



**JAY'VIEON
JACKSON**

VISIONS INTO REALITY

GRAPHIC DESIGNER

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PERSONAL BRAND BOARD

ABOUT

OBJECTIVE

The objective of this project was to revamp my old branding and create Something new or tweak it. My brand has had many changes through the years including different logos, colors, and names.

This time, I decided to stick with the modern/clean look I've maintained but add some vibrancy and meaning to it. The main colors, Stargazer Yellow, Tiger's Eye, Stellar and Nebula Blue, Saffron (Orange), and Sienna (Orange) displayed on the right side of the spread.

Additionally, the headline and paragraph styles are included. The style is maintained throughout the portfolio and all the pieces I've created for myself. As you flip through my portfolio, you'll see the border at the top and bottom of the page is on every page and uses the main colors of my brand.

LOGOS



HEADLINE

AKIRA EXPANDED

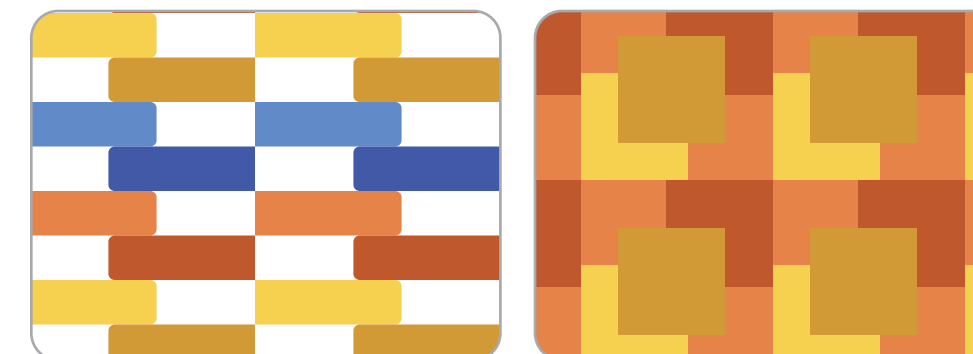
Body Copy, Call Outs, Subheads, Etc. -**Montserrat**

Montserrat Light
Montserrat Regular
Montserrat Italic
Montserrat Semi Bold
Montserrat Bold

Body Copy Example -11pt

Nestias dolorit untio cus mos et ea porem imolorrovid minctoreius rerferibus eius ditatempos doluptatur, vellabori to tem re, que liqui odignie ndicid quis ex exerum ipsandunto consedignim enda nihil idi intotat ipitia incte con consedis et faccaer ciurerrum sandit, optae peratem porrum aut int delecte mporit unt.

PATTERNS



COLORS



STARGAZER YELLOW
RGB F6D051
CMYK 4 16 80 0



TIGER'S EYE
RGB CF9A37
CMYK 19 40 93 1



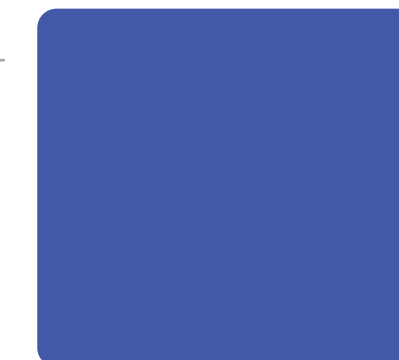
STELLAR BLUE
RGB 628CC9
CMYK 63 39 0 0



SAFFRON
RGB E58348
CMYK 7 58 80 0



SIENNA
RGB C0582C
CMYK 18 76 97 7



NEBULA BLUE
RGB 465AA8
CMYK 82 72 0 0

COLOR PURPLE POSTER

ABOUT

OBJECTIVE

For this project, we were to take an existing piece of work (in this case, a movie poster) and turn it into an illustration using Adobe Illustrator. I chose to illustrate The Color Purple movie poster. I chose this specific movie because it had just been released in theaters and didn't have enough buzz around it. Additionally, I wanted to see more diversity in the design department's work. With the cast being predominately black, it worked perfectly.

On the right, you can see the original movie poster, followed by the illustration I did of it in Illustrator. I also included some images from the movie to add depth to the project. This movie is so sentimental and educates the general public about the past because although the plot of this story happened over a century ago, it still deserves to be shared. Especially since racism is still prominent in today's society.



ORIGINAL COLOR PURPLE POSTER



ILLUSTRATED COLOR PURPLE POSTER



MOVIE FRAMES

COLOR RESEARCH

ABOUT

OBJECTIVE

The objective of this project was to research colors and create pages for them. I studied how colors make you feel and how they compare to different shades and tints. I designed a page for every color, from red to purple, as well as black, white, gray, and neutrals. On the left are the colors red and orange.

Red is the most stimulating color and represents many things. Its meaning varies depending on where you are. For example, red is often associated with energy, passion, love, and anger, whereas in Eastern cultures like China and India, it symbolizes good fortune and celebration.

Orange is a mixture of yellow and red, so it embodies the qualities of both colors. In psychology, orange is associated with warmth, creativity, and happiness. However, it must be used with caution, as too much can lead to overstimulation. In society, orange is often seen on traffic signs and safety equipment.

Color Research:
RED



"RED, with all of its compelling attributes, is deeply ingrained in the human psyche. The very word "ingrained" has its origins in the ancient method of dying fibers with cochineal and kermes, ground up insects that render an intense red that is permanent and indelible. The presence of this demanding hue is intrinsically understood, commanding, determined, and un-ignorable" (Eiseman 28).

2024-Spring-1150-200-Jackson-Jay'Vieon- Exercise 5: Color Research | 1

HUE
PANTONE 1797PCS

90%
PANTONE 1797PCS

40%
PANTONE 1797PCS

80%
PANTONE 1797PCS

30%
PANTONE 1797PCS

70%
PANTONE 1797PCS

20%
PANTONE 1797PCS

60%
PANTONE 1797PCS

10%
PANTONE 1797PCS

50%
PANTONE 1797PCS

SHADE
PANTONE 194 PCS

COMPLIMENT (GREEN)
PANTONE 347 PCS

COLOR RESEARCH: RED

COLOR RESEARCH:
ORANGE

Color Research:
ORANGE



"The offspring of dynamic red and radiant yellow, there is nothing reticent about ORANGE. It seeks attention, as vivid red often does, but because of the inclusion of yellow's sunny disposition as an undertone, orange has an affable, warm-hearted, and non-aggressive manner. Because of these qualities, it is a color that encourages conviviality and good social interaction. It is both physically and mentally stimulating, a hue that connotes communication" (Eiseman 40).

2024-Spring-1150-200-Jackson-Jay'Vieon- Exercise 5: Color Research | 2

HUE
PANTONE 1375PCS

90%
PANTONE 1375PCS

40%
PANTONE 1375PCS

80%
PANTONE 1375PCS

30%
PANTONE 1375PCS

70%
PANTONE 1375PCS

20%
PANTONE 1375PCS

60%
PANTONE 1375PCS

10%
PANTONE 1375PCS

50%
PANTONE 1375PCS

SHADE
PANTONE 7414PCS

COMPLIMENT (BLUE)
PANTONE 300 PCS

LOUIS KHAN POSTCARD

ABOUT

OBJECTIVE

For this project, I made postcard invitations for an art exhibition celebrating the work of Louis Khan at the Dayton Art Institute. I wanted the invitations to reflect Louis Khan's modernist work, so the postcard is simple and clean with minimal detail.

Louis Khan was a modernist architect from Kuressaare, Estonia. He was best known for his Brutalist architectural style.

Some of his works include the Salk Institute in San Diego, structures in the Four Freedoms Park on Roosevelt Island in New York City, and the Kimbell Art Museum in Fort Worth, Texas.

You can see some of his work on the front of the invitation and on the far right of the spread.



FRONT OF INVITATION

Dayton Art Institute
456 Belmont Park North
Dayton, OH 45406

FIRST-CLASS MAIL
US POSTAGE PAID
DAYTON, OH
PERMIT NO. 55

YOU'RE INVITED!

Saturday, May 20 | 5:00 - 9:00 PM
The Dayton Art Institute | Lower Level

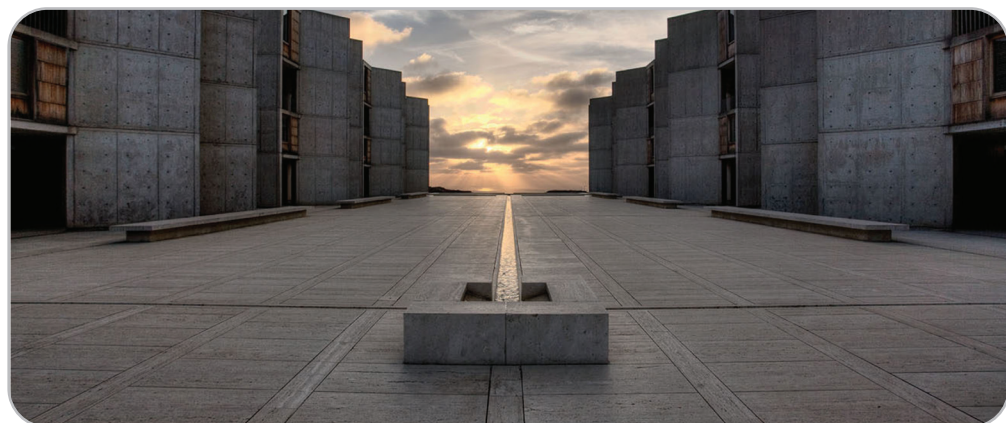
The Dayton Art Institute invites you to an
exclusive preview of our latest special
exhibition featuring the works of Louis Khan.

Cost: \$10 members. \$20 non-members
(includes museum admission).

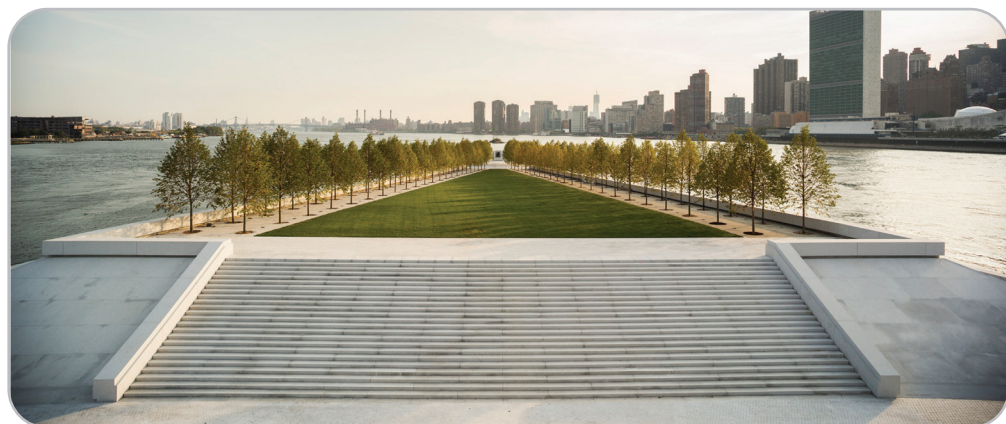
Jay'Vieon Jackson
444 West Third Street
Dayton, OH 45402-1460



BACK OF INVITATION



SALK INSTITUTE FOR BIOLOGICAL STUDIES



FDR FOUR FREEDOMS STATE PARK



KIMBELL ART MUSEUM

DIRECTIONAL POSTER

ABOUT

OBJECTIVE

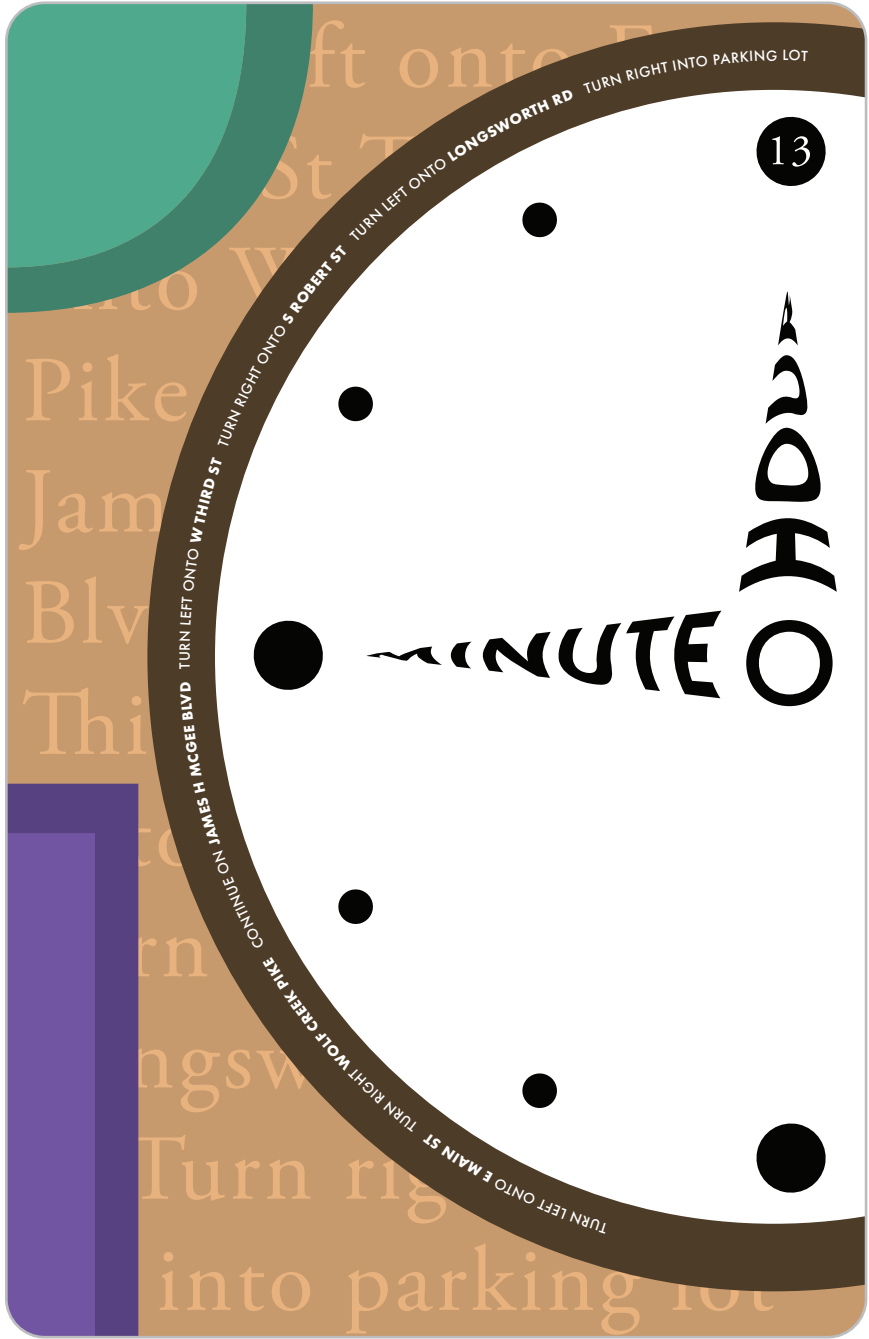
The objective of this project was to give directions to Sinclair Building 13 by using different text techniques including warps. I wanted to go a simplistic router by making my design abstract. In the background of the composition you can see glances of street names such as James H. McGee Blvd. and Wolf Creek Pike which are both streets I travel on my way to Sinclair Building 13. Around the bezel of the clock, you can see the full directions.

TARGET AUDIENCE

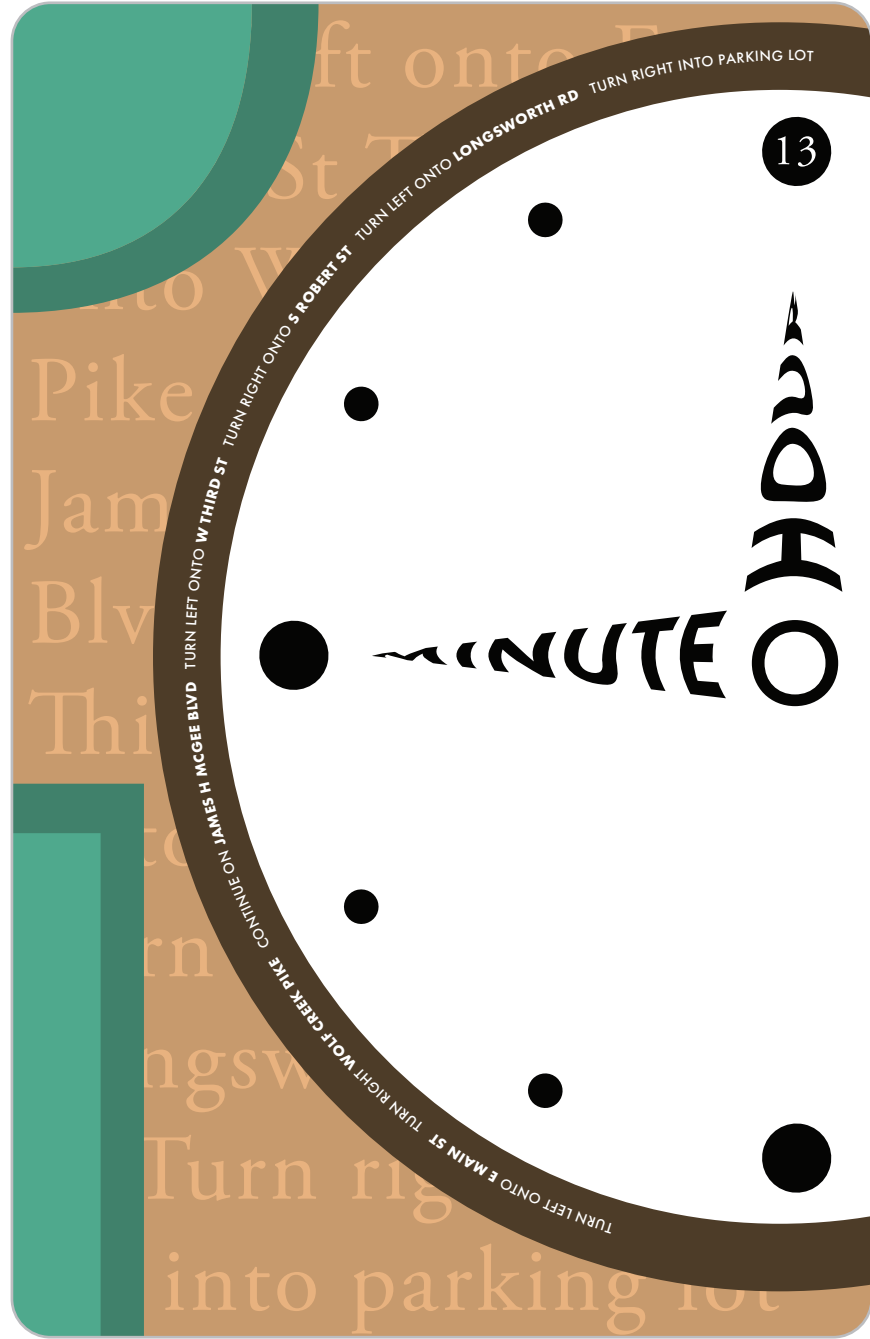
The target audience for this project are first year design students at Sinclair. This poster will help navigate their way to Sinclair Building 13.

FONT FAMILIES

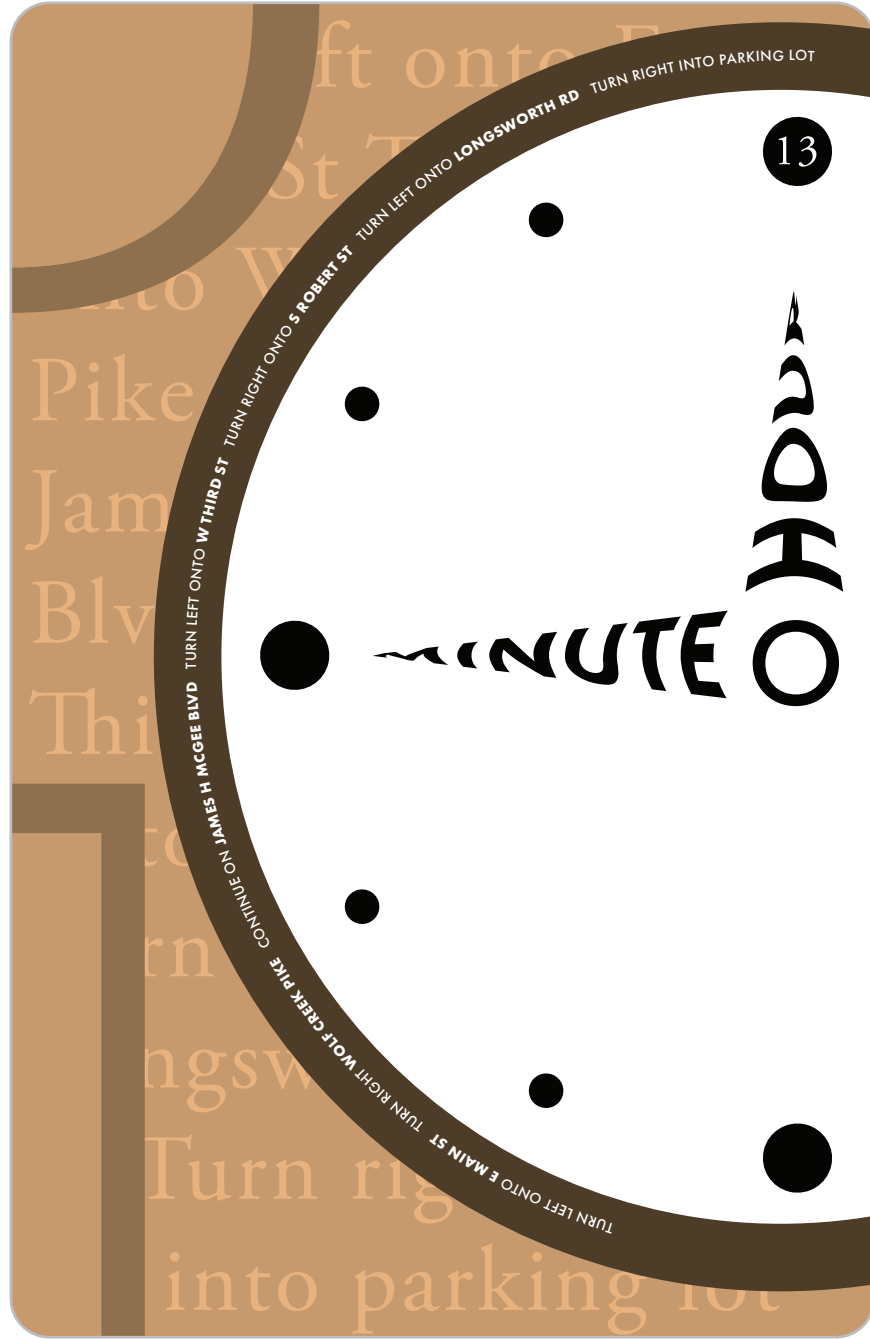
The fonts used are Futura and Adobe Garamond.



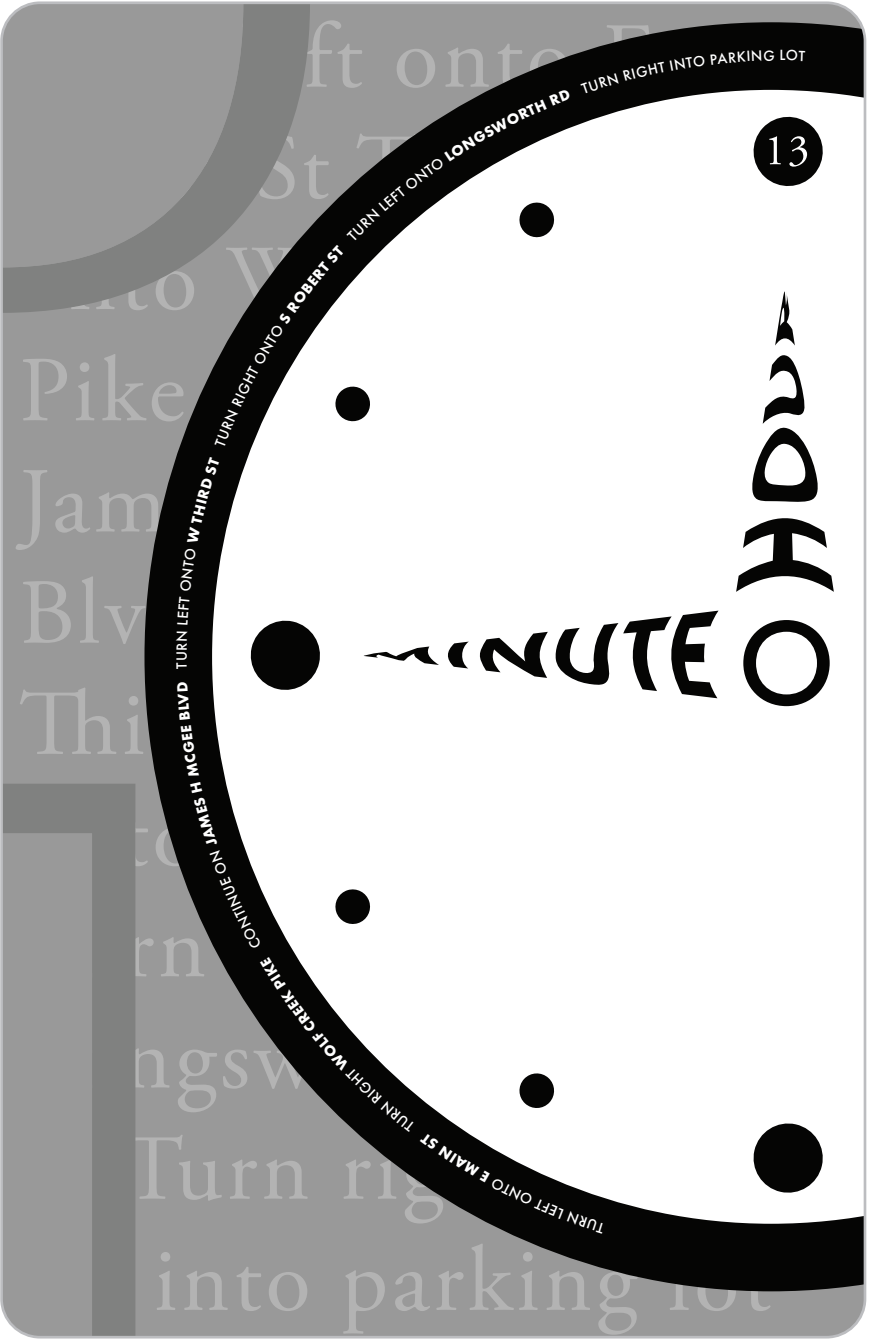
THREE-COLORED POSTER



TWO-COLORED POSTER



ONE-COLOR POSTER



BLACK & WHITE POSTER

MVCTC SHIRT DESIGN

ABOUT

OBJECTIVE

These shirt designs were created during my senior year at Miami Valley CTC. We focused primarily on editing, motion graphics, video production, illustration, and web design, so I represented these disciplines through the bubbles surrounding the main logo on the shirts. Each icon reflects a different skill we worked on throughout the year, making the design meaningful to our class experience.

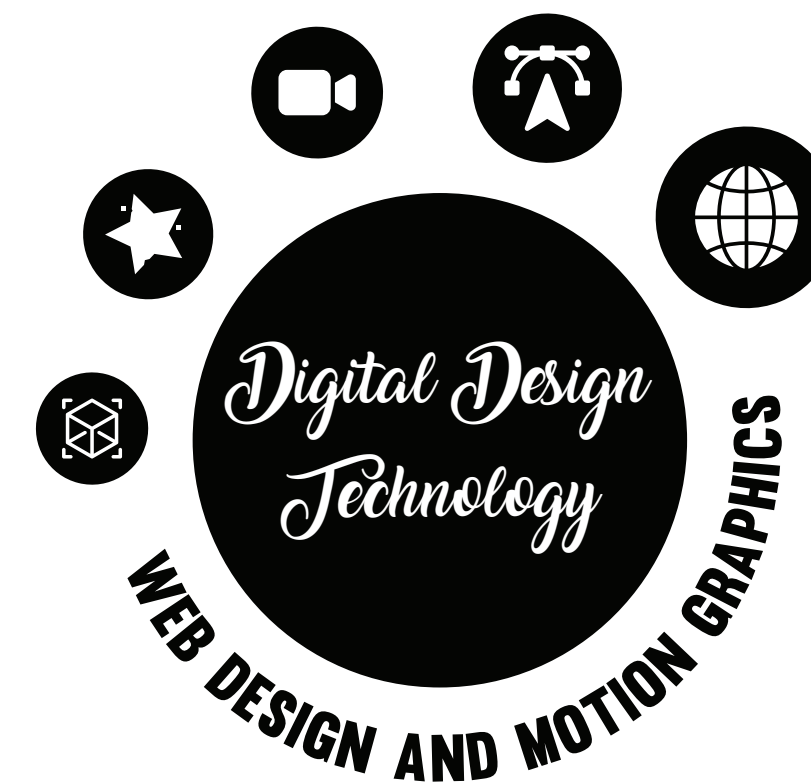
The back of the shirt features the Miami Valley Career Technology Center's logo at the top, along with a placeholder for the names of the graduating seniors. The design maintains a clean, circular layout that is easy to read and visually balanced. On the far right, there is a black-and-white version of the same design, offering a more classic and simple option depending on the shirt's style or color.



FRONT OF COLORED VERSION



BACK OF COLORED VERSION



FRONT OF BLACK & WHITE VERSION



BACK OF BLACK & WHITE VERSION

TENOR COVE RESTAURANT MENU

ABOUT

OBJECTIVE

The objective of this project was to create a menu for guests visiting Tenor Cove, a music-themed waterpark that I created. The goal was to design something that would be easy for guests to read and navigate while maintaining consistent elements of the brand.

For the design, I used the same blues from the Tenor Cove branding guide (Hip-Hop Cyan and Slippery Blue). I also included the bubbles that appear throughout the brand and around the park. All the content is divided into clear sections, with photos of the food to make the menu more inviting and to give guests a visual idea of what they could order. Overall, the design balances being fun and lively while still staying organized and functional for the park environment.



TENOR COVE LOGO

INSIDE OF
RESTAURANT MENU



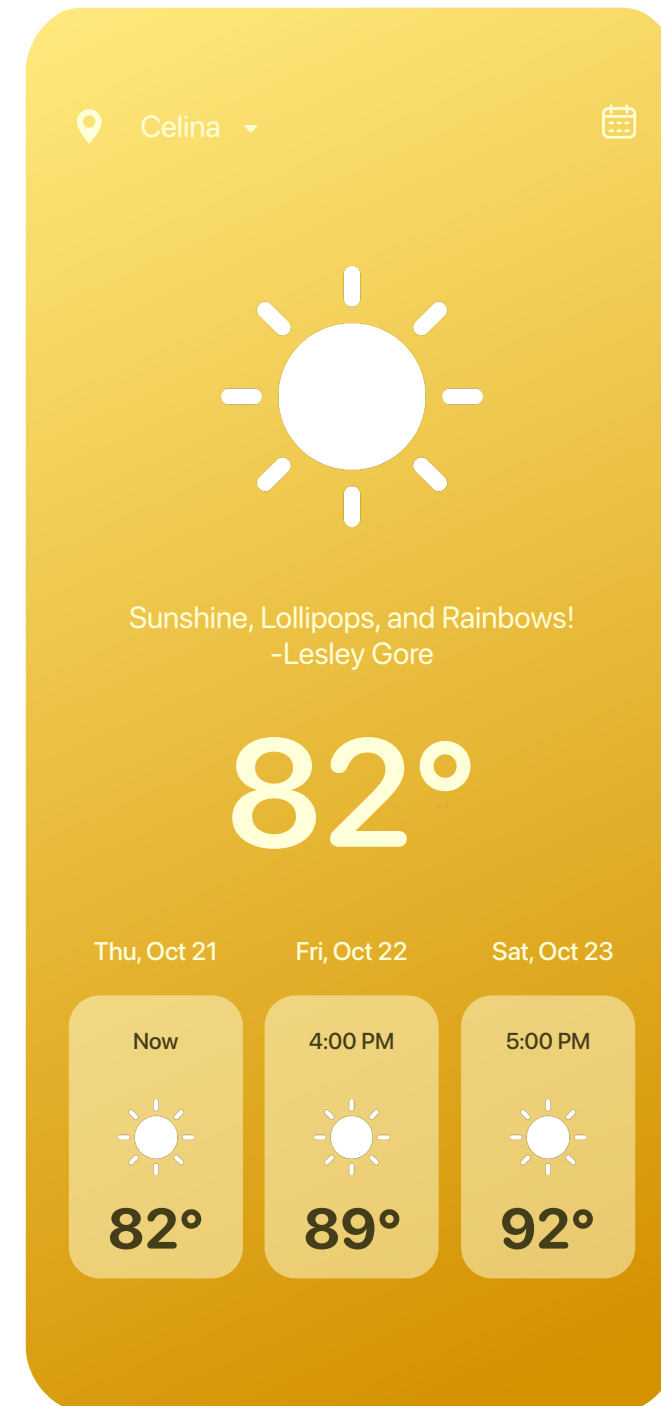
UI/UX PROJECTS

ABOUT

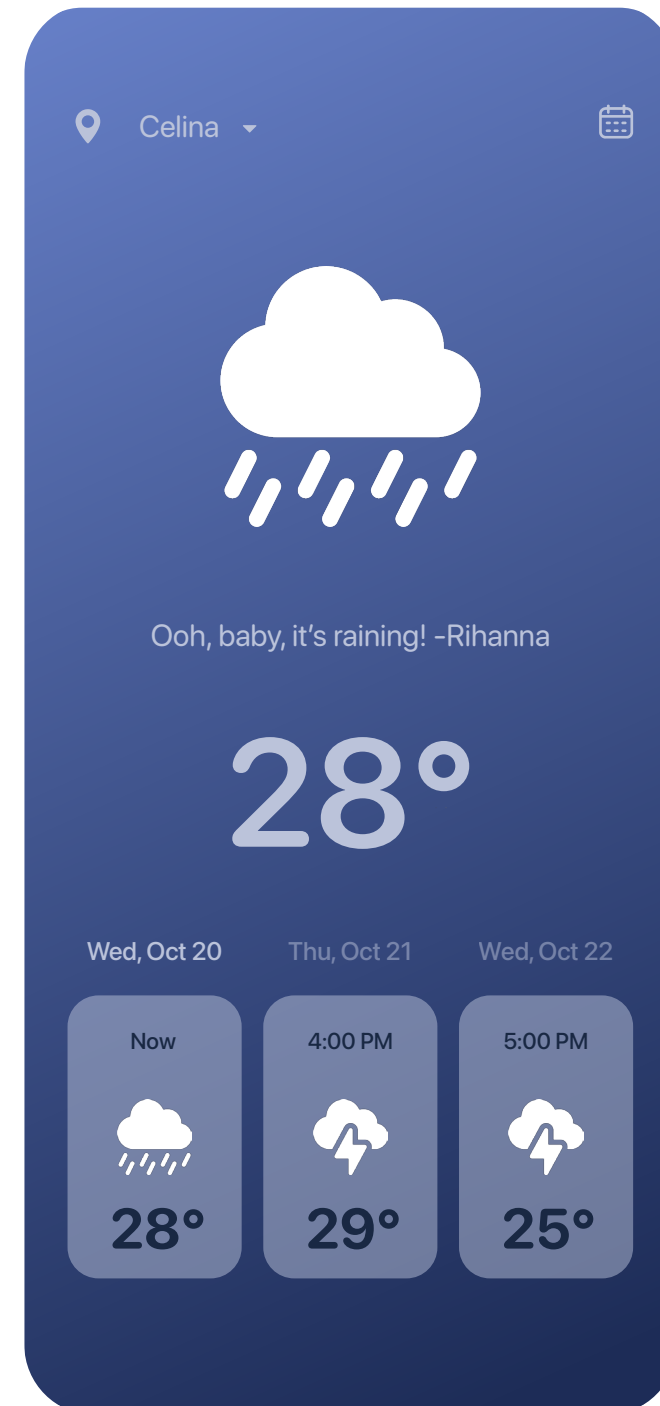
OBJECTIVE

These are two different projects. The weather app displayed on this page is from my freshman year at Wright State University. For this project, I experimented with UI/UX by creating a weather app that is simple to use and fun. The design features single-color gradients and simple shapes, such as rounded rectangles. It is useful for children to know what the weather will be like before or after school so they can prepare accordingly by packing items like umbrellas, coats, hats, scarves, or rain boots.

The other design was created during my senior year at Miami Valley CTC. It is a mobile version of a portfolio concept that is sleek and minimalist, avoiding redundant or needless details.



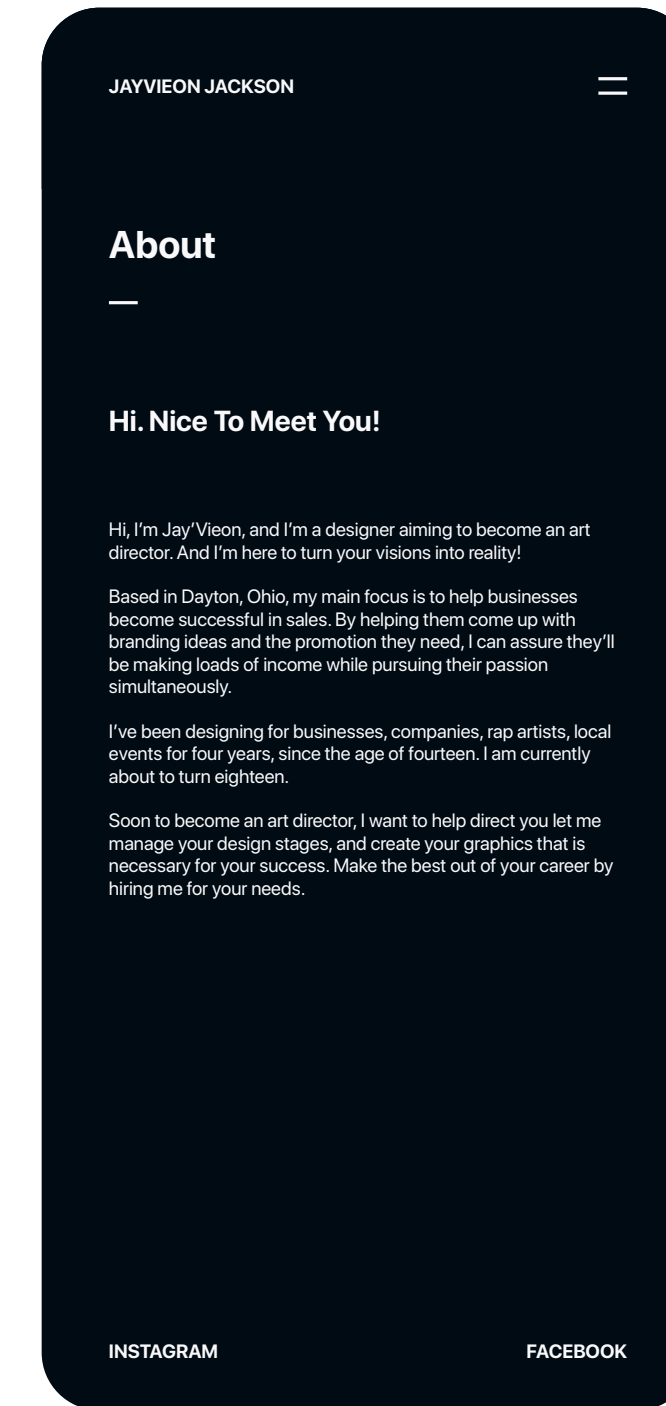
SUNNY DAY SCREEN



A RAINY DAY SCREEN



PORTFOLIO PROJECT PAGE



ABOUT SECTION



INSPIRATION

TYPOGRAPHY INFOGRAPHIC

ABOUT

OBJECTIVE

The objective of this project was to create an infographic that teaches people about the basics of typography in a way that's easy to understand and fun to look at. I wanted to cover topics like different font styles, how spacing works, and the parts of a letter, while also making the information simple and not overwhelming.

For the design, I went with a Halloween theme to keep it playful and eye-catching. I added elements of Halloween, like ghosts, jack-o'-lanterns, and bats. I organized everything into sections like styles, kerning, and tracking, parts of a character, and added some fun facts about typography history. The goal was to make learning about type feel less boring and more fun and engaging.

STYLES

SERIF: A small line or stroke attached to the end of a larger stroke.
SANS SERIF: A style of type without serifs.

UNITS

POINTS: Measures the height of type.
PICAS: Measures the width of type.
INCHES: Measures the size of type on a page.

KERNING TRACKING

KERNING: Spacing between 2 characters.
TRACKING: Spacing between all characters.

ALIGNING

LEFT: Aligns type to the left of a page.
CENTER: Aligns type to the center margin.
RIGHT: Aligns type to right of a page.
JUSTIFIED: Aligns to the left and flushes right.

THE PRINTING PRESS

JOHANNES GUTENBERG invented the Printing press. A device which uses ink to transfer images and type onto paper. This changed society's literacy because it allowed people to communicate and share ideas more quickly and efficiently with others.

TYPE FOUNDRY

A TYPE FOUNDRY is a company that designs and/or distributes fonts and type faces.

FUN FACTS

DID YOU KNOW Americans purchase nearly 600 million pounds of candy each year for Halloween. Taking the lead for the holiday that sells the most candy every year.

DID YOU KNOW decorating with orange and black makes perfect sense for Halloween? Orange meaning strength and endurance, black meaning death. Gaining strength for the winter and celebrating the dead during Samhain holiday is the true meaning.

TYPOGRAPHY

THE STYLE, ARRANGEMENT, OR APPEARANCE TYPESET MATTER.

Aa

OLD STYLE
The oldest fonts. Also known as Humanist fonts. Has angled strokes.

Aa

TRANSITIONAL
Stands upright, the thick and thin strokes have ample contrast. And serifs are wider and bracketed.

Aa

MODERN
Has thin, long serifs, and clear-cut thick/thin transitions in strokes.

Aa

SCRIPT
Mimics cursive handwriting. Has a personal touch of calligraphy and are fancy.

Aa

SLAB SERIF
Also called antique or Egyptian. Characterized by thick block-like serifs.

AA

DECORATIVE
Used for decorative or ornamental purposes. Not suitable for body text.

6 CLASSES OF TYPE

PARTS OF A CHARACTER

B

BOWL
A curved stroke that creates an enclosed space called a counter.

b

ASCENDER
The part of a lowercase letter that extends above the x-height. (Ex. b, d, h.)

j

DESCENDER
The part of a letter that descends below the baseline. (Ex. j, g, p, q, y.)

i

TITLE
Small stroke or dot above the lowercase letters j and i.

n

SHOULDER
The curved stroke of the h, m, and n.

t

TERMINAL
The end of a stroke not terminated with a serif.

The diagram illustrates the parts of a character for the word 'ExDcAргеhKsQj'. It categorizes the fonts into six classes: Slab Serif (Egyptian), Futura PT Book (In place of Futura) Sans Serif, Adobe Garamond Old Style, Baskerville Transitional, Bodoni Modern, and Garamond Old Style. The parts of a character are labeled: cap line, cap height, x-height, bowl, apex, closed counter, teardrop terminal, ear, eye, ascender, shoulder, spine, title, mean line, baseline, stem, open counter, crossbar, old style serif (Adobe Garamond), link, loop, leg, tail, and descender.

TYPE DIAGRAM

JACK-O'-LANTERNS ILLUSTRATION

A row of five orange jack-o'-lanterns with different facial expressions, ranging from simple to more complex.

BAT ILLUSTRATION

A simple line drawing of a bat in flight, with its wings spread.

GHOST ILLUSTRATION

A simple line drawing of a ghost with a sheet and holes for eyes and a mouth.

INTERIORS MOODBOARD

ABOUT

OBJECTIVE

The objective of this project was to create moodboards for different interior spaces, with different color palettes and design themes. The goal was to craft a clear visual direction for the master bedroom, kitchen, and bathroom, using color, texture, and atmosphere to reflect the intended mood of each space. Each board includes main, secondary, and accent colors, along with a reference image that captures the overall design inspiration.

This project focused on how color theory and visual elements can influence the feeling of a room. By thoughtfully combining palettes and layouts, the moodboards help create spaces that are functional, cohesive, and aesthetically pleasing. The process allowed for exploration of different styles while maintaining a strong and unified design identity across the interiors.

MASTER BEDROOM MOODBOARD

COLOR PALETTE



REFERENCE ROOM



MAIN COLORS



SECONDARY COLORS



ACCENT COLORS



MOOD & FEEL

Overall the room gives a calm and collective feel. The brown and tan colors give the room most of its qualities. While the blue and grey accents top it off with a cool and relaxing feel. The main colors would be the brown. The secondary colors would be the tan, and the blue and gray are the accents.

KITCHEN MOODBOARD

COLOR PALETTE



REFERENCE ROOM



MAIN COLORS



SECONDARY COLORS



ACCENT COLORS



MOOD & FEEL

Overall the kitchen's appearance gives elegant, sleek and modern. The black and dark gray colors give the room most of its qualities. While the orange lighting around the counters balances the room off with a bright feeling. The main colors would be the black and grey. The secondary colors would be orange and yellow, and the white is the accent.

BATHROOM MOODBOARD

COLOR PALETTE



REFERENCE ROOM



MAIN COLORS



SECONDARY COLORS



ACCENT COLORS



MOOD & FEEL

Overall the room gives a relaxing and refreshing feel. The black color give the room most of its qualities. While the grey and white accents top it off to feel balanced off. The main colors would be the black. The secondary color would be the gray, and the white is the accent.

CAPSTONE

ABOUT

OBJECTIVE

For my capstone, I worked with Reid Health to bring motion to their logo for their videos. We decided on a simple fade-in. To see the video, scan the QR code to the right. Read more about Reid Health below.

“We are a nonprofit hospital, located in rural Eastern Indiana. We have two hospitals; our main campus is located in Richmond and our second hospital is in Connersville. We are currently building a new hospital in Connersville.”

We have primary care facilities located in:

- Richmond, IN
- Connersville, IN
- Cambridge City, IN
- Hagerstown, IN
- Eaton, OH



QR CODE TO ANIMATED LOGO



REID HEALTH LOGO

