



TM

Ayana
Crosby

Make your design *blossom*

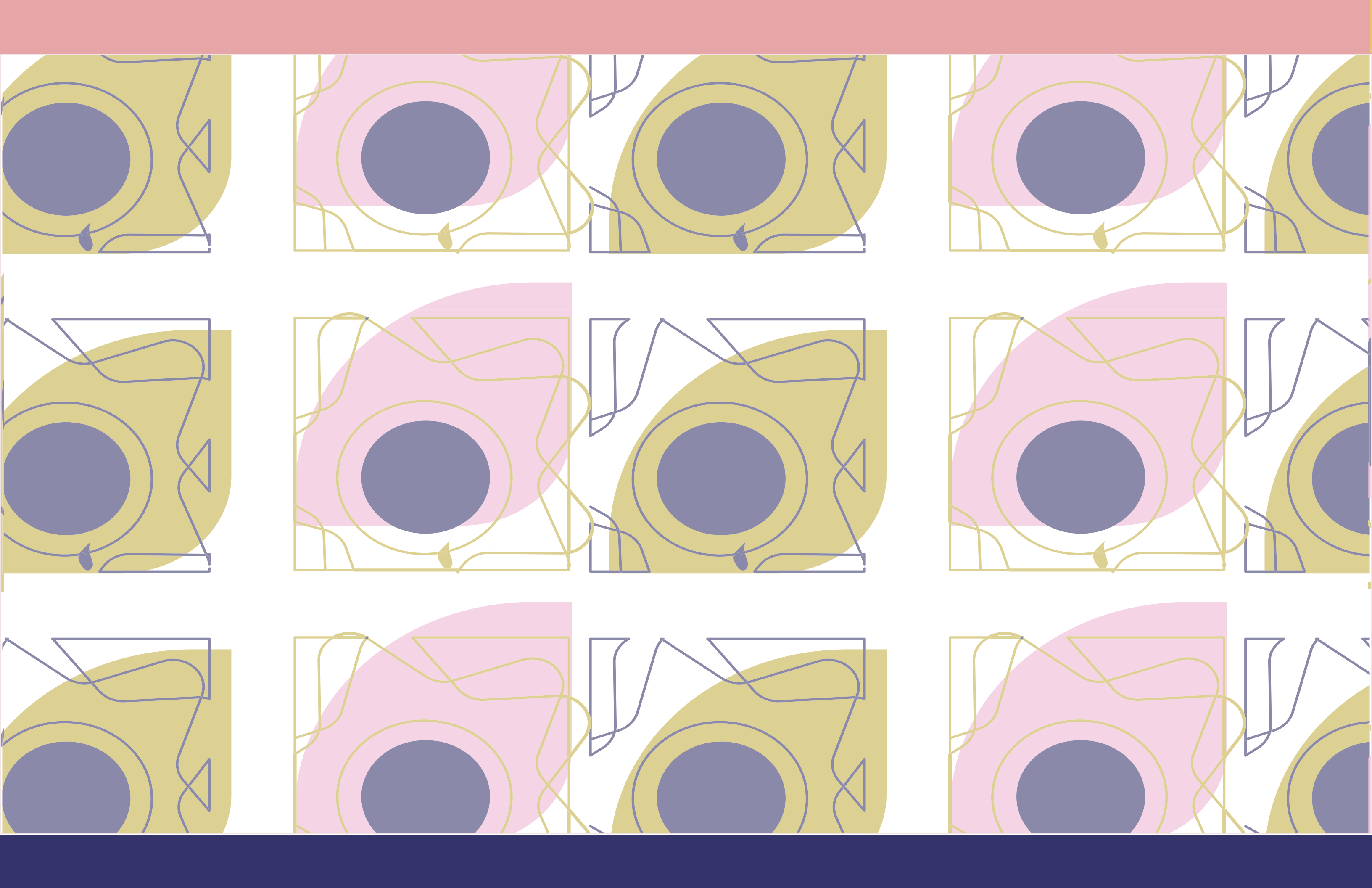


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I am a student at Sinclair community college. Throughout the years I have been able to learn the importance of *teamwork, independence, and dedication*. As I continue to transition into adulthood, I am ready to use the skills that I have learned to continue advancing personally and professionally. Ever since I was ten years old, I dreamt of being a great graphic designer, a person that can tell a story through using *beautiful colors* and illustrations. The journey of being a designer is a true learning experiences because it teaches me to understand the importance of paying attention to details and preview every project before turning the project in. My design philosophy is " Art is like a *beast in the wild*. You have to learn how to tame the *creativity* and run with ambitions." Meaning that you must be patient with yourself and trust the creative process and vision.

" Art is like a **beast** in the wild. You have to lean how to tame the **creativity** and run with **ambitions**."



YOU

WHAT

YOU

LOVE

Sign Studio

Brand book

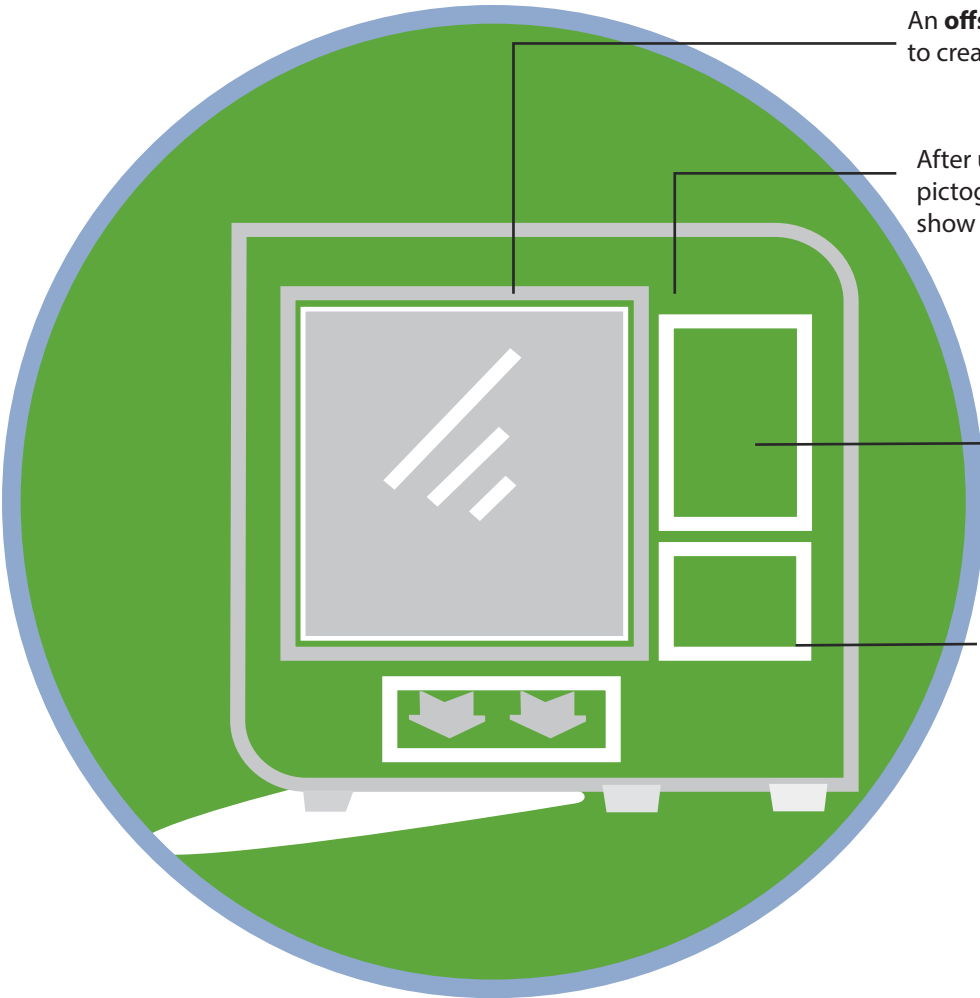
Noir : General Merchandise Store

I created a brand book in my design process class last semester. The company that I created for my brand book is about creating a store that sells food and some merchandise items to *urban communities*. The goal of my company is to create resources for small urban communities to have access to **organic foods** and **good products**.



Photography: Ayana

Pictogram Diagram



(Food vendors Machine)

An **offset** path of 2 inches was used to create the out line.

After using the offset path some areas in the pictogram needed to show thicker outlines to show repetition throughout the design.

Thick outline
3 point stroke

Thick outline
3 point stroke

Pictogram Diagram



Drinking Fountain



Coffee Shop



Toilets



Elevator



Touch screen kiosk



Stairs up



Grocery delivery



Food courts



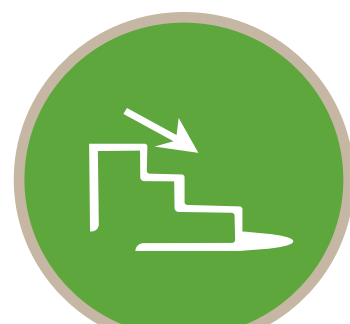
Online order



Cashier



Food vendors Machine



Stairs down

Primary Logo
Three color logo



Secondary Logo
One color Logo



PMS| 132-16 U



PMS| 179-15 U



PMS| 132-16 U

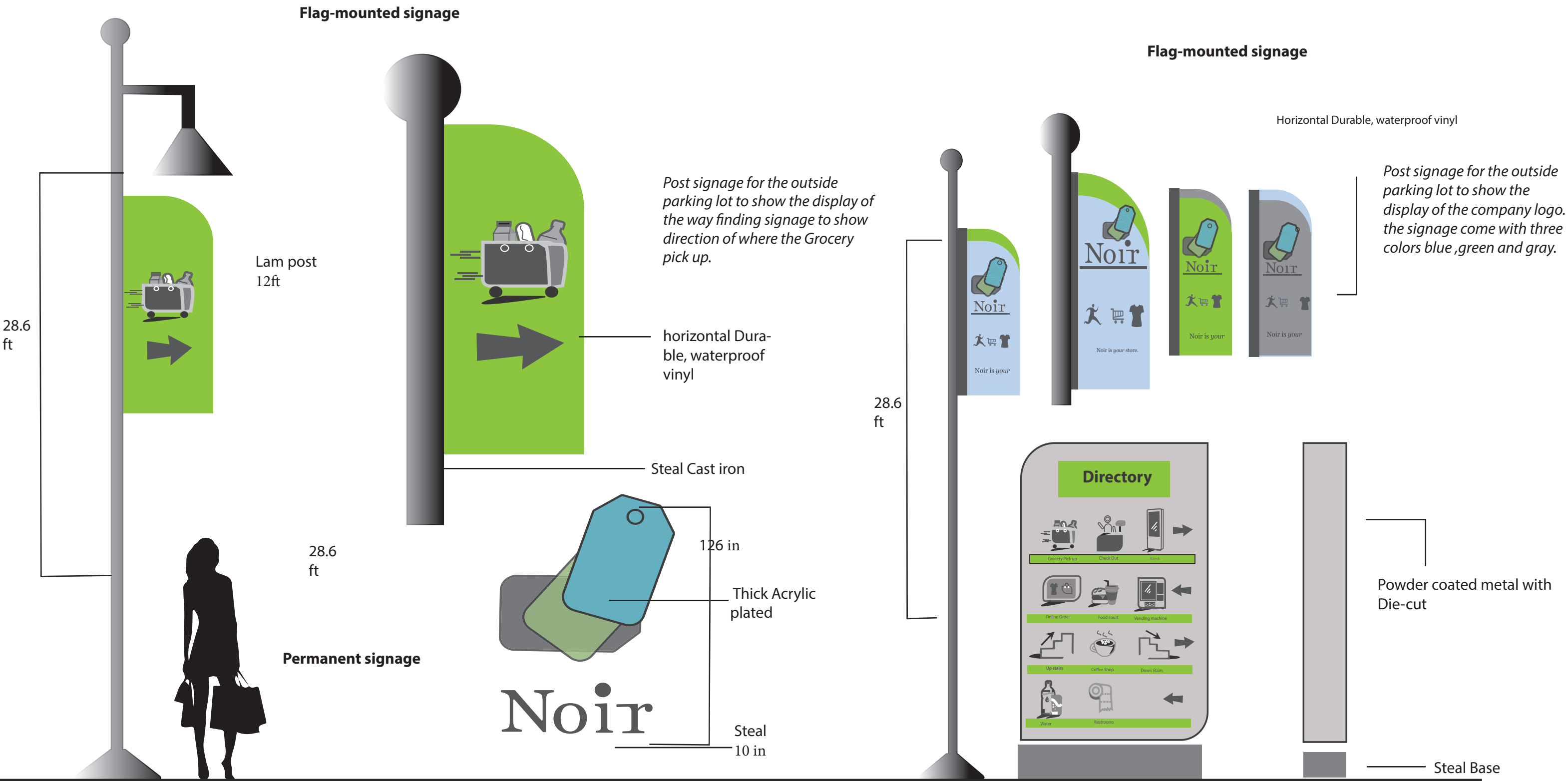


PMS |17-16U



PMS|36-6 U

Outside signage



The Noir Store

Exterior Drawing



The Noir Store

Interior Drawing



Nike Poster

Illustration

For this project I decided to create a Nike ad that was based on shoes and I created my illustrations in adobe illustrator using lines shapes , pathfinder , *bright pastel neon colors*. Pastel colors are meant to be soft on the eyes but also fun and cool and engaging at the same time. I created the posters using different types of illustrations styles but use the same design style along with the same theme which is retro and some *color blocking*. The inspiration for this poster is based on the shoe's styles and *pop culture* . Nike brings a whole new meaning to the word "*sneaker*".





Illustration | Nike One

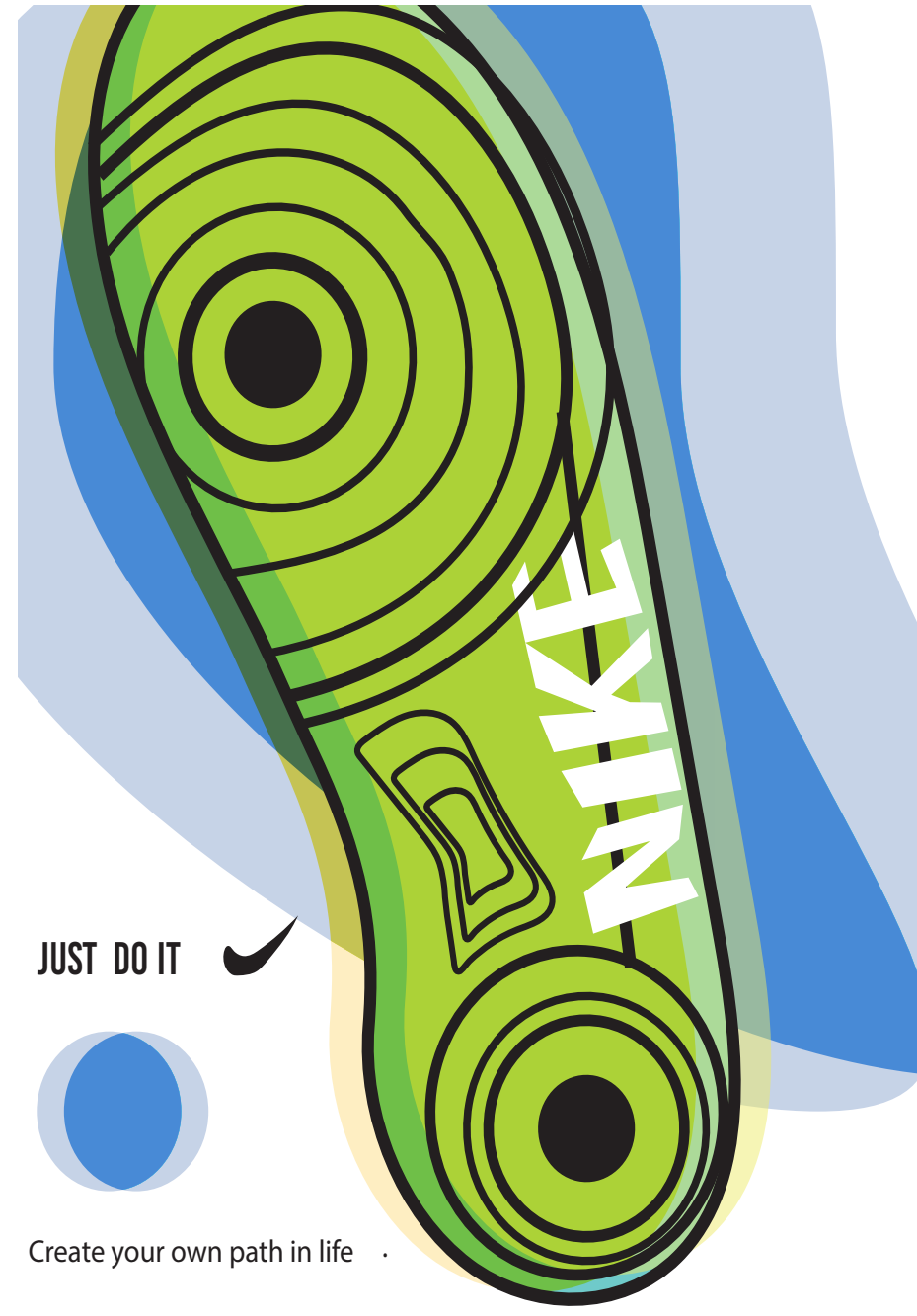


Illustration | Nike Two



Illustration | Nike Three

Photography: Nike Poster



Loco Girl

Wine bottle design

For this project I created a wine label design called Local Girl. The concept of this design was based on working career women wanting to have fun. I was inspired to create a design based on Skinny Girl Wine except using **African-American women** as the face of the wine bottle to bring diversity and Black culture. I used Adobe Illustrator to create the illustration of the two black women using **shapes** and **pathfinder** to combine different shapes into one. The composition is of the person's face, hair, clothing and accessories. For the background I wanted a fuchsia pink and the other a teal bluish green. I chose these colors so that the background of the illustrations would **pop**. I **love** bright colors and I think **bright color** speaks to many people's hearts and mind and it's the first thing people would see it pick up to buy. I went to Michael's and got a regular wine bottle, metallic pink paper and also a thin weighted string and a necklace piece to place on the rim of the bottle. this makes the bottle versatile by giving the user the option to use the decorative piece as a necklace.

This project was fun for me to do because it allowed me to use my creative palette and use my illustration as a great wine bottle design.

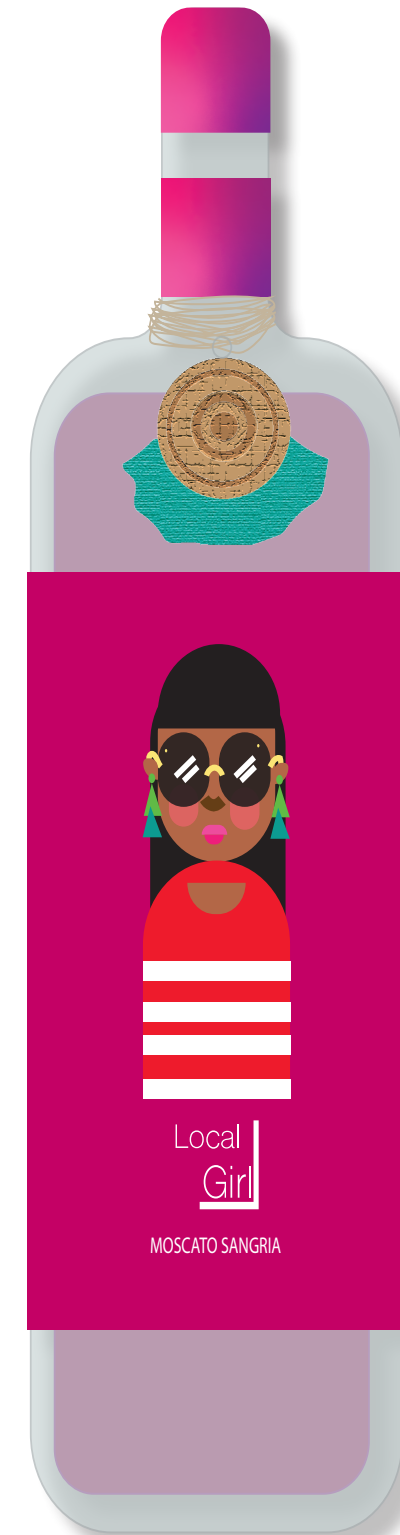


Illustration | Front

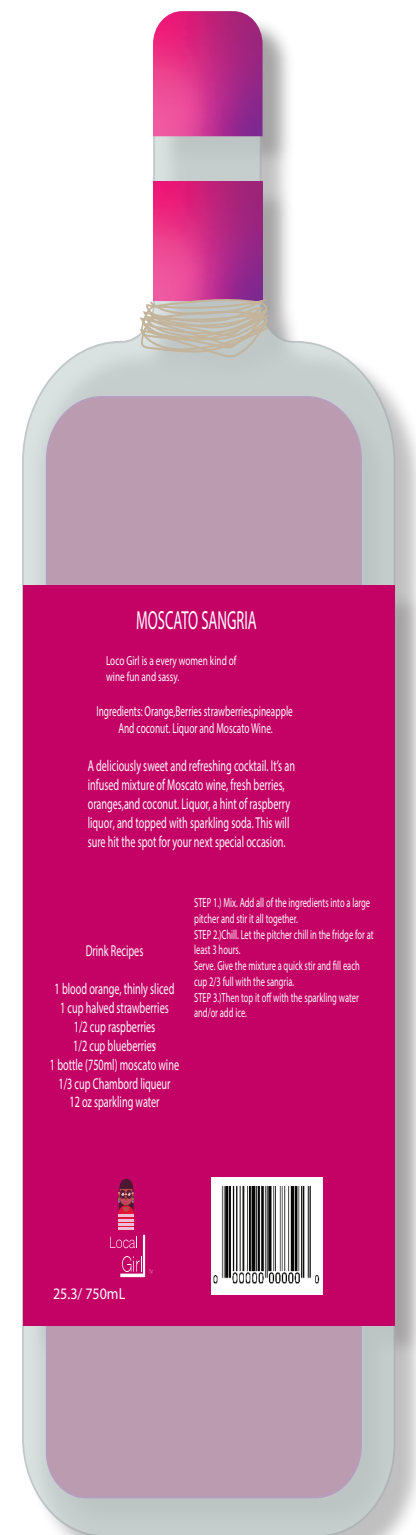


Illustration | Back

Design Processes
Logo design










- 1.)

- 2.)

- 3.)

- 4.)

- 5.)

- 6.)

- 5.)

- 6.)

- 7.)




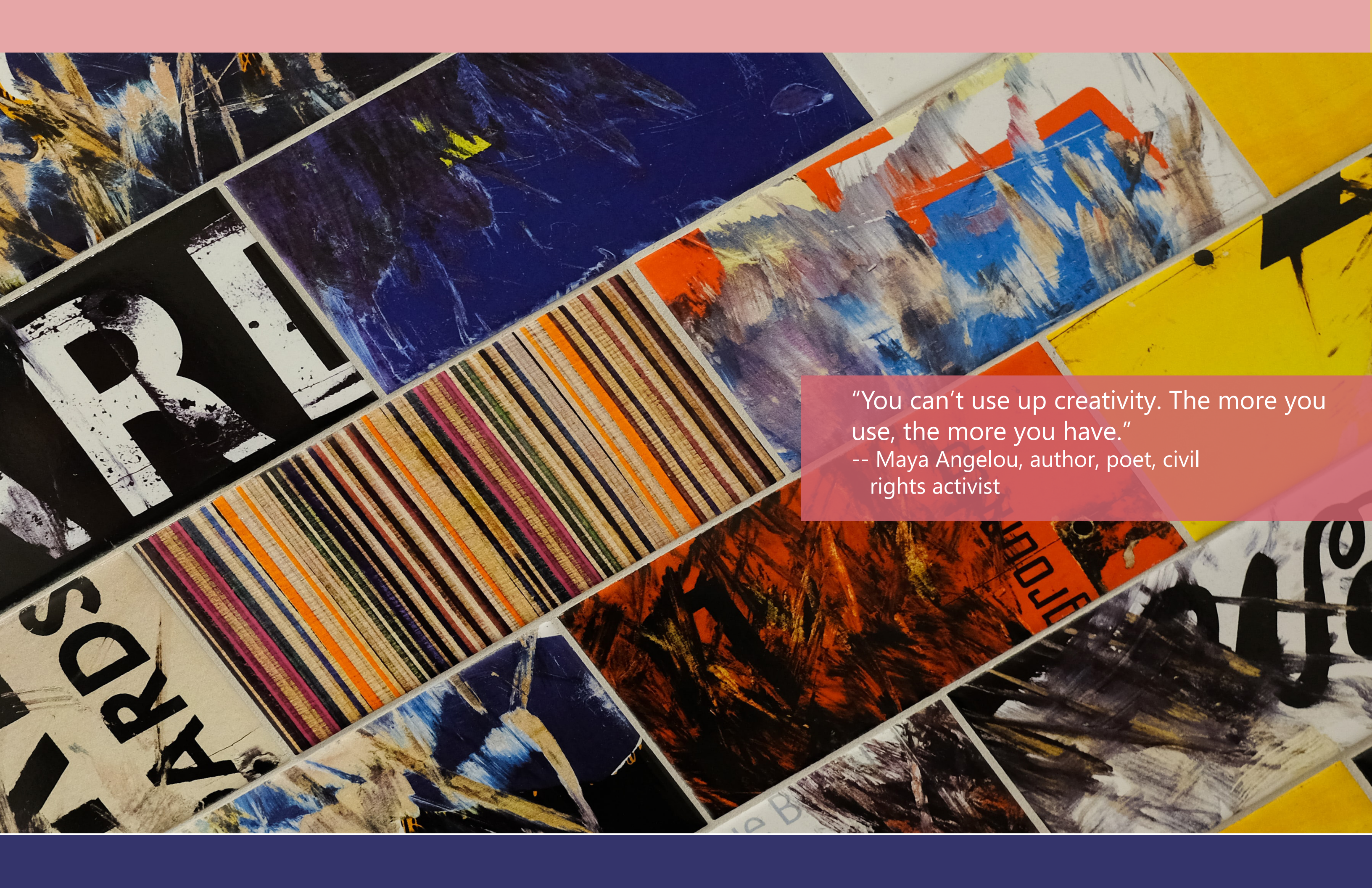
Illustration | Logo Girl Label One



Illustration | Logo Girl Label Two

Photography: Ayana





"You can't use up creativity. The more you use, the more you have."
-- Maya Angelou, author, poet, civil rights activist

Sunshine Coffee

Coffee Bag Design

I created a coffee bag in the Basic Principles of Design class. The design was supposed to be based on a song the teacher had chosen for the class. I decided to recreate my original design this in to an illustration using paint and drawing tools and Adobe Illustrator. Sunshine Coffee is supposed to bring *sunshine* and *happiness* to your morning coffee.

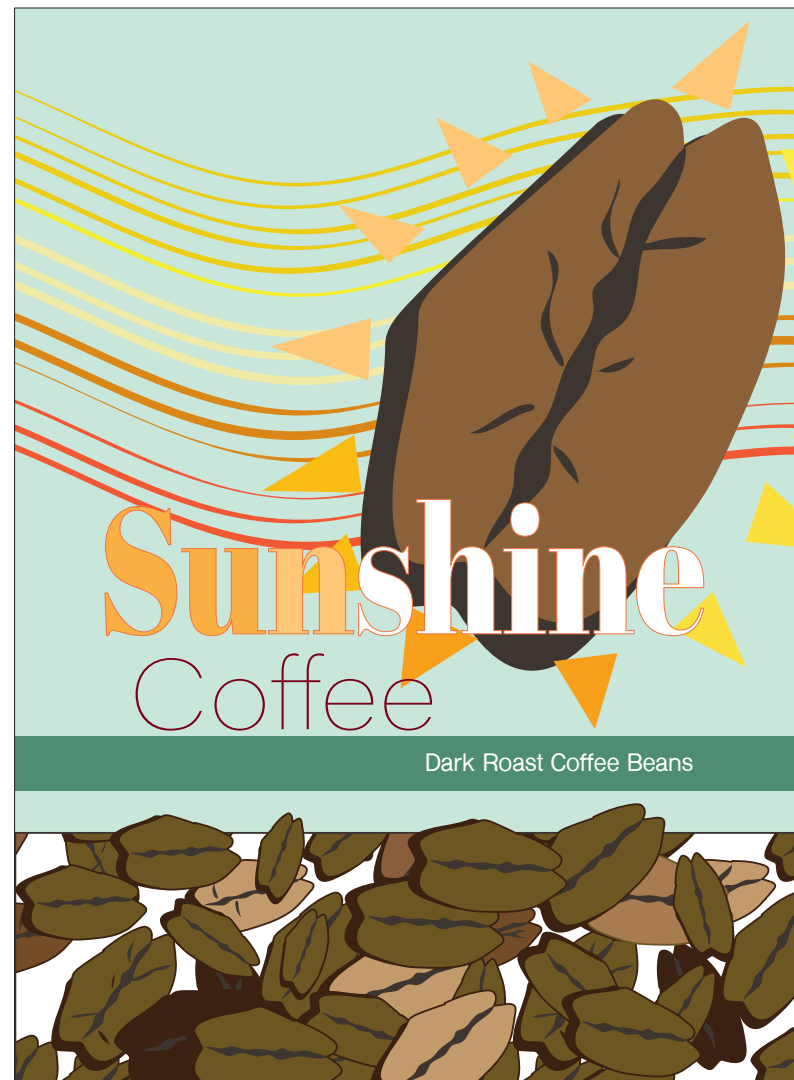


Illustration | Adobe Illustrator



Photography : Ayana



Homeless in California

Infographic Illustration

I made an infographic in Design Application II class. This infographic was about **homelessness** in **California**. The purpose is to provide information about the **impact** of **homelessness** in California and how it came to be a less important topic. I just want to bring **awareness** to the situation and create a infographic that it will not only be informational but easy for the person to look at and to understand.

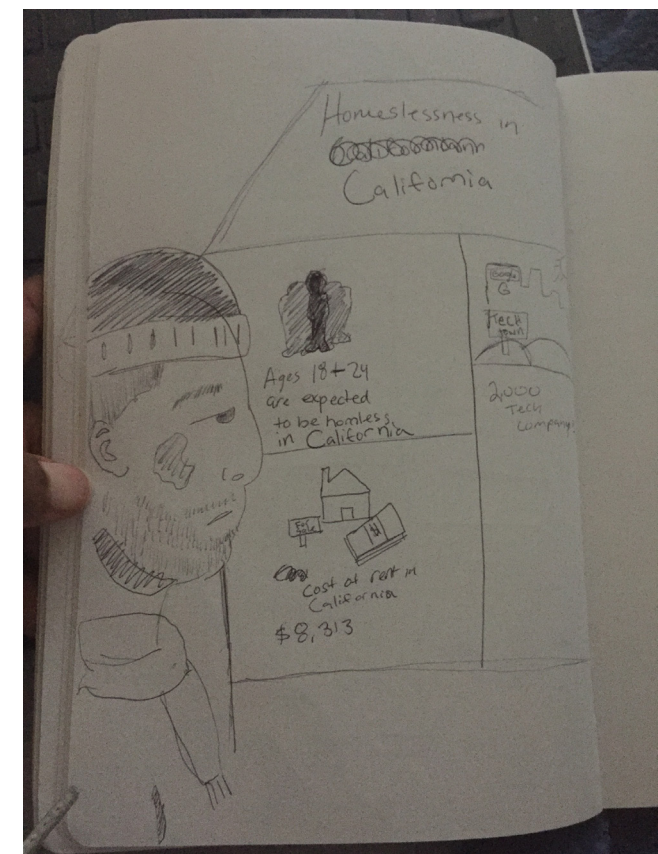


Illustration | hand drawing

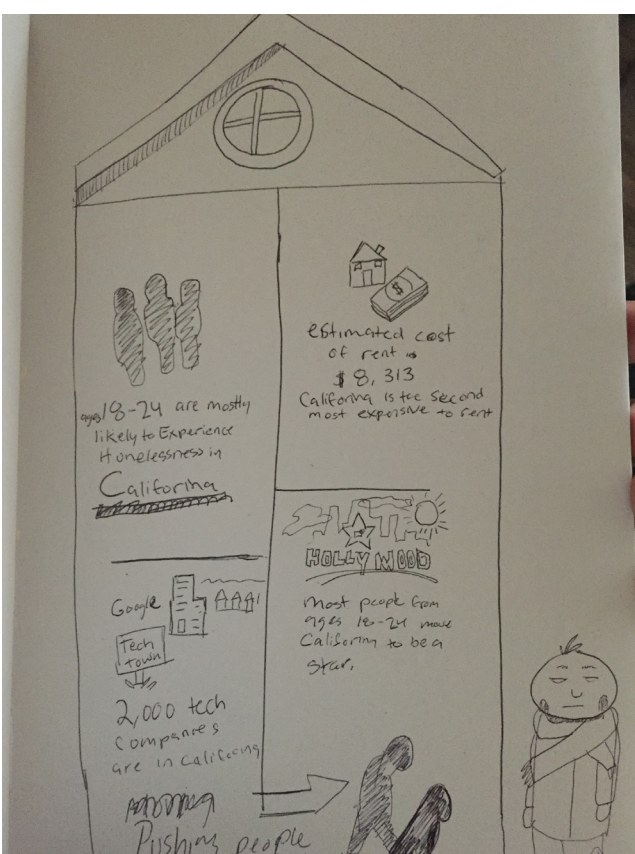
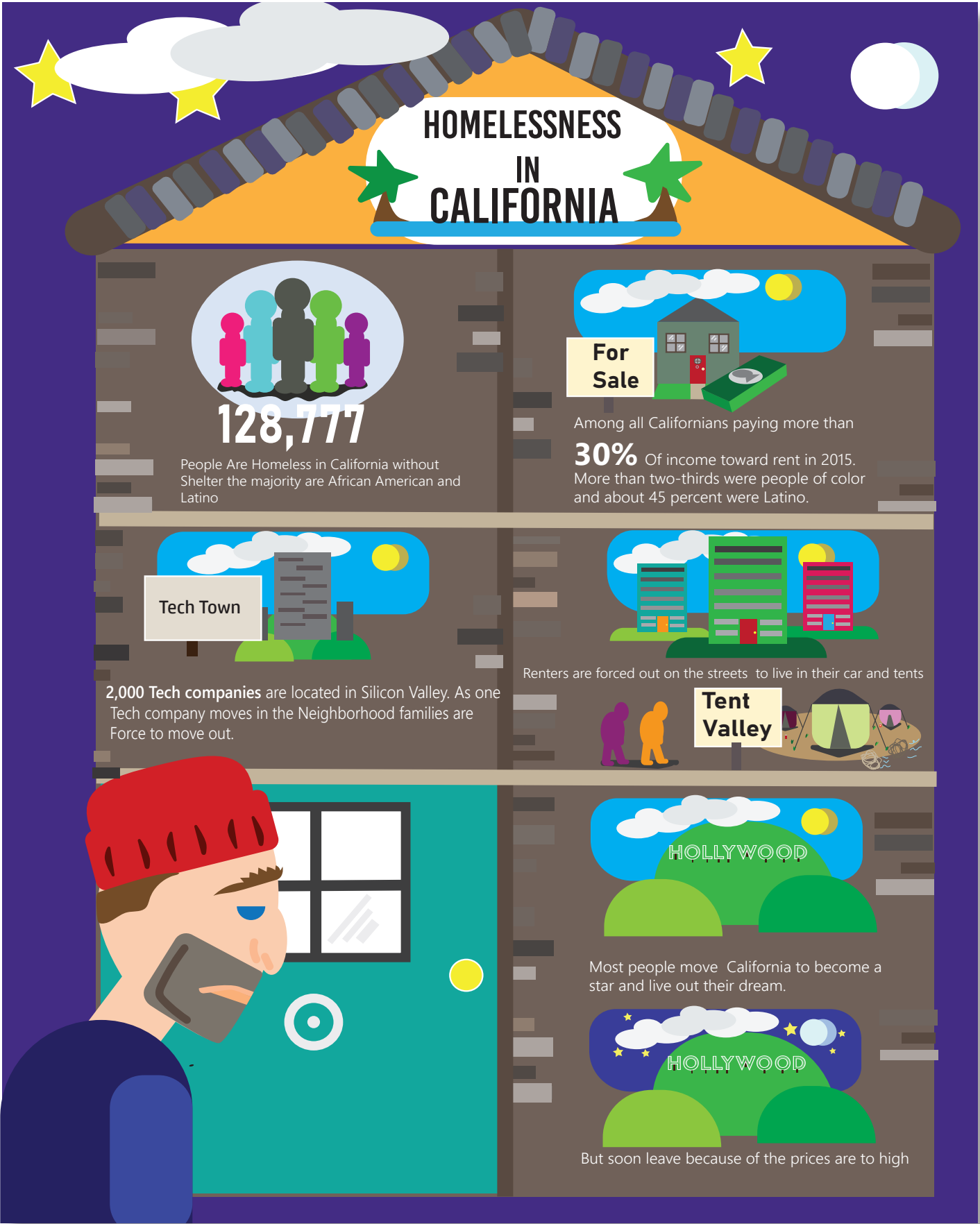


Illustration | Adobe Illustrator



Photography : Ayana



Personal Art Work

Illustration drawing

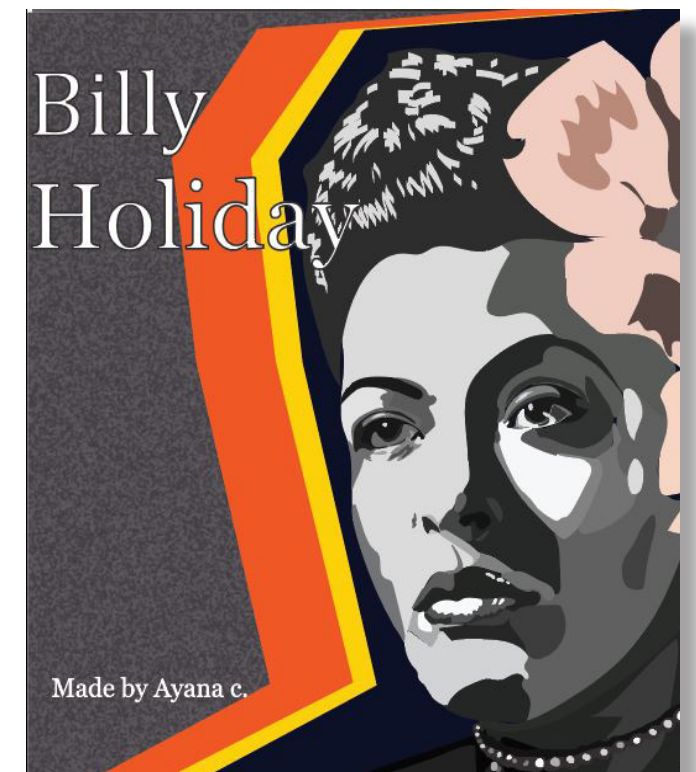
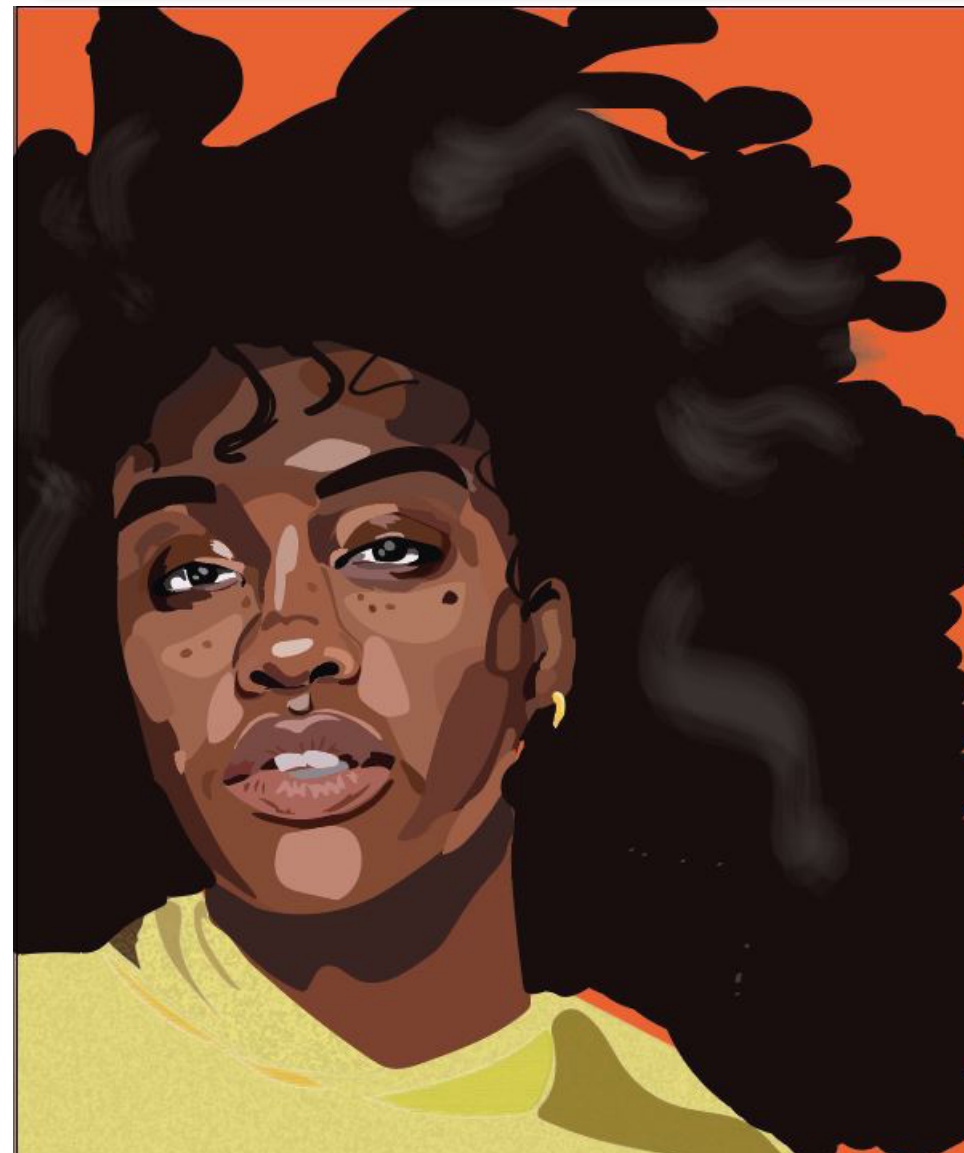




Illustration | H.E.R



Illustration | Purple Man



Illustration | 2 Pac



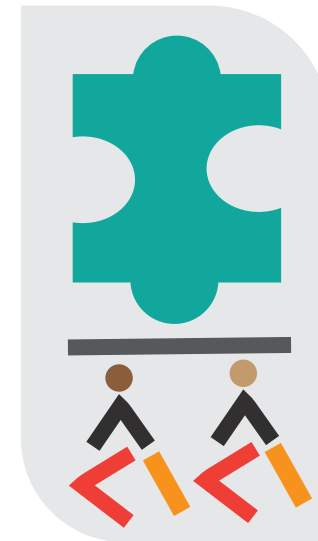
Illustration | SZA



T&M

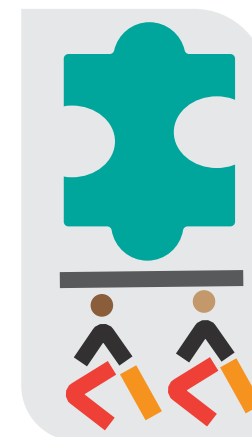
Public service Learning

For my service learning project I worked with Tim Jim. He owns a transportation service which is called T&M Developmental Transport Service LLC. His company provides transportation to people with disabilities. Tim wanted a design that was inspired by Afrocentric artwork to reflect him as being an African American business owner. This also shows the importance of what the company stands for, transportation service for people with disabilities. I researched many Afrocentric art to give me a idea of what Tim wanted . I decided to go with simple geometric shapes to create patterns at first, then second, I used geometric shapes to make people. I did 9 designs and I came up with a perfect design that represents his company. I chose the number 8 because the design was Afrocentric but also I used a puzzle piece that represented his clientel. I used bright orange and teal blue to give off positive vibes but used a dark gray and brown to tone down the design so that it would be easy on the eyes.



T&M

Developmental Transportation
Service LLC



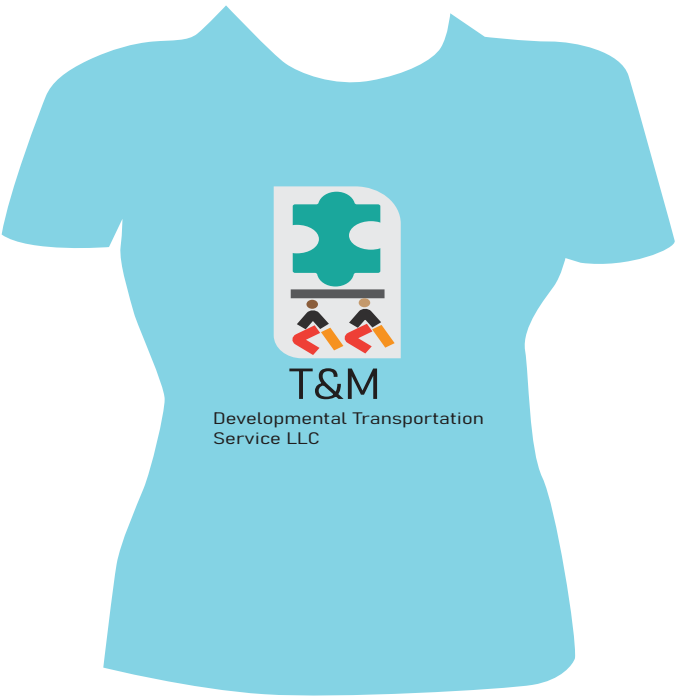
T&M

Developmental Transportation
Service LLC

Design Processes
Final Design



T&M
Developmental Transportation
Service LLC



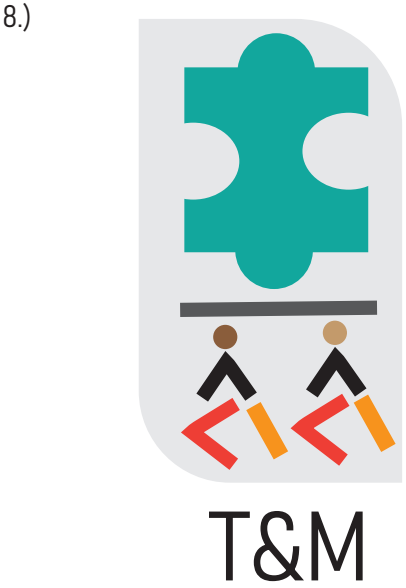
Front



Back

Design Processes
Logo design

Tee shirt designs ideas



Developmental Transportation
Service LLC





Tee Shirt Design | white shirt



Tee Shirt Design| Black shirt

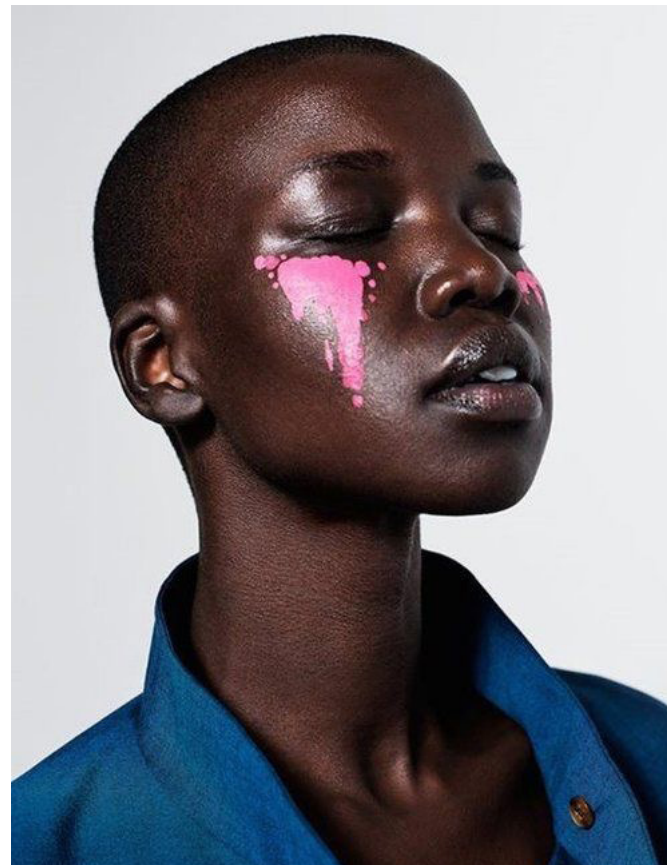


Illustration | T&M

Album Art Cover

Illustration Drawing

This is an illustration that I decided to turn into an album cover. You can get it in person or view the artwork digitally on music streaming platforms. This illustration I have done in Adobe Illustrator using nothing but shapes and various **color swatches** to create the **structure** of the face and skin tones. I used **Adobe Illustrator texture** to make the clothes appear as close to realistic as if a person can touch the self portrait. The creative vision for this self portrait was to show my **artwork and skills** being used in different way instead of just self portrait.



Photography | Women with Pink

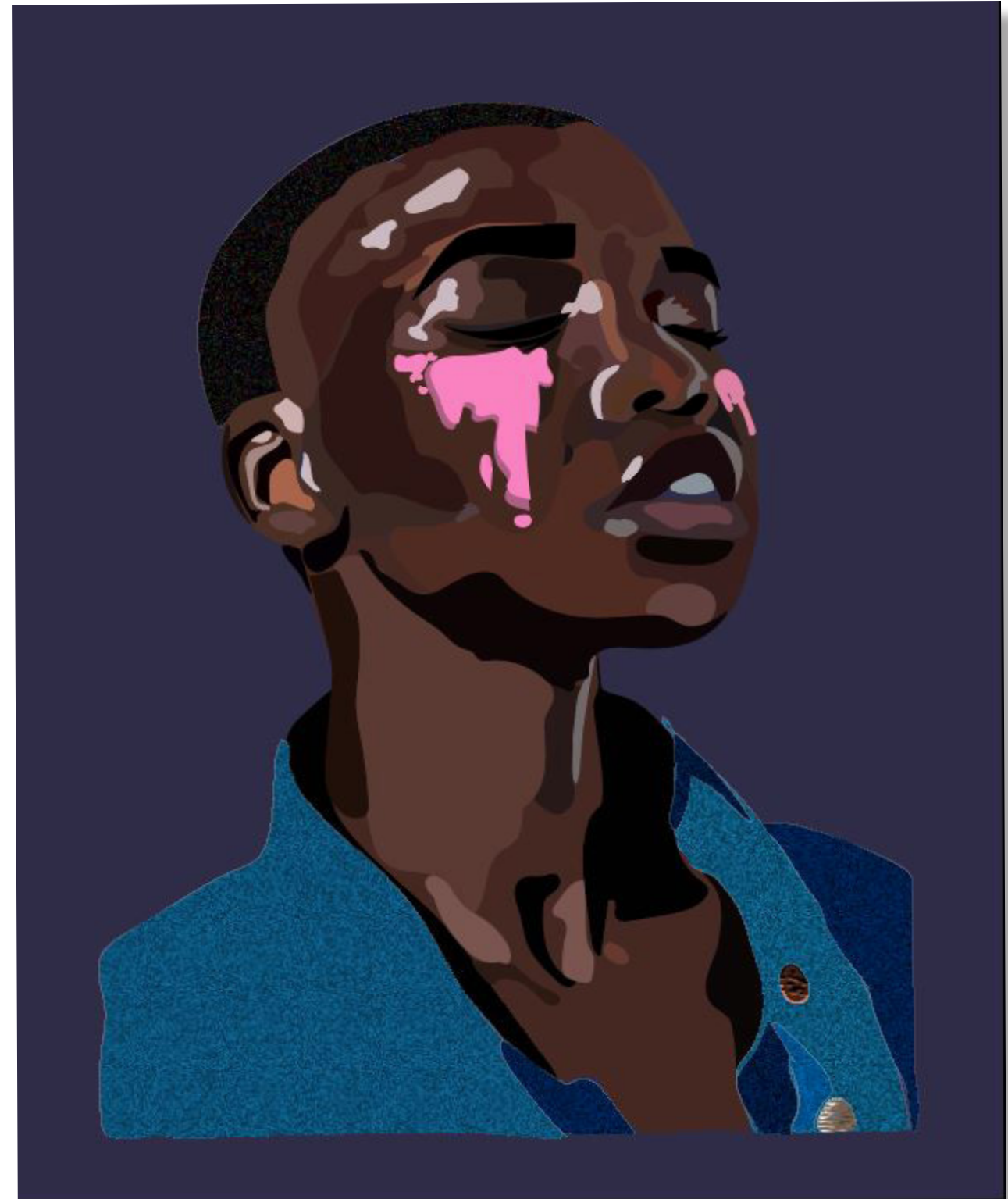
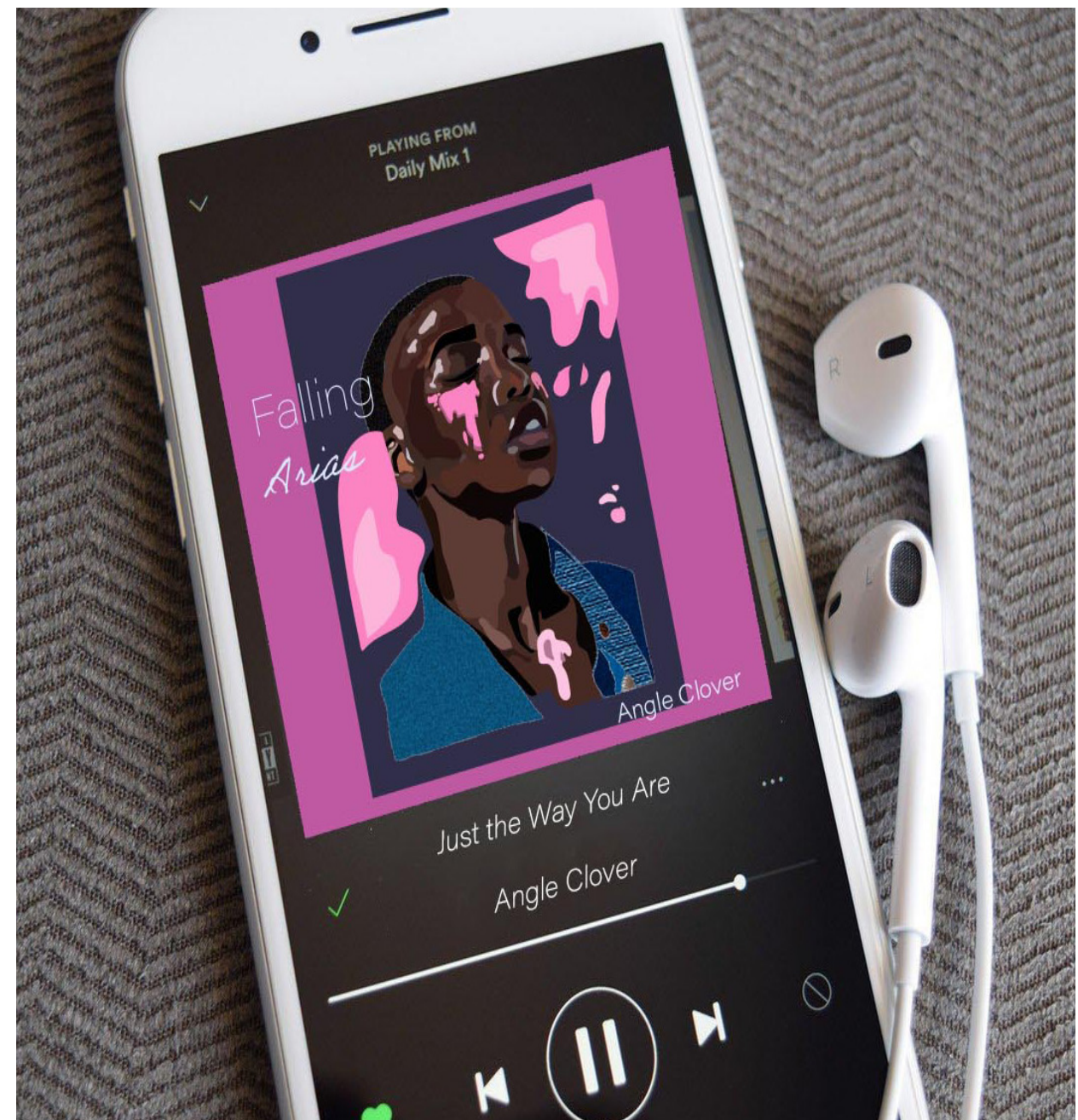


Illustration | women with Pink



Illustration | Album cover



Photography | Spotify

Print Company

Flash Prints

Flash Prints is a silk screen print company created by Ayana Crosby, Bradley Lewis and Sydney Tepelides. Flash Prints creates very fasted high quality **silk screen prints**. I created three individual personalized business cards in the group plus a brochure. I followed the **lighting bolt pattern** from Bradley's poster design and Sydney's folder design I wanted to make my items to fit the same theme as the group project.



Logo Designed| Bradley Lewis



Illustration | Ayana Crosby



Illustration | Bradley Lewis

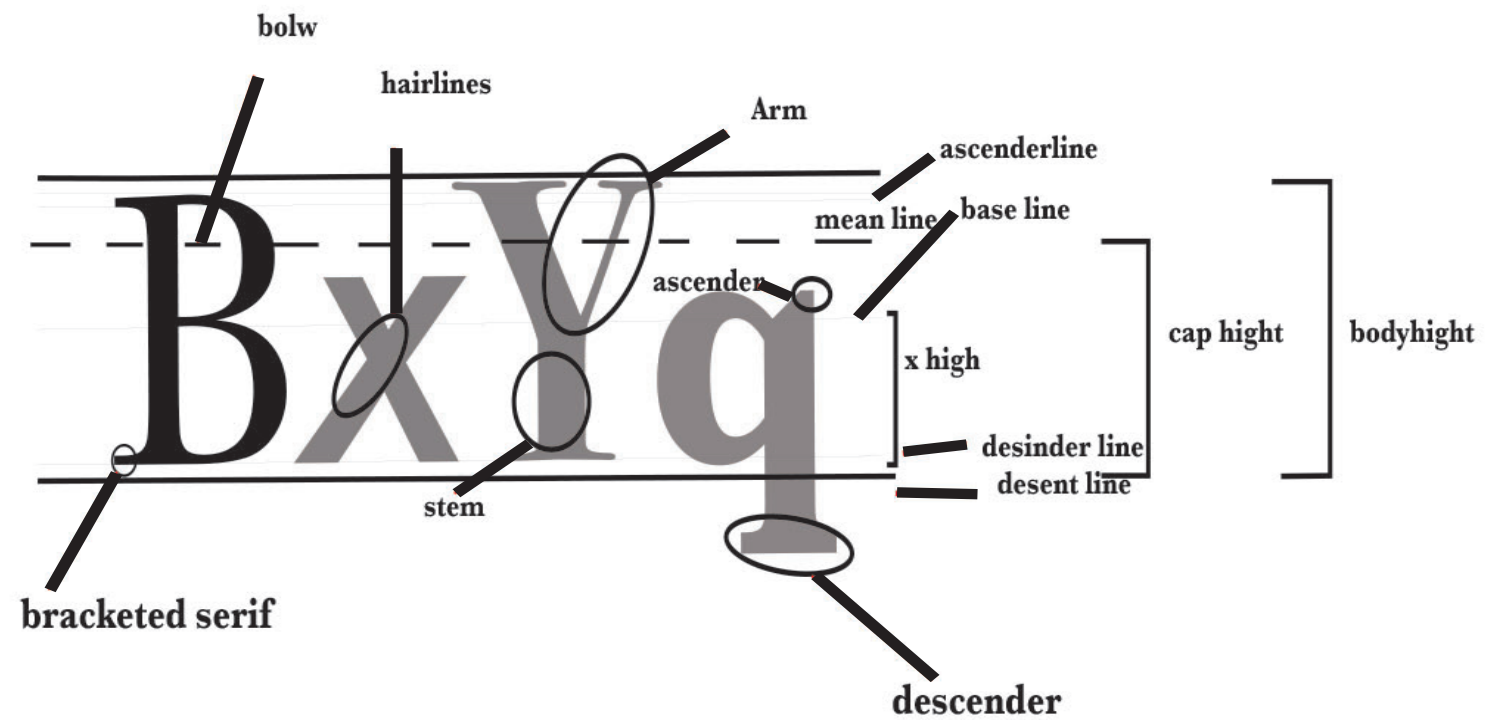


Illustration |Sydeny Tepelides

Anatomy of Bodoni

History of Bodoni Font

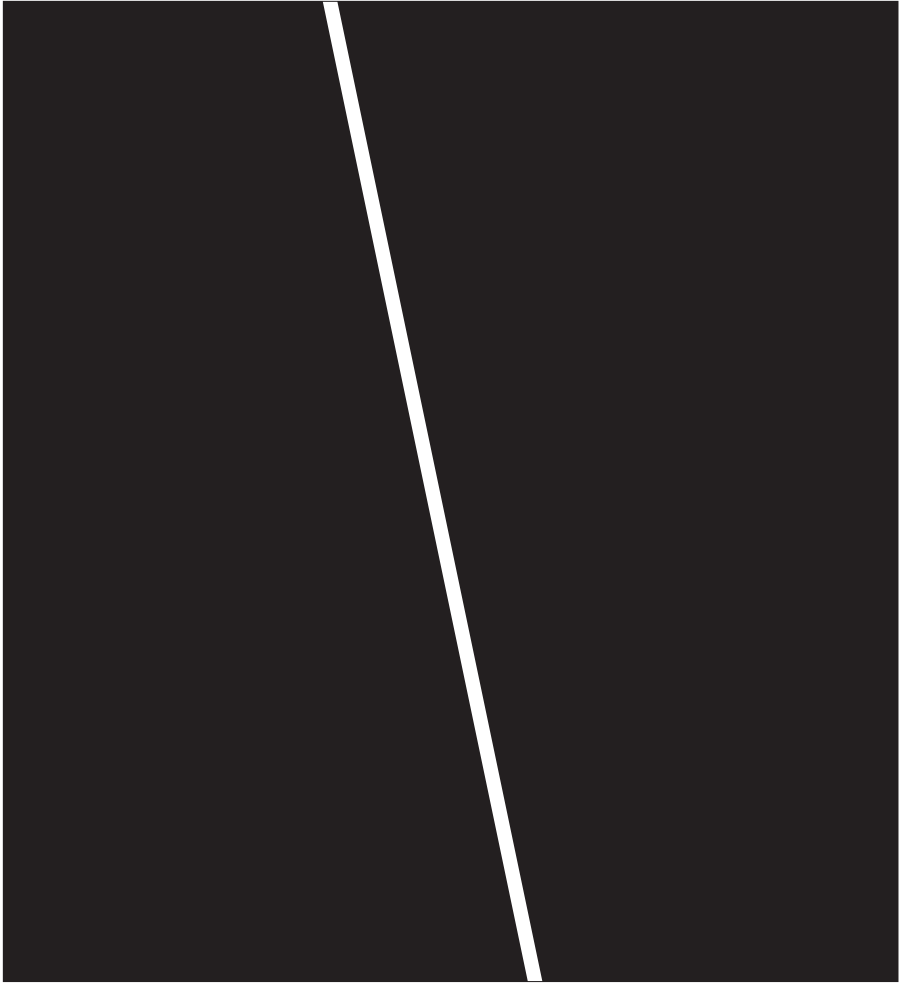
- Bodoni font was released in 1740–1813. The created designers of the font are Giambattista Bodoni, Chauncey H. Griffith and Fuller Benton.
- Bodoni has a mixture of serif, Neoclassical and Display. The original Bodoni design had a bold look with contrast of a heavier strokes and an upper case that was a bit more condensed weight.
- Bodoni has a unbracketed serifs and even geometric styling compare to a serif. Bodoni style has more of a Roman style and serifs. It has thin lines and a small bracketed ends. Bodoni's classification is serif, Neoclassical and display. The font foundry is Linotype. Serifs are most popular in Helvetica, Avant Garde, Arial, and Geneva.
- Bodoni has thick strokes contrasted with hairline thin strokes, and unbranched hairline.
- Bodoni has been used in *Mama Mia* poster, Hilton Hotels Advertisements, Calvin Klein, Vogue Magazine



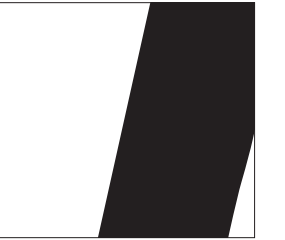
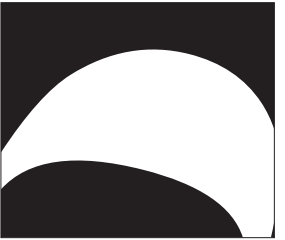
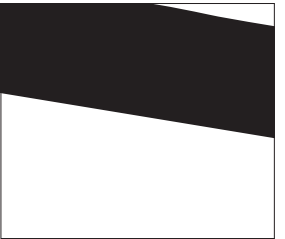
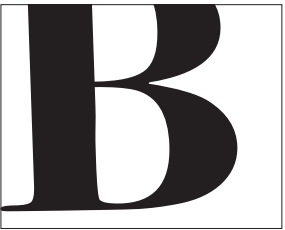
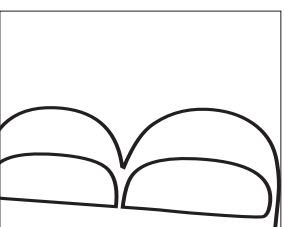
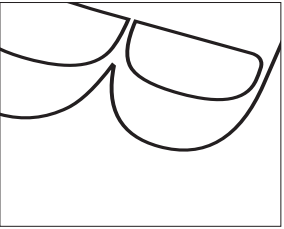
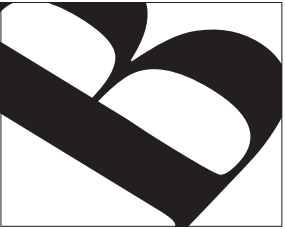
Anatomy| Bodoni type front

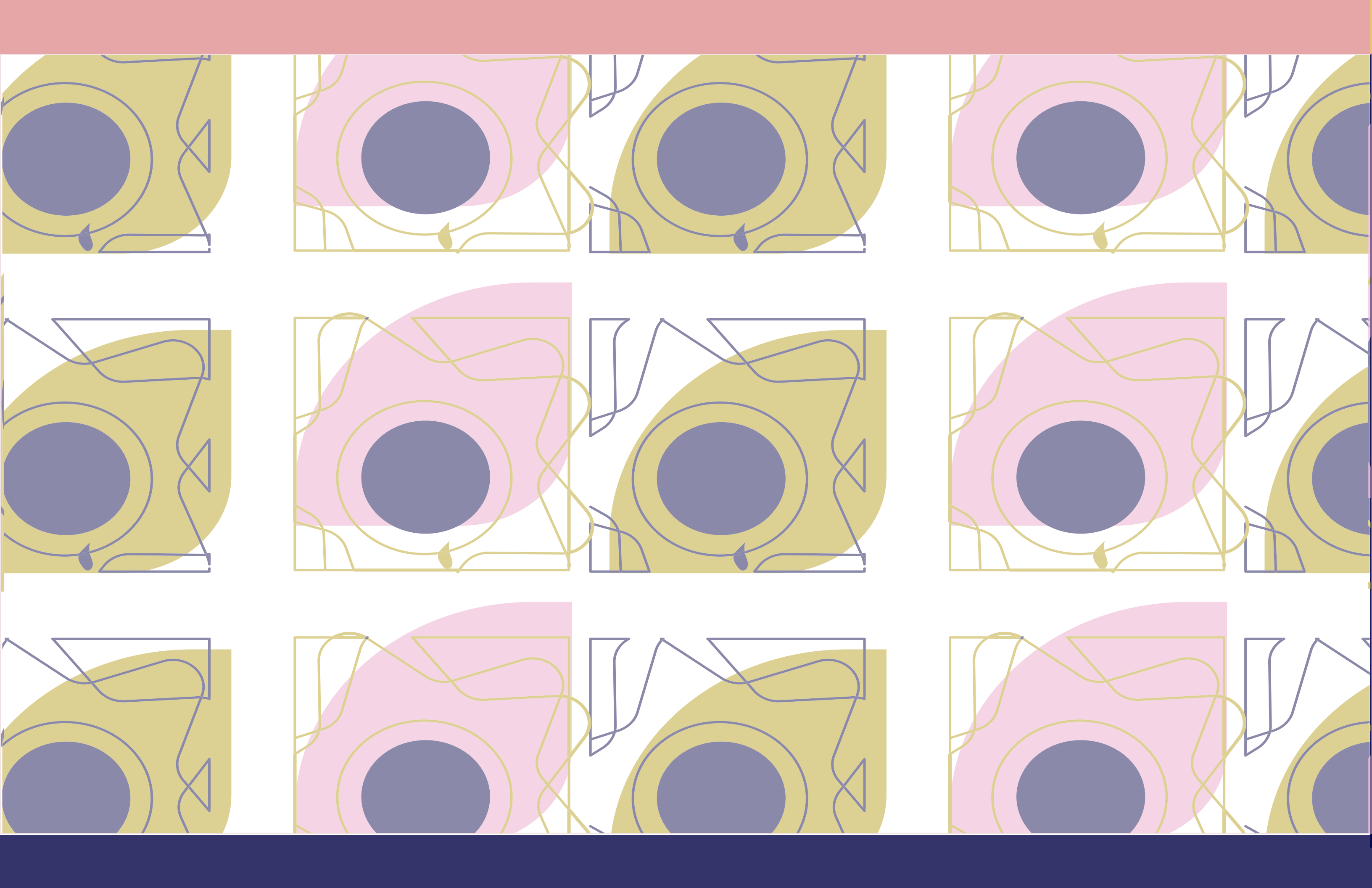


Realistic



Abstract





Thank you for viewing my Portfolio

Contact Me

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“Creativity is to discover a question that has never been asked. If one brings up an idiosyncratic question, the answer he gives will necessarily be unique as well.” -Kenya Hara

Ollie Khakwani, Product Designer at Inkling