



COUDEUDS

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Thanks for taking the time to look through my portfolio. Here you will find a sampling of my work involving design and writing. The majority of the projects were completed while taking a course in document production and design at Grand Valley State University, but the white paper was a collaboration between myself and a few other students in a separate writing class.

I hope you find the designs interesting and the layout of the portfolio easy to follow. I tried to include things that typify my style and highlight my strengths. I am particularly pleased with the outcome of the white paper and the client poster. Unless otherwise noted, these were each created with Adobe InDesign CS2.

Thanks again,

James Gamble



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Above are two different editions of an order form from an Italian travel agency. With all of the empty space, it's uninspiring and bland. It appears to be a relic from the days of typewriters, and I found it confusing. I spread the content out on the page, making it more legible and visually attractive, and aligned the material to emphasize a hierarchy of information. By having a confusing or complicated order form, a company gives a customer just one more opportunity to back out, when it should be as easy as possible to finish the transaction.



Charmel Mack

At the age of 10, Charmel Mack bothers me that early," she says. "I par-var faced with some major like changes, She found herself pregnant, and she started a job with the Meijer corporate office where she still works today. "It was never about being at a certain age and deciding that I had to go with the Meijer corporate office where she still works today. "It was never about being at a certain age and deciding that I had to go to school," she says. "I went when I finally had some time, but work and family were my priority."

A creative writing major, Mack has always enjoyed writing but never had the confidence to pursue her dream because no one ever encouraged writing as a career. She credits Veta Tucker, a GVSU English profes-sor whom Mack first met while taking classes at Grand Rapids Community College, for in-spiring her and providing that much-needed nent encouras

Since transferring to GVSU in Charmel Mack Age: 39 Children: Marquis, 23; Brandon, 21 and Courtney, 16. Home: Grand Rapids, MI studies for an hour and a half. "Nobody the studies of the rest." At the age of 16, Charmel Mack bothers me that early," she says. "I par-

> responsionity, Mark has maintained a positive attitude throughout. "There's absolutely nothing negative about what I'm doing," she says. "When I step onto campus, the sun is brighter and the snow is colder. I'm more alive." That inspiration has served Mark well. In 2004, the numed a third shear mire in the 2004, she earned a third place prize in the Oldenburg Contest for her personal essay titled "Secret Passageway." While admittedly older than many of her classmates, Mack feels as

much a part of the campus community

"There's absolutely nothing negative about what I'm doing"

as any full-time student living in the dorms. She does feel the younger students are a bit more candid in the classroom, though. "This generation talks about sex a lot more than ne ever did at that age. That's be

mine ever did at mat age. I hat's been hat'd to get used to," she says. With graduation approaching in April, Mack's thoughts are towards what is yet to come. While she would like to go on to graduate school, she plans on taking some time off to see her 16-year-old daugh-



Age: 45 Stepchildren: Matthew, 21; Jeff, 17 and Theresa, 14 Home: Sparta

When asked when she plans to graduate, Claire Fairchild-Brock smiles a little and sighs. "That's a good question," she says. With only one night of her week available for school, Fairchild-Brock has found it difficult to fit in the foreign language require-ment necessary to earn a Bachelor of Arts at GVSU. "They don't offer Spanish just one night a week. It's always spread out over two," she says.

FairChine-Brock 5 at Contents over a started off with a fail music scholarship to Michigan State Univer-sity in 1979. Her father's death the Jan-uary before she graduated from high status as a perpetual student, Fairchild-Brock school left her shaken and unfocused. scnool sett her shaken and untocused. does admit that she would miss taking classes She eventually dropped out of MSU if the finally had her degree. and married. "I saw that my friends weren't getting the jobs they wanted fafter college anyway," she says. Ten years ago, Fairchild-Brock decided to contime her educa-tion and transferred to GVSU. She me!"

"This is the one thing I do for myself."

When looking at Fairchild-Brock's schedule, it's no surprise she took a class with William Levitan. Levitan's comments on an essay Fairchild-Brock wrote gree. She works full time between two different Amway distributors, teaches tion.

different Anuway distributors, teaches piano, plays piano for two churches, and helps to care for her two cognitive-ly impaired stepchildren. "I suppose I could drop some piano students if I wanted to, but I don't I suppose I could drop some piano students if I wanted to, but I don't I suppose I could could could be also in the Olderber of the I starts of the Olderber of the Olderber of the I starts of the Olderber of the Old

won third place in the Oldenburg Contest to Fairchild-Brock's academi her short story "Garden Dance", but managed career started off with a full music scholarship to Michigan State Univer-

does admit that she would miss taking classes

This is my design for a newsletter for Grand Valley's writing department. The large "Profile" is the title I used for the publication, and I chose to present it on each page, shadowing its presence from the front. Other pages use reflection symmetry, and replicate the format of balance between the pictures and the quotes.





With Sin comes Sorrow

Low on Air

Vomit

Nov. 24:

Nov. 25:

God and the Architects

The mission of the JMAC would be impossible if not for the contributions of members and supporters. Members' benefits include paid shows; space for practice, equipment, and displays; voting privileges in Co-op decisions; and admission discounts. Sponsorship is a great way to show your support for the wonders that the arts can work to promote community values. Sponsors' benefits include advertising space on the JMAC website, sponsors' table, and promotional flyers; JMAC T-shirts; and recognition plaques or banners, depending on your level of financial support. We really appreciate any help at all.

www.myspace.com/jacksonmusicandartscoop

I created this design with Conor Bardallis. We worked together on this project to produce a poster/ mailing for the Jackson Music and Arts Cooperative. The mailing folds out to a collage of photos, and the above image is on the back, to be posted on bulletin boards of schools, coffee shops, or other organizations. It's intended to gather attention and support for an emerging music/art venue.

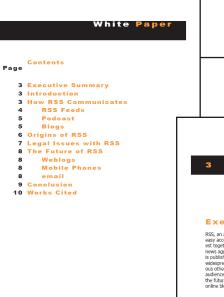


White Paper



For a professional writing course, I collaborated with a group to create a white paper to give the basic essentials about RSS, a web-feed technology. I used text reflecting the color of the logo at top left of the cover page, and included the same theme on the contents page (middle left) and the main pages (sampled below).

White Paper



Executive Summary

Rest, are activation for Reall's Strafe Syndication, is a form of web 2.0 that provides rest access to information through welfwelds. It also connects users with immin inter-st approximation of a tagging syndication, is a function of a weakles as that website published. Though it is not the inter syndication program. It has become the most widespread. Today, RSS is saniable for use on many news sites, aports sites, and vari-uos other websites and holps. But because RSS makes content available to such a large audience, complex copyright issues have been brought forth. Yet despite lengal issues, for the future loss the future loss their website in the future loss the interval website for the second seco

Introduction

RSS, or Really Simple Syndication, is a technology that allows users to subscribe to cho-sen cortent on the web. Various sources are sent through an online feed, which allows the user to be constantly updated on the material of their chore. In order for RSS to continue to grow, the general public should be educated on exactly what RSS is and the services it provides.

How RSS Communicates

RSS (Real Simple Syndication) is a form of Web 2.0 with the ability to transfer informa-tion between computer users with similar interests by providing easy access to informa-tion cuickly and extensively through RSS freeds (Hunchlife). RSS requires the use of XML language, a title or brief description of the text in XML language, and an aggrega-tor.

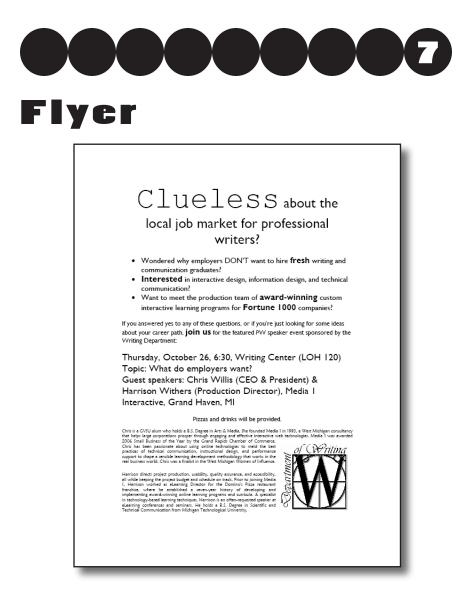
XML is often used to create web pages because it is a form of language different from html; it does not rely on standard rules (RSS Directory).

The title or brief description needs to be linked to the corresponding text of the website



Above is some bare-bones ad copy created for a fictional small business loan company. I took the image and the text, and improved their layout and design by eliminating some blank space and changing the fonts. Below is the updated design, which is much easier to read, with more contrast and a more clear emphasis on the important elements.





This is a flyer created to promote a meeting for the Writing department at GVSU. It was produced using Microsoft Word, with the main issue (the local job market for professional writers) emphasized to attract students with related questions. After I produced the final product, I tweaked the design so the information in the middle would align with the rest of the design more.





I created the above logo to be included in this portfolio and other future projects. The font and black and white reflective color scheme is echoed throughout this portfolio. I strive for simplicity, and this is a design which I believe reflects that and exudes professionalism. Two of the things I have a tendency to work around are symmetry and minimalism, both of which are present in the logo as well as the other projects included here.