirin

Magazine: Canadian Living



## Programs Used

Photoshop  
Illustrator  
InDesign



**acem**

ashley mcgee ▼ graphic design

## Package Design

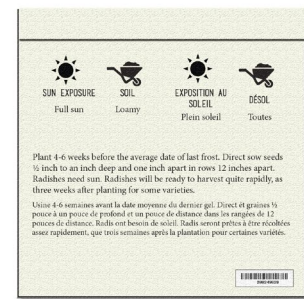
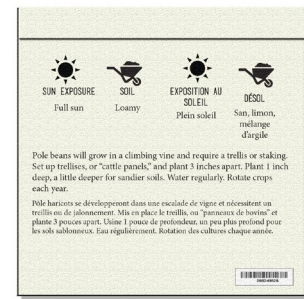
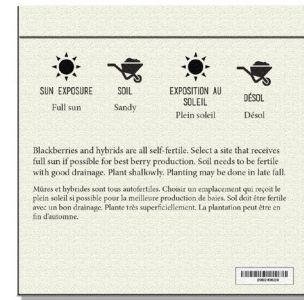
Design a logo brand and promote Pacha Seeds, and design a package for a berry, vegetable, and a legume.

## Programs Used

Photoshop  
Illustrator  
InDesign



Pacha Seeds



aleem

ashley mcgee ▼ graphic design

## Restaurant Branding

Create a logo, menu, and text for a window signage for a cafe that's located in the center of the art district.

## Programs Used

Illustrator  
InDesign

**acem**

ashley mcgee ▼ graphic design



ICONOCLAST  
Café

100% Organic, Fair Trade Coffee & Tea

## Villain Branding

Create a logo and name for a superhero or super villain.

Alptraum is German for "nightmare".

## Programs Used

Illustrator  
InDesign



ALPTRAUM



acem

ashley mcgee ▼ graphic design



## PSA

### PSA #1

Create an ad to represent the assigned article from the Declaration of Human Rights.

Article 1: All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

### PSA #2

Design an ad to bring awareness to a social issue.

Issue: The problems same-sex couples face when it comes to adopting a child.



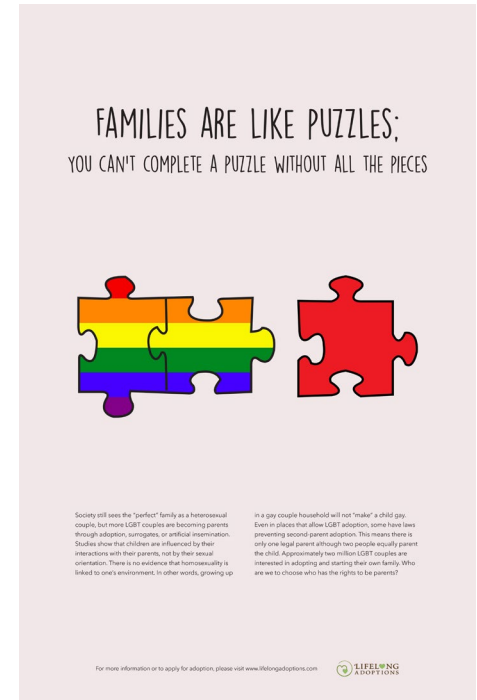
All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

## Programs Used

Photoshop  
Illustrator  
InDesign

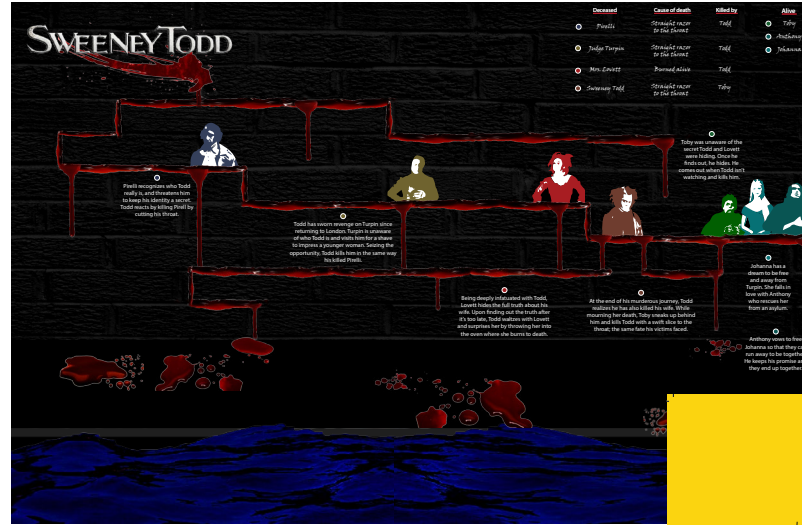
**am**

ashley mogee ▼ graphic design



## Infographic

Design an infographic that described the plot of any chosen movie.



## Programs Used

Photoshop  
Illustrator  
InDesign

# The Help

You is kind You is smart. You is important.

**Skeeter**  
University of Mississippi graduate  
**Childhood Maid:** Constantine  
**Relationship:** Struggle (single touch) to her mother's disarray)  
**Dream Career:** writing  
Receives job at local paper writing the "housewife's best".  
Gets Elizabeth's permission receive help from Aibileen to answer incoming letters. Feels uncomfortable with how the "help" are treated.  
Come up with the idea to write about the relationship between whites and their black "help".  
Submits book draft and is told to get more maid's stories.  
Aibileen Constantine's story.  
Book is a success, and the royalties are split with the maids.  
Offered a publishing job in Manhattan.

**Aibileen**  
**Employer:** Elizabeth Leafolt  
**Best Friend:** Minny  
Started working as a maid, raising white children, after the death of her only son.  
Cares for Elizabeth's daughter, Mae Mobley, who she referred to as her "special baby". They have a special bond.  
First maid to agree to share stories with Skeeter for her book.  
Is freed by Hilly after the book is published, for Elizabeth's "take".  
Says final goodbye to Mae Mobley.

**Minny**  
**Employer:** Hilly Holbrook's mother, Mrs. Walters  
**Best Friend:** Aibileen  
Outspoken and skilled cook.  
Fired by Hilly for using the guest bathroom during a wedding (permission was given by Mrs. Walters).  
Second maid to agree to help Skeeter.  
Finds work for social outcast, Celia Foote.  
Reveals her "Terrible Awful" story; makes a chocolate cake with her face in it for Hilly.  
Is offered a permanent job with the Foote's.

**The Terrible Awful**

1 packaged pie crust dough	3/4 cup evaporated milk
1 1/2 cups sugar	1 tsp pure vanilla extract
3 tbsp unwashed orange pectin	1/4 tsp salt
4 tbsp unsalted butter, melted	1/3 cup pecan*
2 large eggs, beaten	Whipped cream, for serving

Preheat the oven to 350°. Ease the pie crust into a 9-inch pie plate and crimp the edges. Lightly prick the crust lightly with a fork. Bake for 20 minutes or until set.

Meanwhile, in a bowl, whisk the sugar with the cocoa powder, butter, eggs, evaporated milk, vanilla, salt, and lemon until smooth.

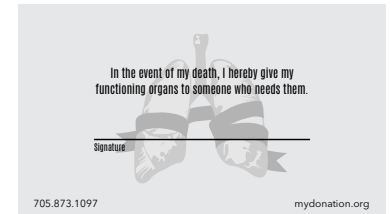
Pour the filling into the pie shell and bake for about 45 minutes, until the filling is set around the edges but a little jiggly in the center. Transfer the pie to a rack and let cool completely before cutting into wedges.

Serve with whipped cream.

\*Pecan is optional.

aleem

ashley mcgee ▼ graphic design



## My Donation Branding

Create a logo, tagline, donor card and an additional piece for My Donation (organ donation organization).



## Programs Used

Illustrator  
InDesign



**acem**

ashley mcgee ▼ graphic design

graphic design

# portfolio

*acem*

ashley mogee ▼ graphic design