

CREATIVE PRODUCTION PORTFOLIO

Fall 2011



Laura Shepard



Cover: The art history brush was used to give the photo of the sail boat the appearance of a painting.

Above: In the top two photos, I layered two photos of Paris and used different blending modes to achieve the effects.

Right: This postcard of Dallas was created by applying a type mask to all layers of the image.



PHOTOSHOP

Main use for program: Photo editing

My Favorite Tool: The healing brushes. It is amazing what they can correct on a person's face.

Cooler Technique I learned: How to use the mixing brush to make a photograph look like a painting

Hardest Thing to Do: Selections

Most Useful Tool/Technique: History brush

Favorite Project/ Exercise: Photoshopping the people

The healing brush and patch tool were essential for this photoshop project



Before



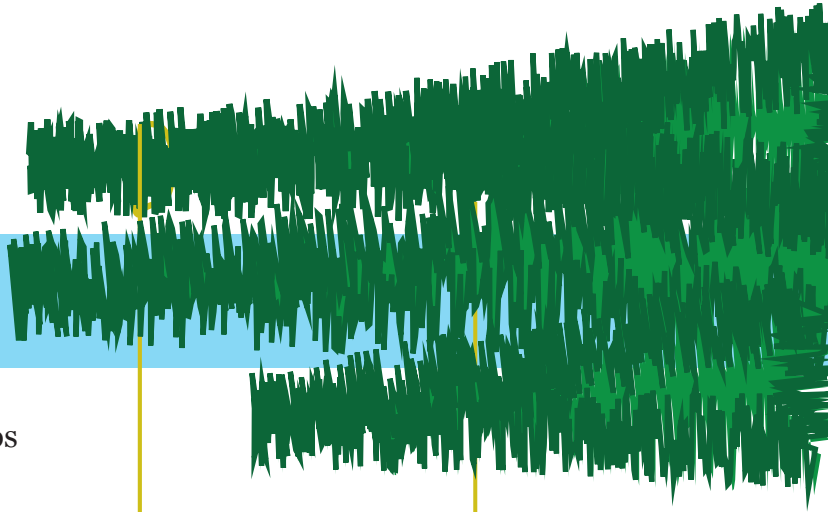
After

ILLUSTRATOR



Left: A combination of shapes with different opacities was the key to creating this scene. The bee's 3D look is a result of gradients. **Bottom:** The guitar project involved a lot of meticulous work with the pen tool.





Main use for program: Creating logos and illustrations

My Favorite Tool: I love how adding a gradient or shadow can make an object look 3D.

Coolest Technique I learned: Making your own patterns

Hardest Thing to Do: Pen tool

Most Useful Tool/Technique: Direct selection

Favorite Project/ Exercise: Guitar



I used the 3D effect revolve and a custom pattern to create these realistic looking Christmas ornament and I used the roughen effect to create branches of a Christmas tree

EAT

We like food. We like to know where it's from, who made it, and what's in it. Our mission is to showcase our local talent: both in the kitchen and off the farm. Whether it's at the market, on the street, or at the table, enjoy what our local artisans have to share. Let's eat.

Not Your Average Street Food
Schnitzel. Crème brûlée. Normally, you wouldn't expect to find these dishes on the nearest street corner, but the **gourmet chefs** of Meridien have hit the streets. The locations and routes of the food trucks can change at a moment's notice, so be sure to follow their news feeds!

The Local Farmer's Market
Eat healthy! Eat local! That's our mantra. Visit the nearest farmer's market to find local produce and meat grown and raised within 100 miles of the city.

Official Edible City Walking Tour
Let one of our Urban Foragers show you the variety of edible plants that go unnoticed by the average urbanite. Finish the tour with a salad made from your find.



FOLLOW THE TRUCK!

- @thegreasecart
- @WaffleTruck
- @ShawarmaKings
- @cupcakecaravan
- @theTacoGuy

EAT HEALTHY. EAT LOCAL

Above:A thorough understanding of text wrap and placing photos and text was necessary for the brochure in Project 5

Right:Without strokes and gradients, Project 4 would lack many interesting details that contribute to the overall effect of the ad

INDULGENT?

Oui!
i Si!
Yes!



Tiffin's TRUFFLES

PARIS • MADRID • NEW YORK

INDESIGN

Main use for program:
Magazine layouts, brochures, etc

My Favorite Tool:
Stroke. I like all the different options and how it can add cool detail to a spread.

Coollest Technique I learned: changing the corners of objects

Hardest Thing to Do:
Wrapping text around a picture

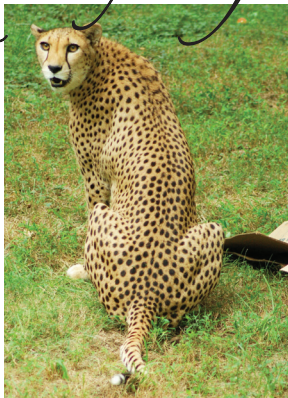
Most Useful Tool/Technique: Sending objects to the back or bringing them to the front

Favorite Project/ Exercise: The Baker Zoo layout project



Celebrating 60 years of Baker Zoo

By Judy Marshall



Since its beginning in 1948, Baker Zoo has seen welcomed more than 20,000,000 guests, been home to thousands of animals and has seen numerous park, landscape and exhibit changes. Did you know that Baker Zoo is 60-years-old?

Over the last 60 years many things have changed at Baker Zoo. One of those things is simply the name. It has been known as the Birthday Park, the Birthday Park Zoo, the Municipal Zoo, Baker Zoological Park, and its current name, Baker Zoological Gardens.

In 1971, Mike Smith purchased a lion cub named Joshua, after which he spent 17 years building Baker Zoo. Long ago the city and the humane society had planned to close the zoo that is now an accredited member of the Association of Zoos and Aquariums (AZA). Along with Smith, there are many other individuals and groups who have helped make the zoo what it is today. In 1987, the board of directors chose Ted Beattie to be the second director of Baker Zoo. Beattie expanded staffing by

creating an Education Department and a Visitors Services Department. The zoo succeeded and grew even more from 1993 to 2000 under the direction of Patrick Miller. During his time as Baker Zoo's director, Miller encouraged the community to see the many things being accomplished at the zoo. Miller wanted everyone to see the zoo as a world-class institution. In 2000, Jim Jones, the zoo's deputy director, was chosen as Baker Zoo's executive director and continues to serve the zoo in that role today. Under Jones's leadership, many construction projects have been completed and the plans for others, including a new herpetology building, Baker Zoo Museum, new big cat viewing, additions to the Clayton Family Kids Cove and others, fill the workspace of his office.

Baker Zoo would not be West Tennessee's largest year-round attraction without the support of the community, The City of Baker, the Graham County government and the Graham County Commission are just a few of the groups who have continued to support Baker Zoological Gardens.

Leadership, guidance, dedication and vision have been evident in the major positive changes and growth Baker Zoo has shown since the days of Mike Smith. Another key to the success of Baker Zoo is the dedicated and professional staff that cares for the zoo's many animals. There are also employees who



Special 60th Anniversary Animal Encounters • May 23 – September 6, 2012

Elephant Excursions

11:00 a.m. Tuesday and Wednesday

Giraffe Gathering

2:30 p.m. Saturday and Sunday

Penguin Party

1:00 p.m. Saturday



Rhino Rendezvous

11:00 a.m. Thursday

Tortoise Time

11:00 a.m. Saturday

Animal Encounters have a 10 person limit for each session
Price: \$20.00 per person

Special Saturday Package: Buy all three Saturday Animal Encounters for the low price of \$50.00 (a \$10.00 savings)

For more information call 555-637-5300.

*Does not include zoo admission price

The Baker Zoo magazine project involved placing photos and text in a clean layout that made sense for the story.

