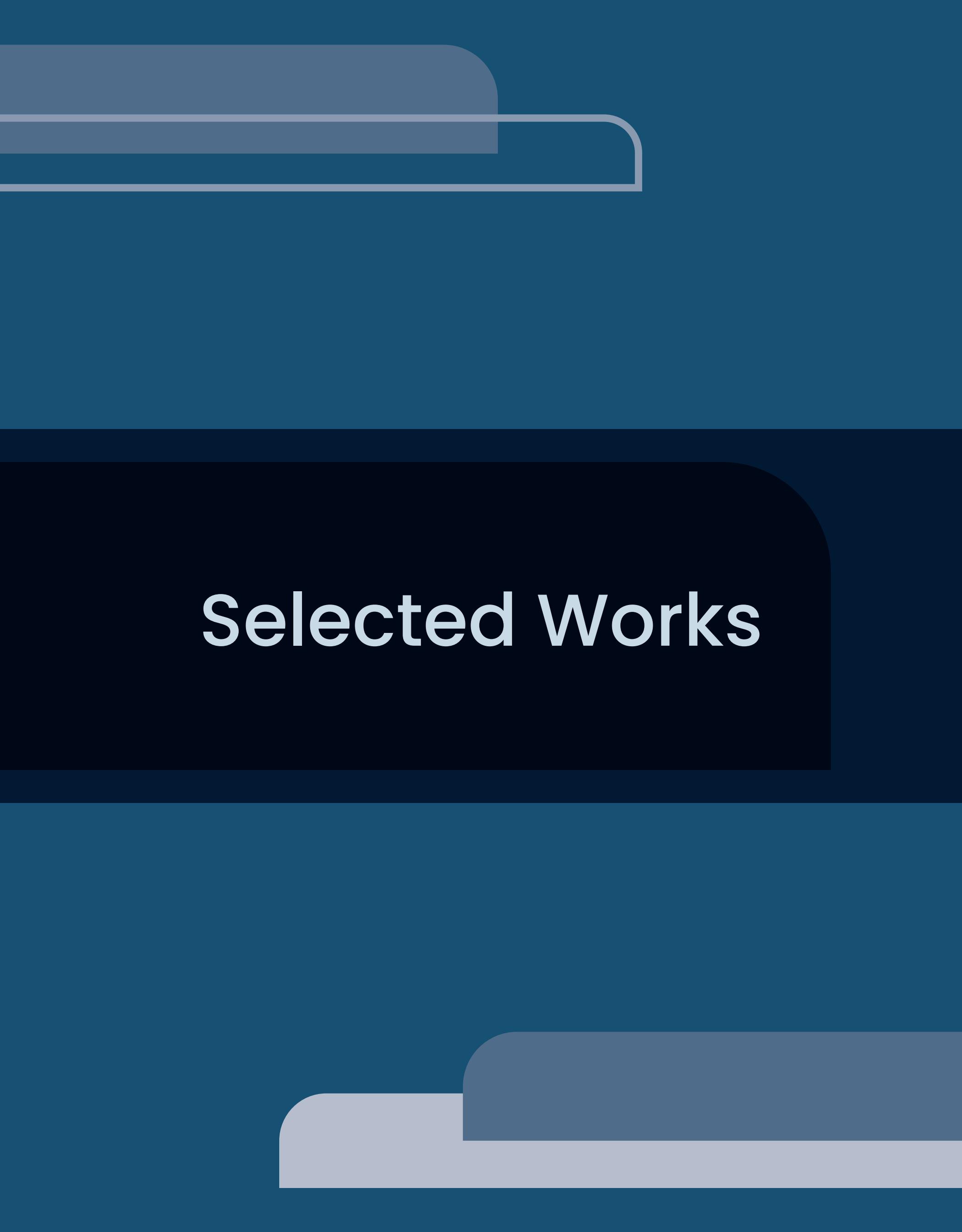


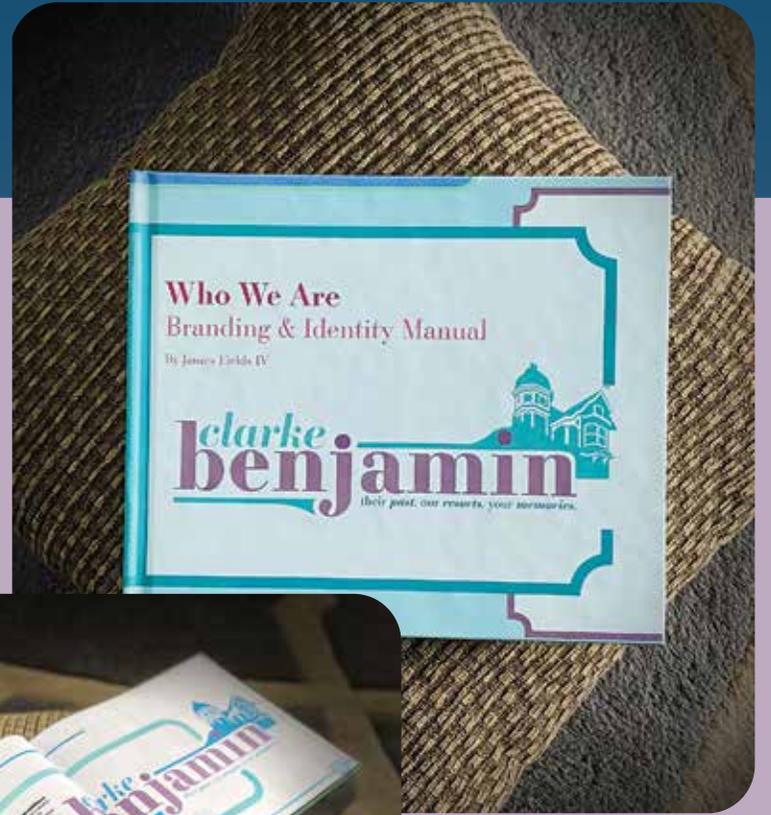
JAMESfieldsIVTM
creativity unbound.



Selected Works

Clarke Benjamin | Branding Manual

Clarke Benjamin, is a fictional travel agency, that has resort properties located in different eras throughout history. I created this company in order to work through the process of developing an identity for a brand in its infancy. With this project I solely developed and created every single asset for the branding manual. This includes, but is not limited to a primary and secondary logo, company stationery, pictograms, wayfinding signage and ephemera items. The manual is complete with brand specific body copy that dictates the values of the company, how the company is to be represented in addition to how the manual is to be used.



Pictograms



Our Transit

THE CARRIAGE

The carriage is a signature mode of transportation for the Victorian Era. Sourced directly from local and authentic Victorian Era carriage makers, the Clarke Benjamin resort carriage continues our tradition of class and refinement. Perfect for an intimate evening of two or for a family ride around one of our lush trails, the carriage is a complimentary service accessible to all of our resort guests. Pulled by one of our lovely Clydesdales, traverse the gorgeously landscaped grounds of our resort while doing so in unquestionable style.

66 67

Our Signage (cont.)

FLAG MOUNTED SIGNS

The flag mounted sign, comprised of stainless black steel, sits at a height of 3 feet and protrudes from its mount approximately 1 and 1/2 feet. With intricate steel metalwork, and a hanging text box, this signage blends seamlessly with other resort decor.

1' 6"

3'

Restaurant

Baggage Claim

LAMPOSTS

Standing at a striking 14 feet and 13 feet respectively our lamppost and overhead signage post, are both crafted from black stainless steel. Lit with bright LED bulbs, our lamppost offers both direction (via pictogram) in addition to lighting the way for our guests. Both posts sport our resort's signature metalwork that cleverly infuses both Victorian and modern sensibilities.

FREESTANDING SIGNS

Our most complex piece of signage, our freestanding sign holds the most pictograms at four total. Sporting pictograms mounted on pristine glass accompanied by directional arrows, this signage is our most used and has proven very effective with directing guests around our resort hotel.

14'

13'

6'

56 57

Our Stationery

3.5 inches US #10 Envelope

Security Pattern

These post. Our resort. Your memories.

Envelope | Front

Envelope | Back

Mailing Label
4 inches x 6 inches

As stated before the importance of a letter is immense and the same could be said in regards to what the letter arrives in. Our envelope strives to let the receiver know the level of care to expect before they even break the seal. Sporting a Clarke Benjamin specific security pattern, our envelopes ensure that our letters arrive in style and well secured.

For employees, like yourself our business card is the one of the last impressions you'll leave on any potential customer or business affiliate you may encounter. As such we made sure that our business cards carried the same level of refinement and class as our other stationery.

Our mailing label dons our iconic Clarke Benjamin House, making it immediately clear to the receiver, who the package is from and to prepare themselves to be excited for whatever is packed inside.

Business Card | Front

JASPER DADE
Travel Agent

Clarke Benjamin

C: 937 | 4323 | 745
O: 937 | 765 | 4321
533 E Third Street
Dayton, OH 45402
jda@clarkbenjamin.com
www.clarkbenjamin.com

3.5 inches x 2 inches

Business Card | Back

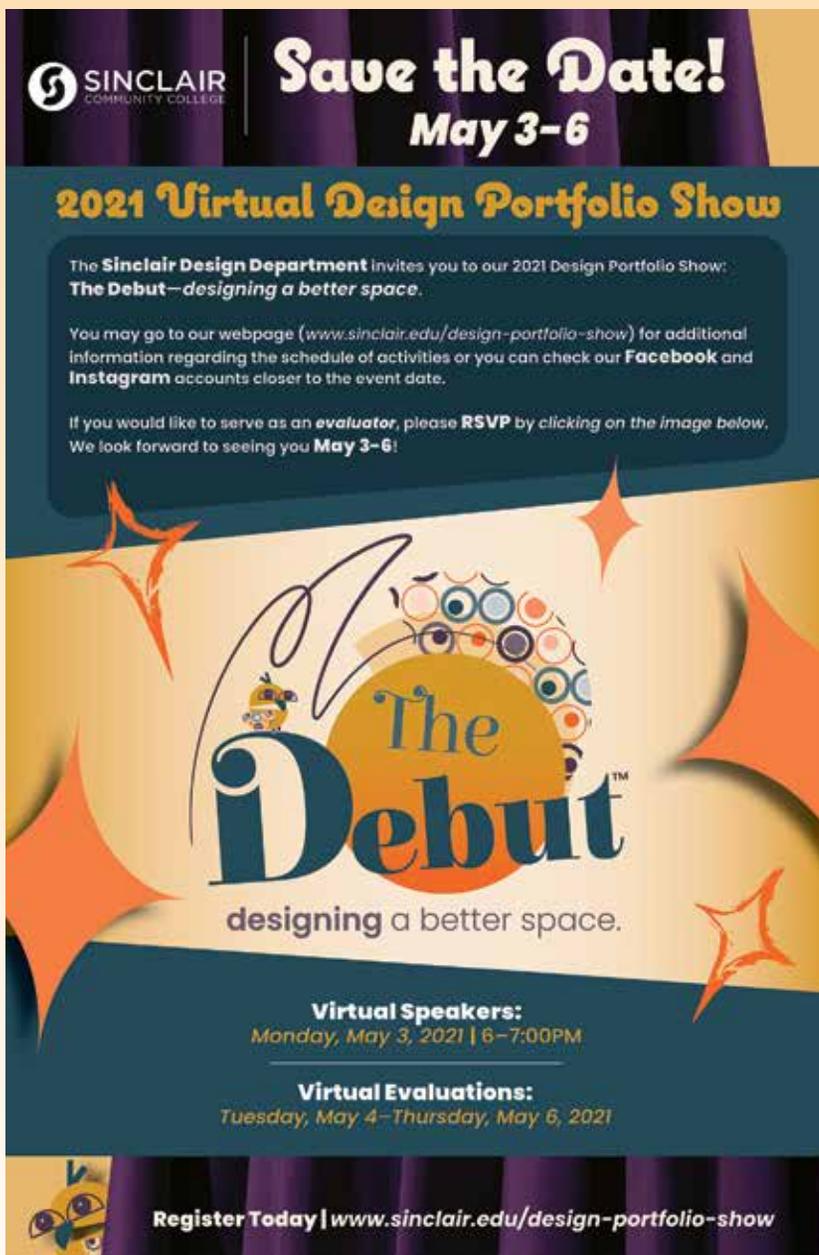
These post. Our resort. Your memories.

46 47

The Debut | Design Showcase Branding

Each year the **Sinclair Community College Design Department** organizes a **portfolio showcase**, for the upcoming graduates to present their best work. The theme of the showcase is created and completely designed by a group of Visual Communications students who will also be graduating. I was a part of the **team** that developed the **theme** for the 2021 graduating class. The theme was entitled, **The Debut**. I assisted in coming up with the theme's **logo, color palette** and **typography**. However I was mainly charged with designing the showcase's print products, such as **mailers, name tags** and **save the date cards**.

"Save the Date" Card



Name Tag

"You're Invited" Card





Table Tent

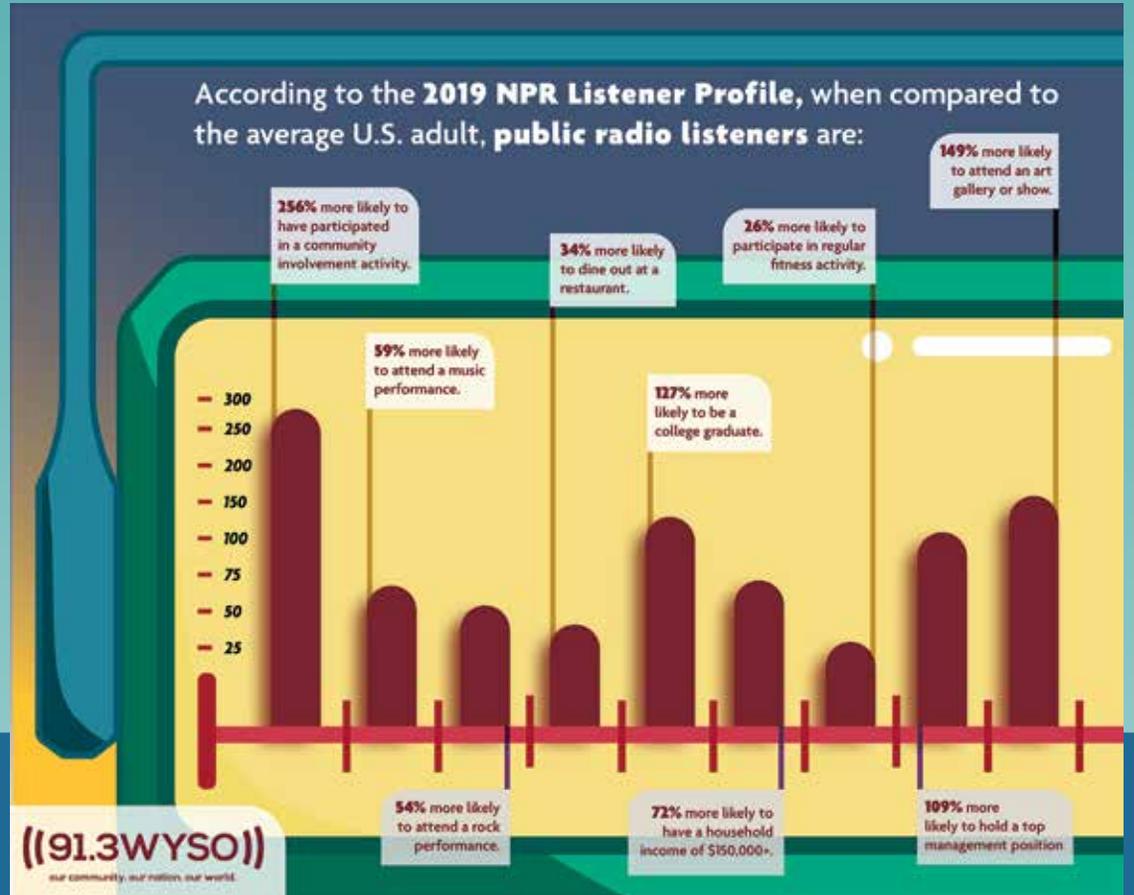


"You're Invited" Mailer

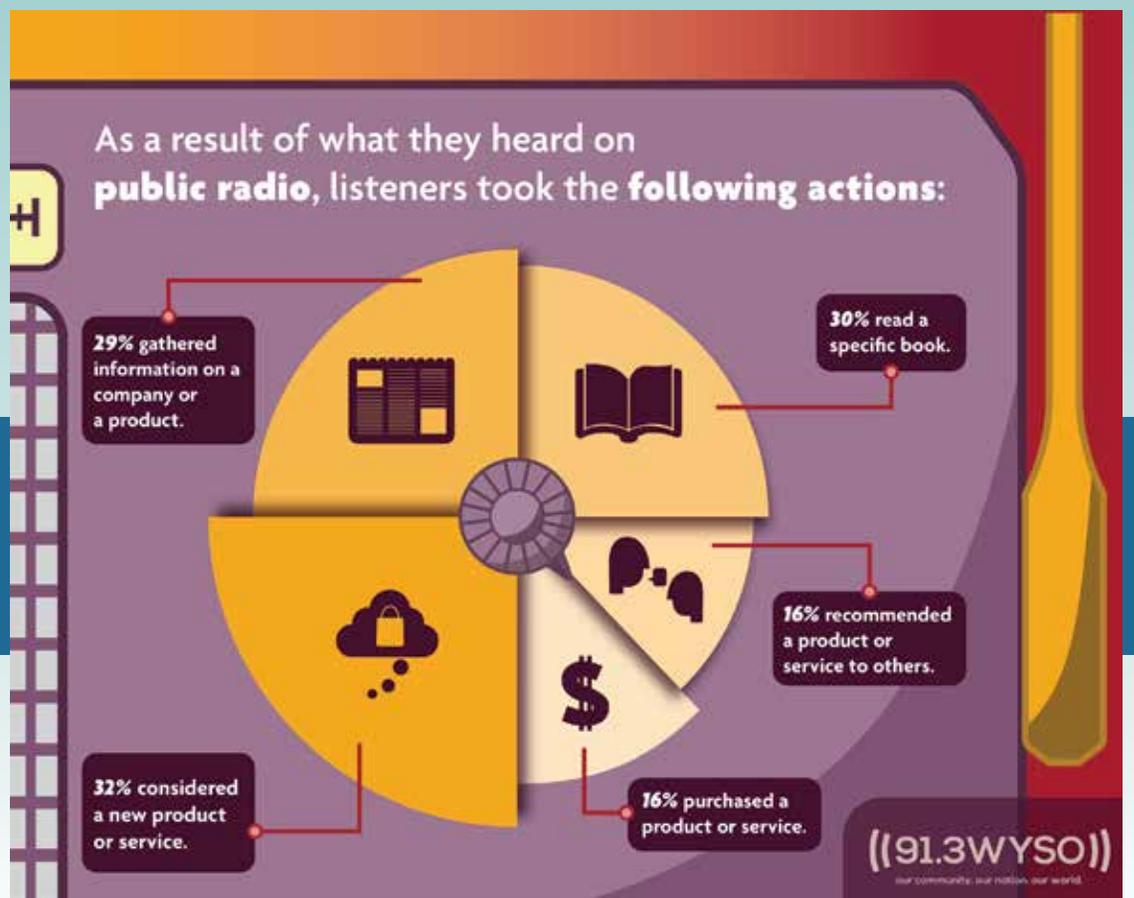


WYSO Internship | Infographics, Logos, Web/Email Banners

91.3 WYSO is a **public radio station** located in Yellow Springs, Ohio. While interning for them I developed a multitude of **various graphics** that were used both on their website and in **email blasts** to members, as well as in other external forms of communication. I also developed **logos** for in house programs, in addition to developing a possible design for their member T-shirt.



NPR Statistics #1
Infographic based on stats pulled from NPR.



NPR Statistics #
Infographic based on stats pulled from NPR.

WYSO
((91.3WYSO))
OUR COMMUNITY. OUR HISTORY. OUR MINDS.

HOW IS WYSO FUNDED?

WYSO is funded by our listeners,



and local businesses.

Our community provides
78% of our funding.



About 1/3 of that support
comes from businesses.



The other 2/3 of that comes
from listeners just like you!

WYSO relies on this generous support,



to keep our station delivering *unique*
and *engaging* programming.

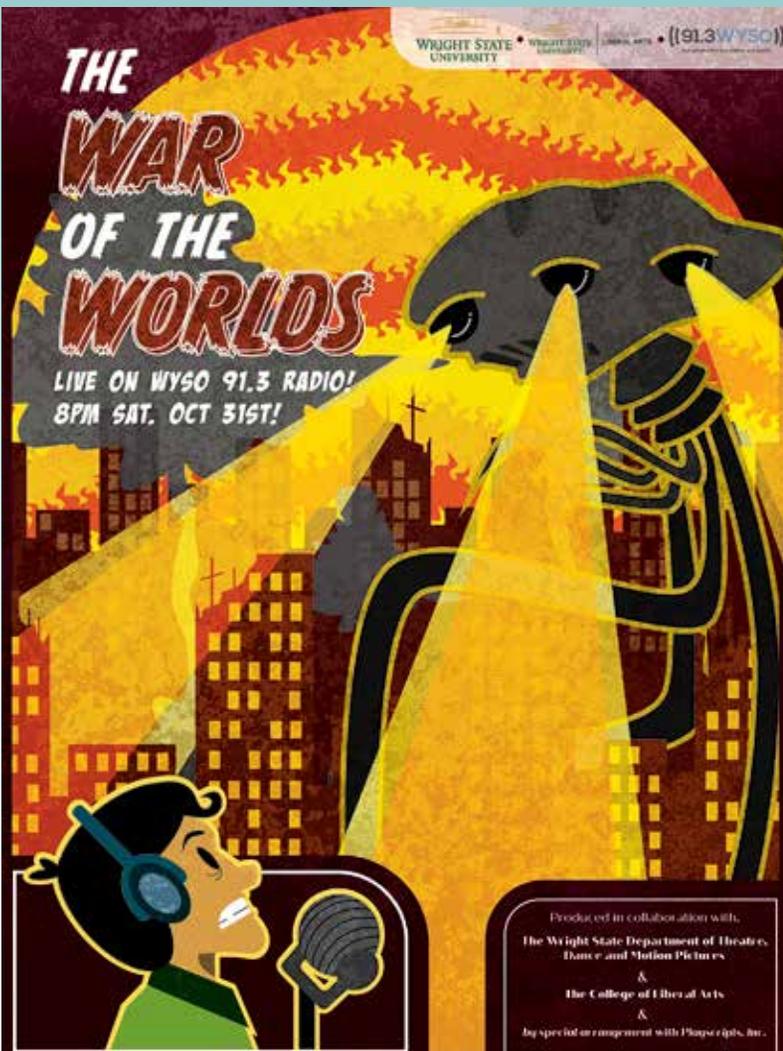
When you support WYSO you're
helping to keep local radio going!

**DONATE
TODAY!**

www.wyso.org

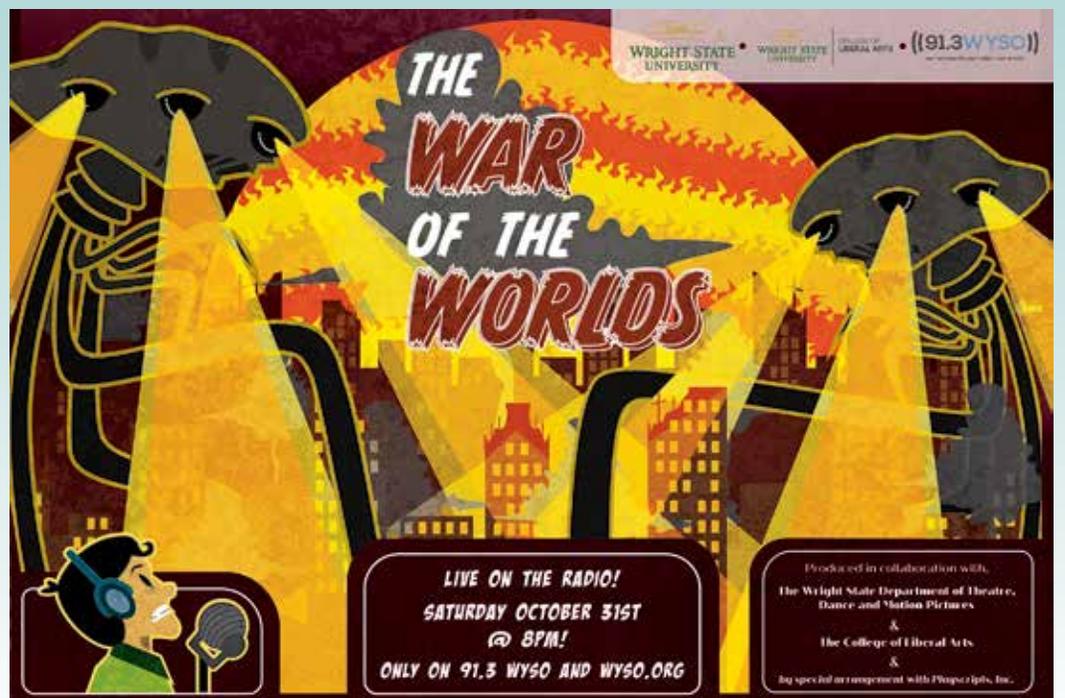
How is WYSO Funded? Infographic

An infographic that illustrates where WYSO gets its money from. Intended to **inform** as well as **encourage** listeners to **donate**.



The War of the Worlds Digital Poster

A digital poster developed to **advertise** Wright State University's production of *The War of the Worlds*, broadcast by WYSO.



West Dayton Stories
Logo

West Dayton Stories is a community-based story-telling project that focuses on the people and places of Dayton's colorful west side.



Live On 91.3 WYSO
Logo

Live On 91.3 WYSO is a radio segment broadcast from the WYSO performance studio space, featuring music across genre lines.

91.3 WYSO Music On Demand
Logo

WYSO's library of previously aired music programming.





The Race Project
Logo

The **Race Project** is a series whose premise is pretty basic; invite two everyday people from the Miami Valley to talk about their **life experiences** through the **prism of skin color**.

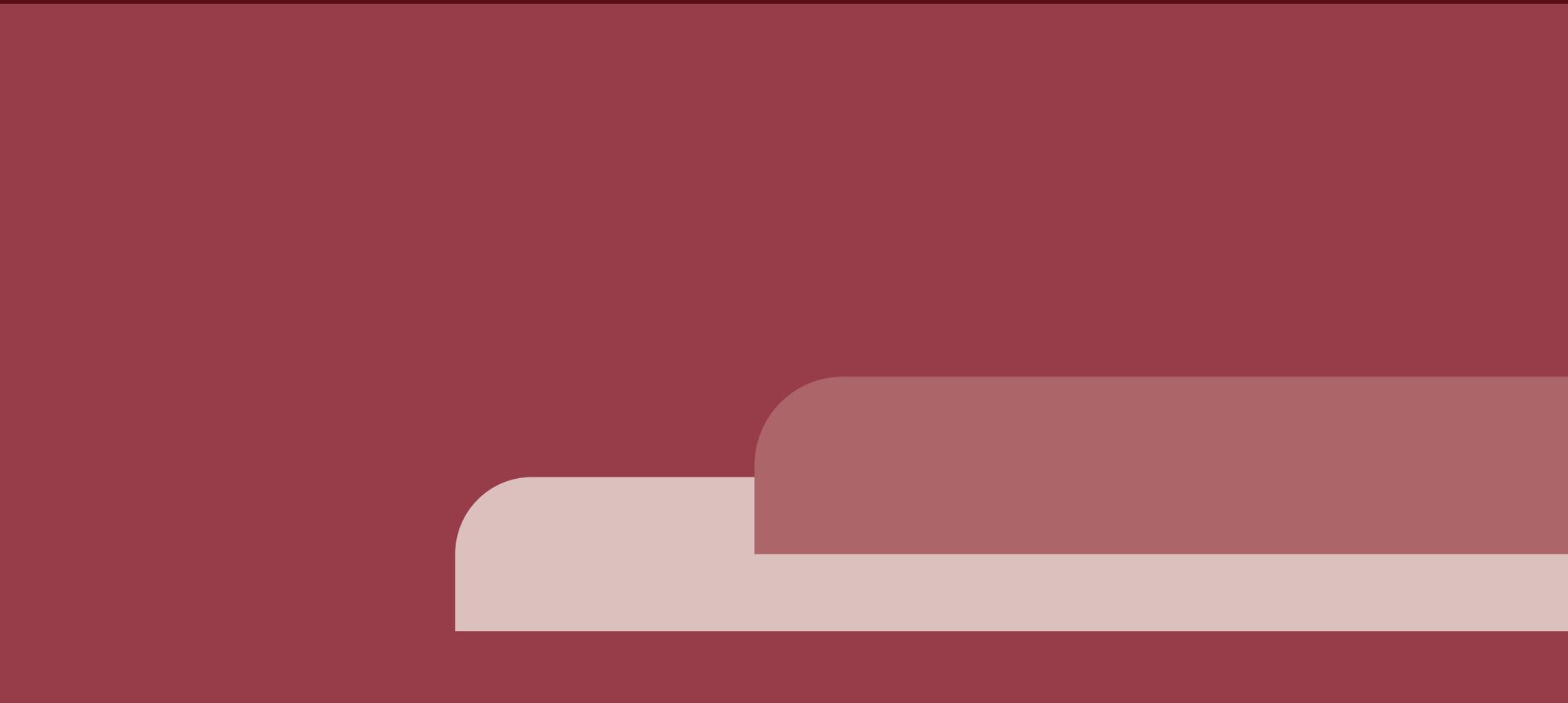


91.3 WYSO T-Shirt Design

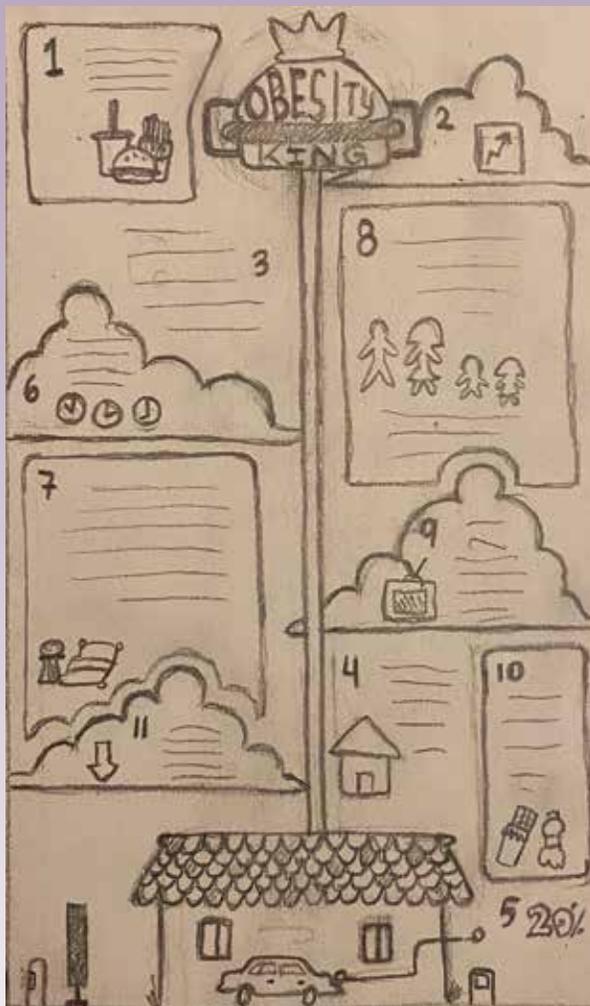
Created for the WYSO member T-Shirt, this design was inspired by the **shapes, colors** and **patterns** of the late 80's.



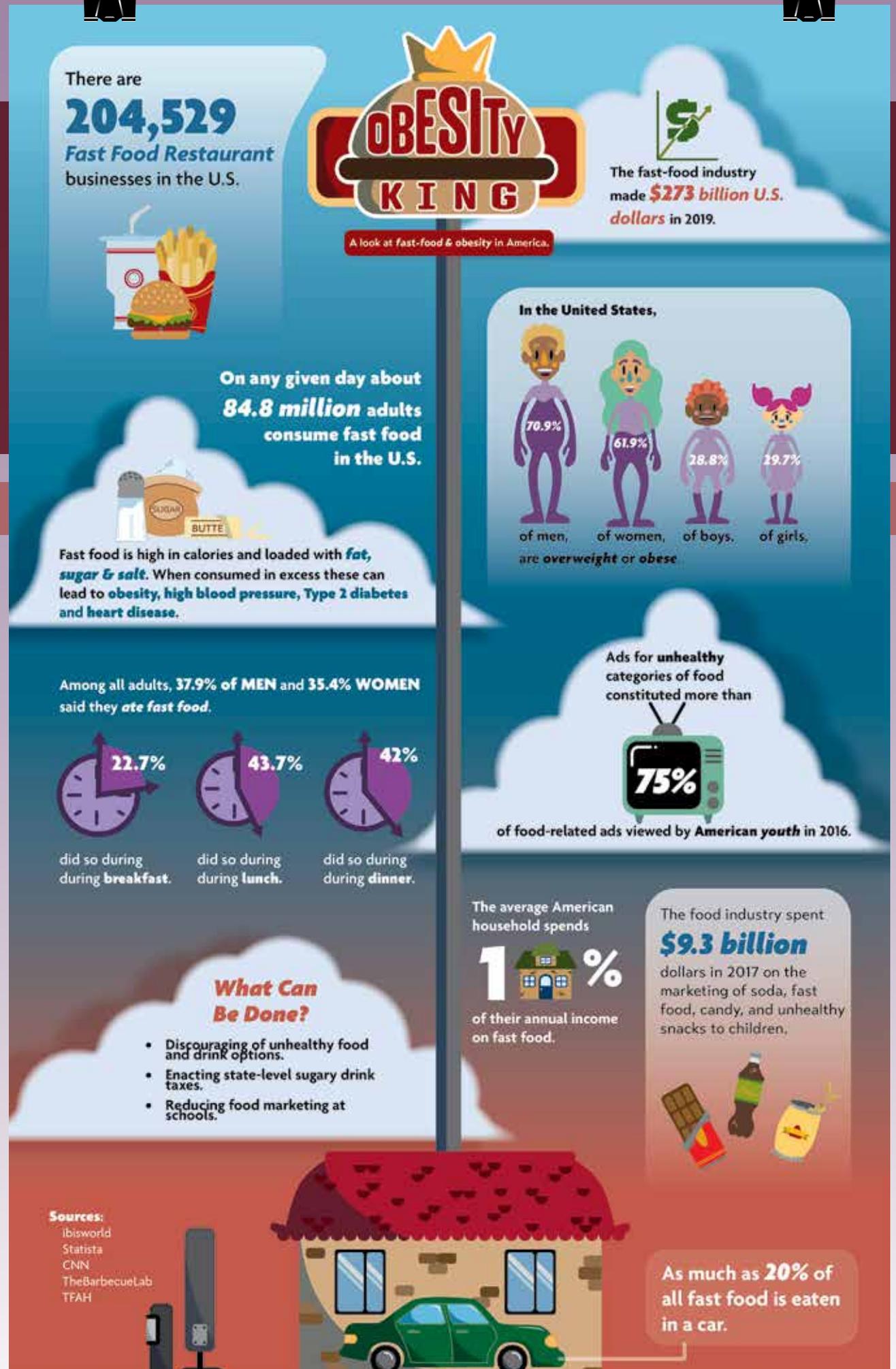
Infographics



This infographic takes a look at the **American fast food industry** and its impact on **American culture**. This infographic specifically focuses on **obesity rates**, **American spending habits** and the **amount of money** pouring into the fast-food industry.



Rough Sketch



This infographic displays the data found after a week of tracking some of my **key habits**. This infographic was created as a way to **self-reflect** and **gain insight** into not only how I spend my time but also how these things effect my **productivity**.

Dear Diary,

Life is strange. Its funny how we can we can do certain things on a near daily basis and not even realize how much we do them. Well this week I decided to keep track of a few of those things and here's what I've discovered about myself...

EATING FOOD

6-9
TIMES per DAY



Well, everyone loves to eat. Some more than others. Perhaps I fall into that "some" category. As it turns out I eat anywhere from **6-9 times** per day. On average thats about **6.75 times** on any given week day. Thats a lot of food! I wonder if I eat more than the average person? Who knows...but I think now would be the perfect time for a snack!

MON: 5	FRI: 5
TUE: 6	SAT: 7
WED: 5	SUN: 9
THUR: 6	MON: 8

"munch"
"munch"
"munch"

on average

743

MON: 308 cal	FRI: 490 cal
TUE: 370 cal	SAT: 583 cal
WED: 956 cal	SUN: 749 cal
THUR: 509 cal	MON: 1082 cal

CALORIES a DAY

With all the eating I do its a good thing that I also spend a good amount of time at the gym. Working out is a great way to stay focused, keep the mind and body healthy in addition to **burning off any excess calories**. On average I burn up to **743 calories** a day. With all these calories being burned off no wonder I feel the need to eat so much!

BURNING CALORIES



burn baby burn!

CRACKING MY KNUCKLES



on the *low end* **2** times a day

ON THE *HIGH END* **7** TIMES A DAY

MON: 7	FRI: 2
TUE: 4	SAT: 2
WED: 2	SUN: 2
THUR: 1	MON: 5

If there is one thing I love to do its *crack my knuckles*. There's just something so satisfying about hearing that pop and feeling my joints relieve all of that built up pressure. Hopefully all of this knuckle cracking won't come to haunt me later down the line as I get older. On the low end I crack my knuckles **twice a day**. But some days I can end up cracking them up to **7 times** in a day. A nervous tick perhaps? Or simply just a stress reliever?

CHECKING MY TWITTER FEED

MON: 6	FRI: 6
TUE: 7	SAT: 6
WED: 9	SUN: 8
THUR: 6	MON: 6

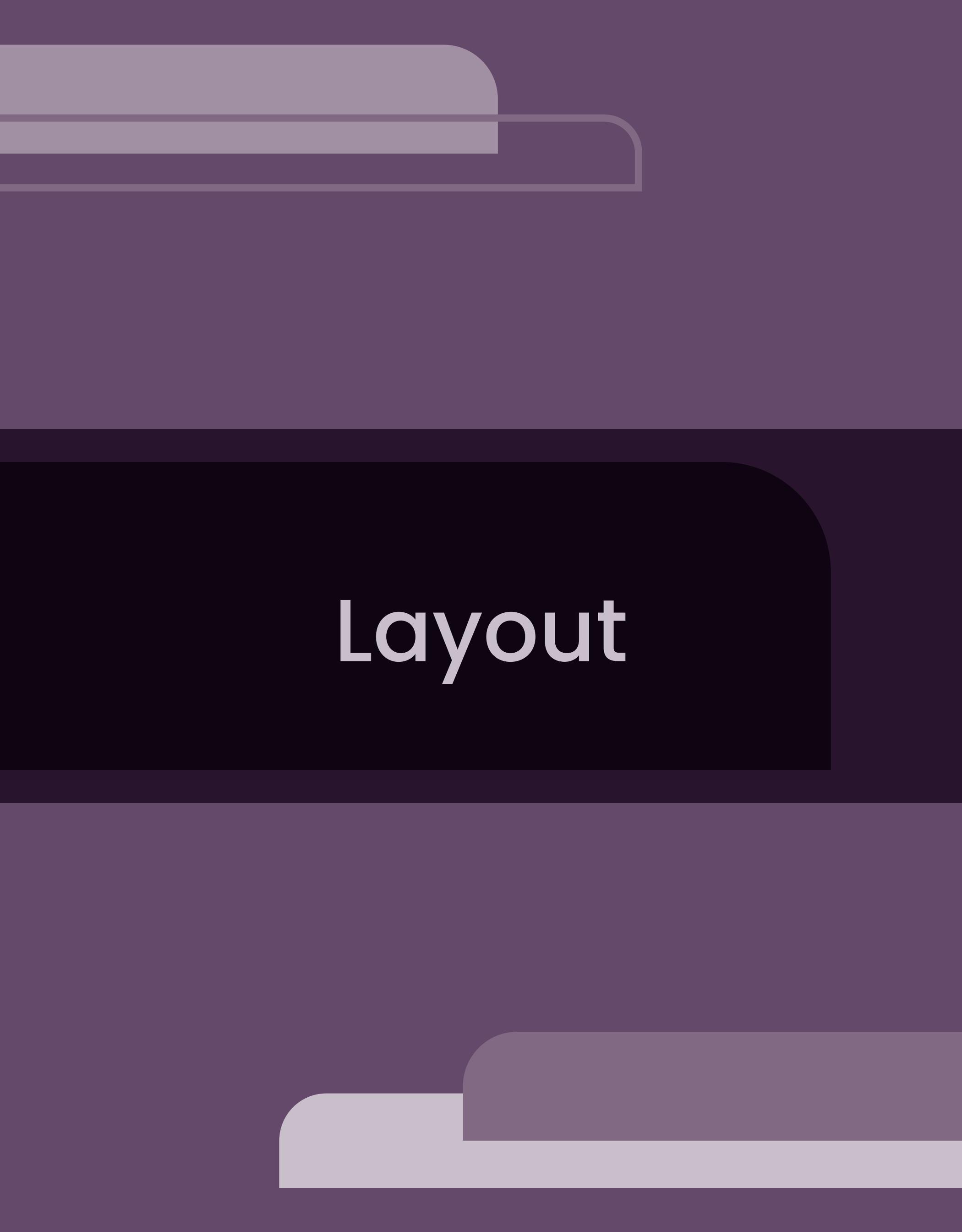
My phone. My best friend. My worst enemy. I am a social media addict and **Twitter** is my main poison. I can scroll down my twitter feed for hours on end. And the amount of times I open my twitter app is all the proof one needs to certify this statement. I opened my twitter app a total of **54 times** in the past week alone. That's almost **7 times per day**. I think I need help!

54
TIMES
a WEEK

7
TIMES
per DAY

LOL!
OMG!
WTF!



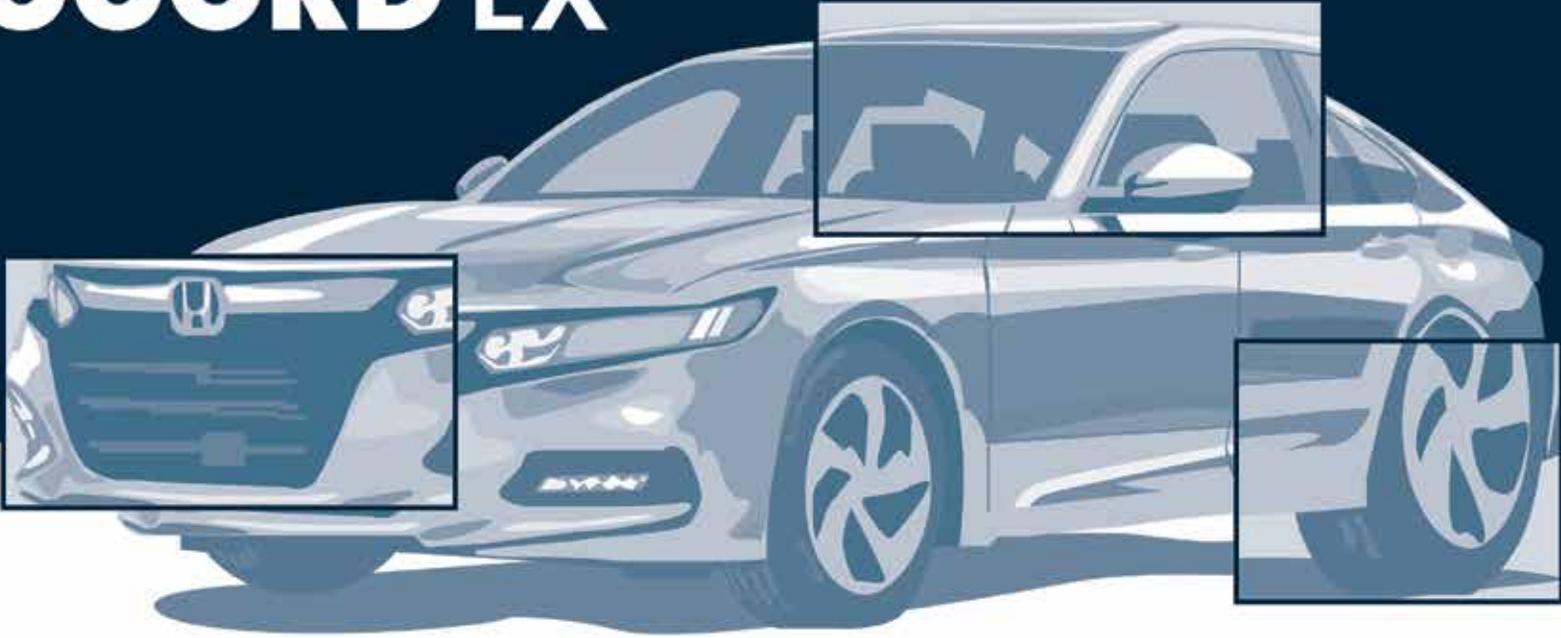


Layout

all new
**2018
HONDA
ACCORD LX**

from
\$23,570

MPG 30city 38highway
192 Horsepower
192" Lx73" W x57" H



"The Most Impressive Honda Yet"



A mock-up **advertisement** for the **Honda Accord LX**. The illustration of the car was made using Illustrator and paired with the necessary text InDesign.

((91.3WYSO))
our community. our vision. our world.

Dear WYSO Leader,

Won't you be our *valentine*? WYSO has a special event coming up you won't want to miss!



Susan Stamberg

NPR's *Susan Stamberg* and WYSO's *Neenah Ellis* will be in conversation on **Zoom**, discussing Susan's work, career, and new initiatives.

There will be an **audience Q&A** where you can submit your own question for Susan to answer!



Neenah Ellis

This is a WYSO Leaders virtual event; a **valid email address** is required to RSVP. Additional event information and RSVP instructions will come via email later in January.

Not sure if WYSO has your email address? Please get in touch with **Sara Woodhull** at 937-609-8152 or swoodhull@wyso.org.

Save the Date!
Sunday, February 14, 2021
4:30-5:30pm via Zoom

Save the Date Flyer

A save the date card made during my internship at WYSO. The flyer **encouraged** members to **save the date**, for an upcoming interview taking place on *Valentine's Day*.

Digital Invitation

A **conceptual** save the date card, created for **Sinclair Community College's Virtual Design Showcase**. This was submitted but not chosen as the direction that the department wanted to go in.

The invitation features a background of blue and purple water splashes. At the top left is the Sinclair Community College logo. At the top right is the Design Department address: 444 West Third St., Dayton, OH 45402-1460. The main text reads: "The Design Department invites you to attend the 2021 Virtual Design Portfolio Show". Below this is a large, stylized logo for "UNCHARTED WATERS" with the tagline "adventure is one design away." The event details are: "Virtual Speakers | Monday May 3, 2021" and "Virtual Evaluations | Tuesday May 4-Thursday May 6, 2021". At the bottom, it says "Register Today | www.sinclair.edu/design-portfolio-show" and "For more information contact Katherine Trigg at 937.512.4505 or Katherine.Trigg@sinclair.edu".



Traditional Media

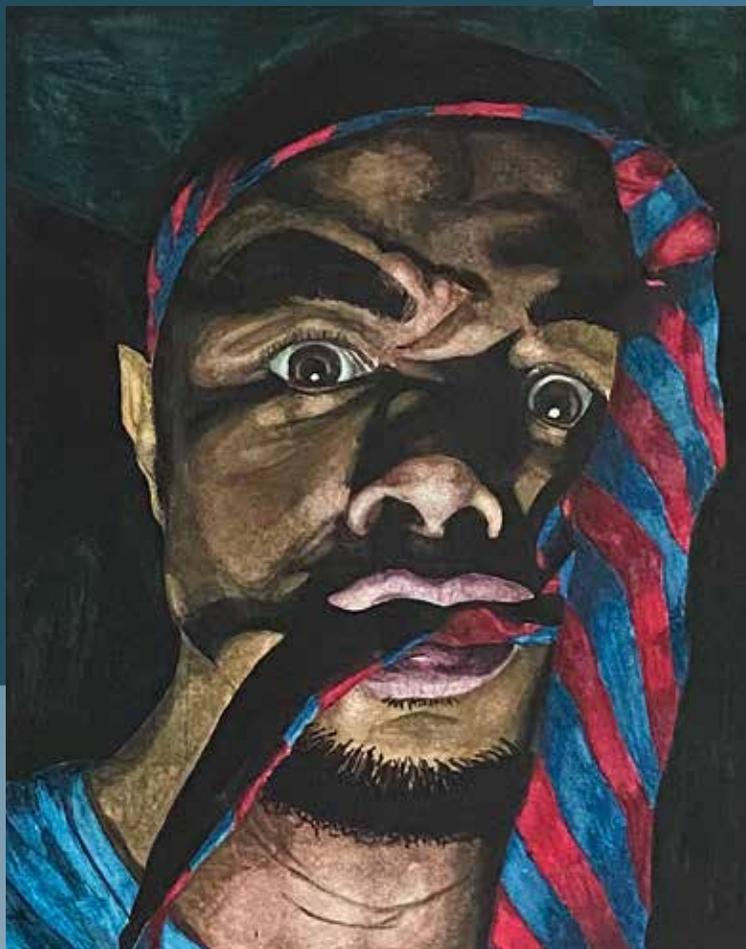
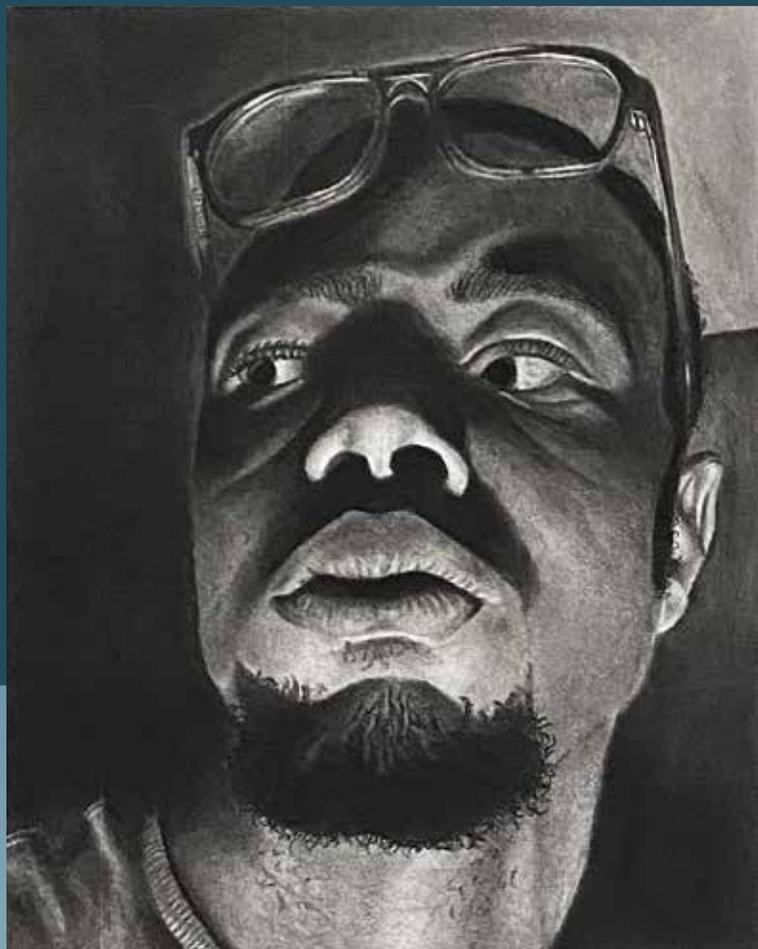
Skull | White Charcoal



Glass Bottles | Water Color

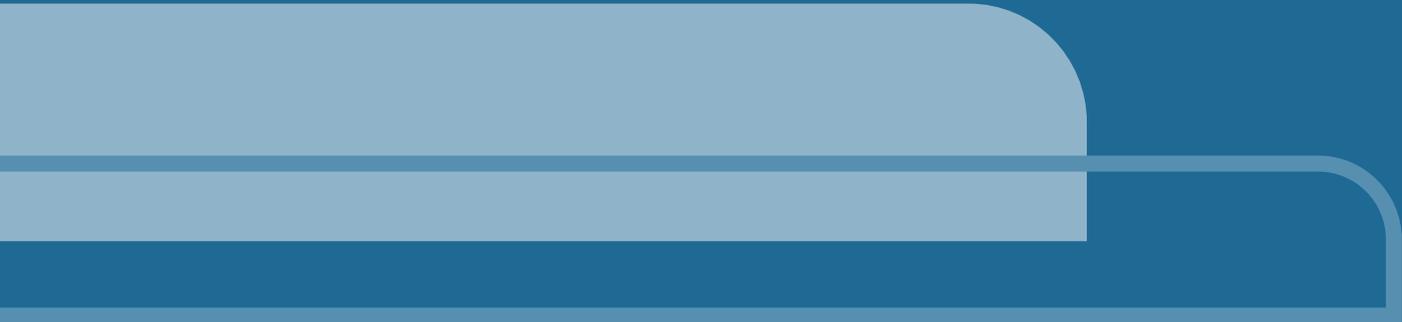


Self Portrait | Charcoal & Water Color



Female Figure | Charcoal





Contact Me

936.760.9161

jfieldsfour@gmail.com

CREATIVITY UNBOUND.

