

James Gamble

DOCUMENT

DESIGN

PORTFOLIO

White Paper

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PAGINE AZZURRE
via Tevere 44
00198 Roma - Italy
fax +39 06 8543653

Catalog Order Form

Name

Address

City State Zip Code

Telephone Email

Price (includes postage)

<input type="checkbox"/> Europe	(€52,36)
<input type="checkbox"/> Asia, America	(€73,00)
<input type="checkbox"/> Africa, Oceania	(€99,00)

Mastercard
 Eurocard
 Bank Americard

Exp. Date:

keep Jackson cool.

Newly founded after the closing of the beloved Thunderbird Coffeehouse, the Jackson Music and Arts Cooperative welcomes the city's young artists of various media. Our purpose is to promote and preserve Jackson arts by providing a venue for their creation and exhibition.

"Love to Jackson and the few keeping it..."
"Thanks for keeping the spirit alive..."
"Thanks for doin' what you're..."
"This is a great idea..."
"It's all happening..."

Upcoming Shows:

Nov. 24:	With Sin comes Sorrow Low on Air Vomit
Nov. 25:	God and the Architects

The mission of the JMAG would be impossible if not for the contributions of members and supporters. Members include paid shows; space for practice; equipment; plays; voting privileges in Co-op decisions; and discounts. Sponsorship is a great way to show for the wonders that the arts can work to promote. Sponsors' benefits include advertising space on the JMAG website, sponsors' table, and promotional flyers; JMAG 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

Small Business Loan Program

Business Loans Can Help You Succeed!

Funds Available For:

- Small business startup
- Inventory and equipment
- Working capital

Contact Rey Garcia at 555-5155



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Introduction

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



Form Makeover

Messrs
Nautica Editrice
Via Tevere 44
00198 Roma - Italy
fax +39 06 8543653

PAGINE AZZURRE ORDER FORM

Price (Postage included)
 Europe EUR 62, 36
 America, Asia EUR 75, 00
 Africa, Oceania EUR 99, 03

.....
PURCHASER DATA


Last name _____ First name _____
Address _____
Zip _____ City _____
State _____ Country _____
Telephone _____ Fax _____ email _____

.....
METHOD OF PAYMENT

credit card number _____ Expire ____/____/____
 Visa Eurocard American Express
 Bank Americard Diners MasterCard

date ____/____/____ Signature _____

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00198 Roma - Italy
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Catalog Order Form

Name
Address
City State Zip Code:
Telephone Email

Price: [includes postage]
 Europe (€62, 36)
 Asia, America (€75, 00)
 Africa, Oceania (€99, 03)

Method of Payment:
 Visa Mastercard
 American Express Eurocard
 Diners Bank Americard

Credit Card Number: Exp. Date:

Signature: _____

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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.



Real Client Poster

keep Jackson cool.

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"Love to Jackson and the few keeping it alive."

"Thanks for keeping the spirit alive!"

"Thanks for doin' what you're doin'!"

"This is a great idea."

"It's all happening."

Upcoming shows:

Nov. 24: With Sin comes Sorrow

Low on Air

Vomit



Nov. 25:

God and the Architects



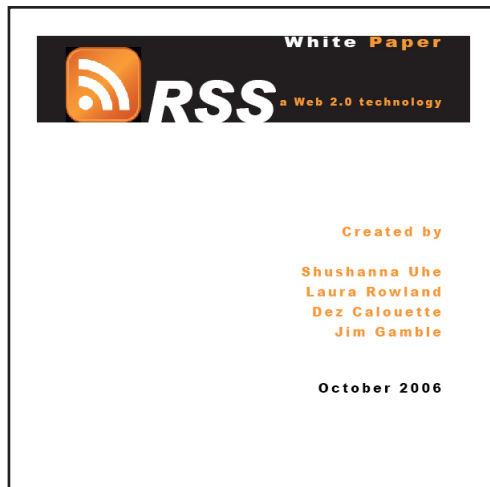
The mission of the JMAC would be impossible if not for the contributions of members and supporters. Members' benefits include paid shows; space for practice, equipment, and displays; voting privileges in Co-op decisions; and admission discounts. Sponsorship is a great way to show your support for the 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

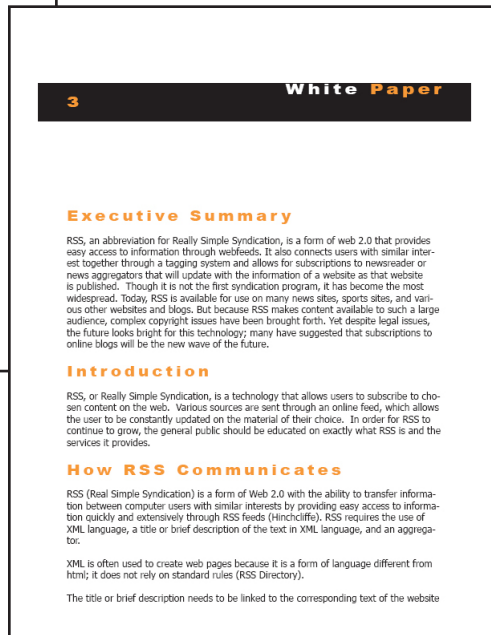
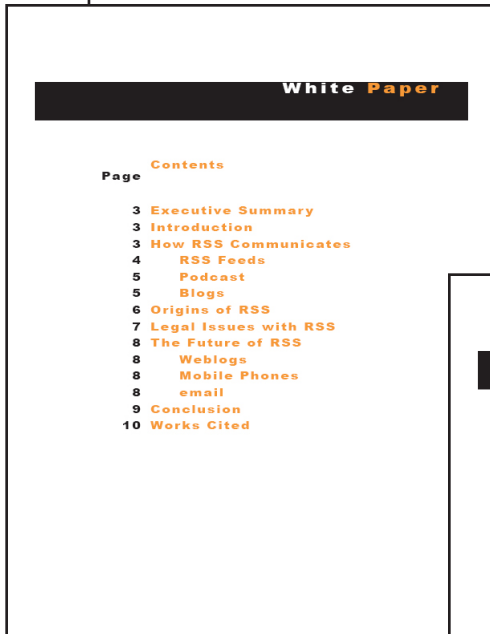
I created this design with Conor Bardallis. We worked together on this project to produce a poster/ mailing for the Jackson Music and Arts Cooperative. The mailing folds out to a collage of photos, and the above image is on the back, to be posted on bulletin boards of schools, coffee shops, or other 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).





Newspaper Ad



Business Loans Can Help You Succeed!

Funds Available For:

- Small business startup
- Inventory and equipment
- Working capital

Small Business Loan Program
Contact Rey Garcia at 555-5155

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.

Small Business Loan Program

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Funds Available For:

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Flyer

Clueless about the local job market for professional writers?

- Wondered why employers DONT want to hire **fresh** writing and communication graduates?
- **Interested** in interactive design, information design, and technical communication?
- Want to meet the production team of **award-winning** custom interactive learning programs for **Fortune 1000** companies?

If you answered yes to any of these questions, or if you're just looking for some ideas about your career path, **join us** for the featured PVV speaker event sponsored by the Writing Department.

Thursday, October 26, 6:30, Writing Center (LOH 120)

Topic: What do employers want?

Guest speakers: Chris Willis (CEO & President) & Harrison Withers (Production Director), Media I Interactive, Grand Haven, MI

Pizzas and drinks will be provided.

Chris is a GVSU alum who holds a B.S. Degree in Arts & Media. He founded Media I in 1993, a West Michigan consultancy that helps large corporations prosper through engaging and effective interactive web technologies. Media I was awarded 2006 Small Business of the Year by the Grand Rapids Chamber of Commerce. Chris has been passionate about using online technologies to meld the best practices of technical communication, instructional design, and performance support to shape a sensible learning development methodology that works in the real business world. Chris was a finalist in the West Michigan Women of Influence.

Harrison directs project production, usability, quality assurance, and accessibility, all while keeping the project budget and schedule on track. Prior to joining Media I, Harrison worked as eLearning Director for the Domino's Pizza restaurant franchise, where he established a seven-year history of developing and implementing award-winning online learning programs and curricula. A specialist in technology-based learning techniques, Harrison is an often-requested speaker at eLearning conferences and seminars. He holds a B.S. Degree in Scientific and Technical Communication from Michigan Technological University.



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.



Logo



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.