

A Graphic Design
Portfolio Show



Introduction to our team

Donnie Scouton

Morgan Lynch

Cat Leslie

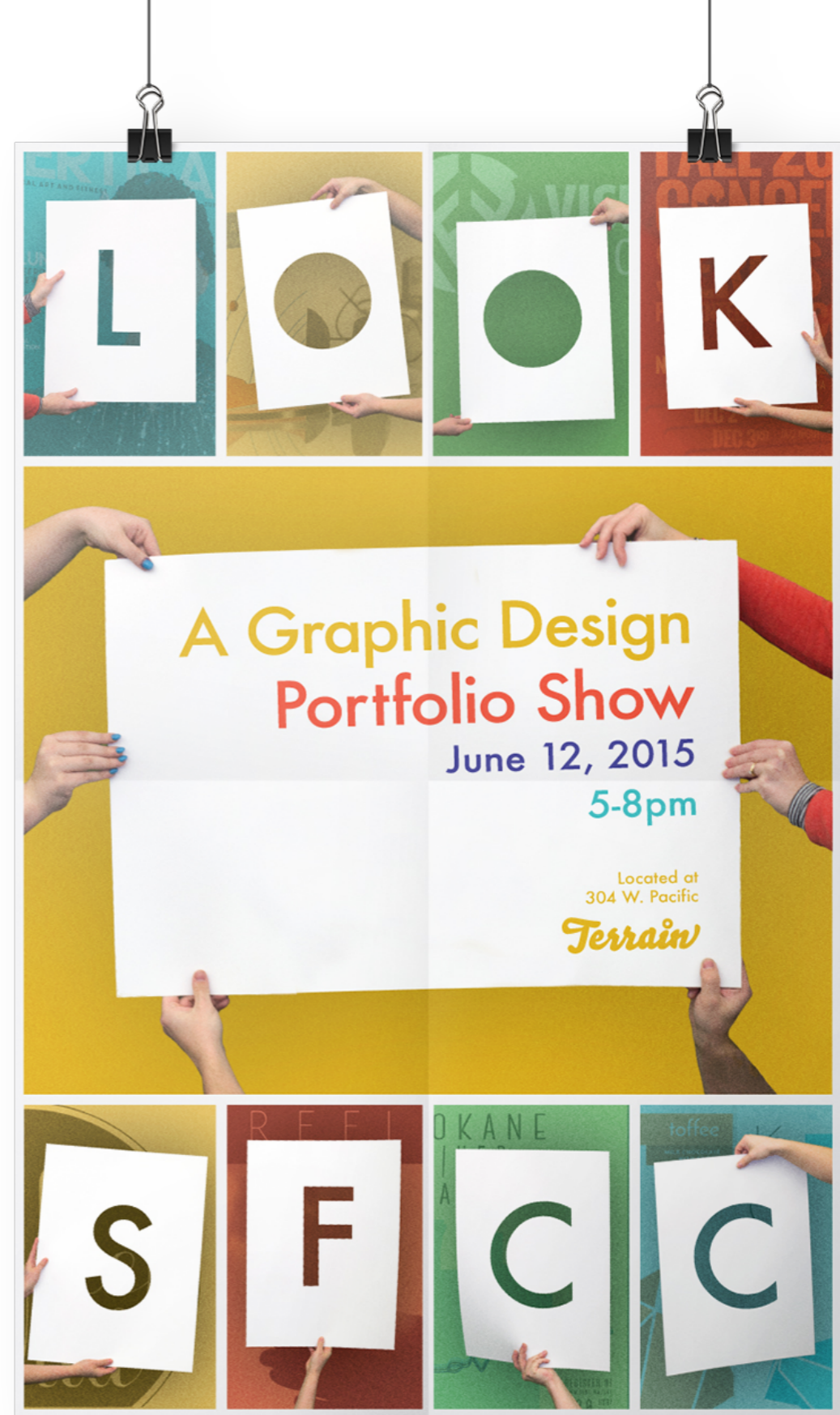
Joel Gillespie

Lisa Mattson

Dominica Ann



- Poster design
- Postcard design



Poster

Deliverables

Environmental

Web & Social Media

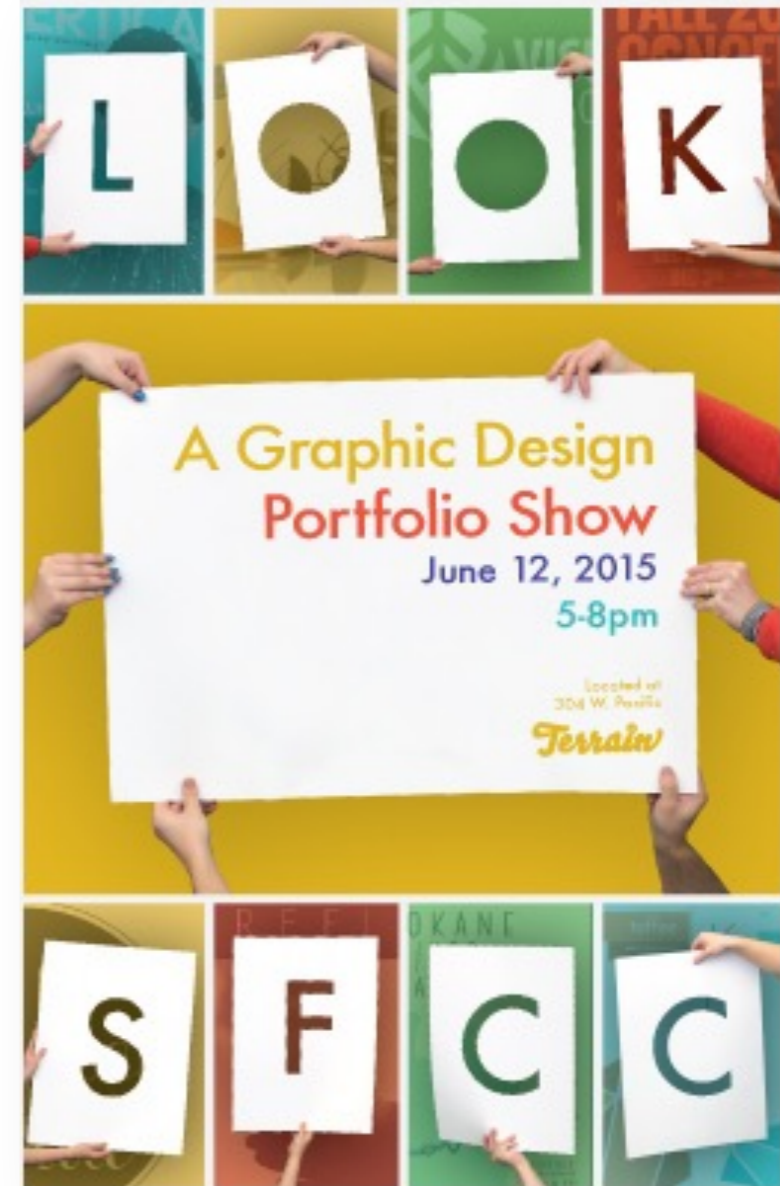
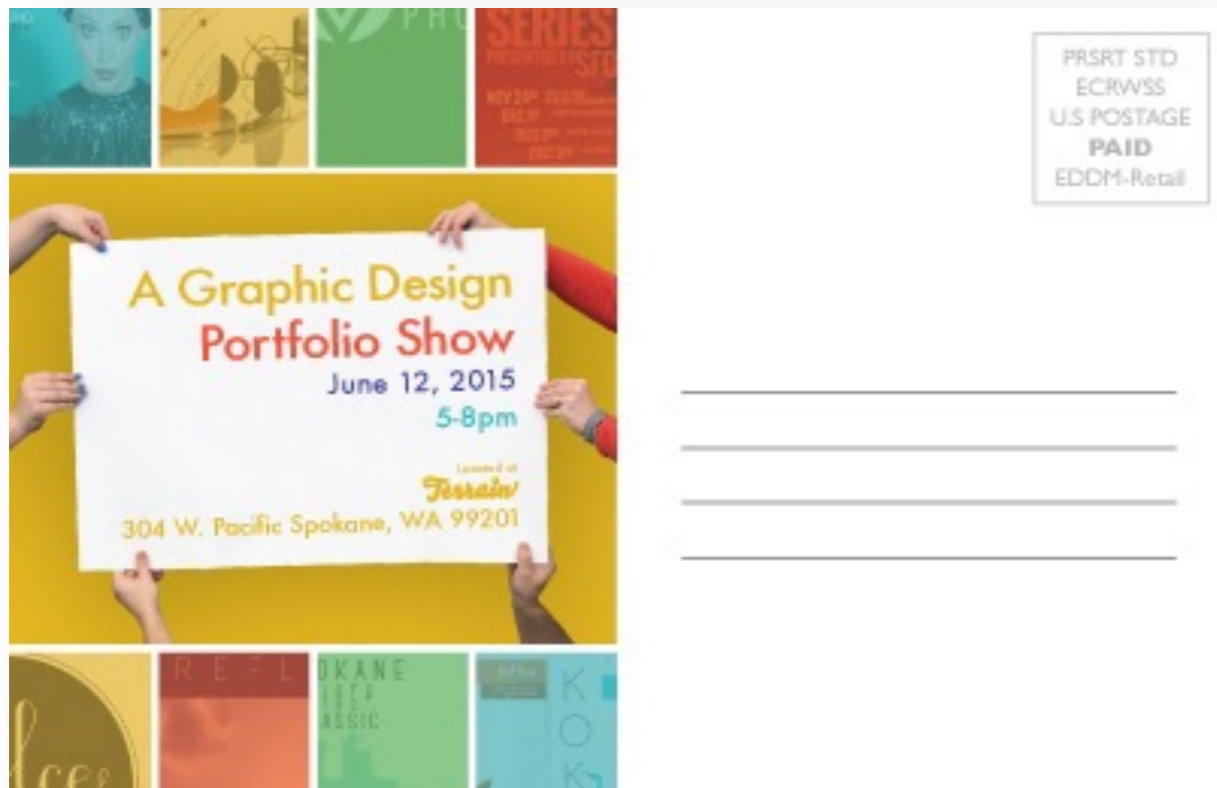
Marketing Timeline



LOOK

Postcard & Poster Design

- Poster design
- Postcard design



Poster

Deliverables

Environmental

Web & Social Media

Marketing Timeline

LOOK

Deliverables

- Lookbook
- Interactive cards
- Tote bags



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Poster

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Marketing Timeline

- Window dressing/Event display
- Engaging thank you wall



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Web & Social Media

Marketing Timeline

LOOK

Web & Social Media

- Portfolio website
- Facebook event
- Email invites



Poster

Deliverables

Environmental

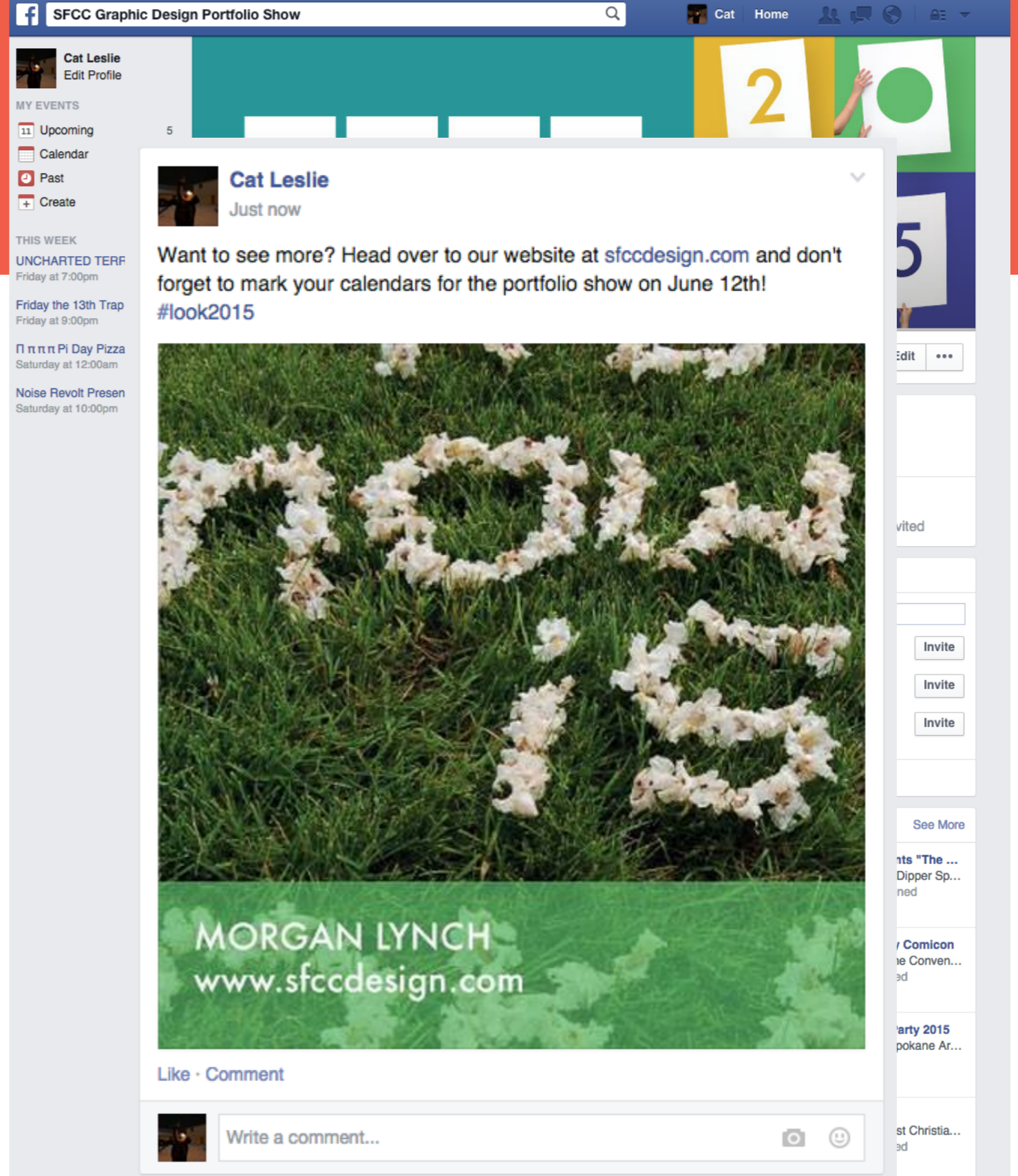
Web & Social Media

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LOOK

Web & Social Media

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- Facebook event
- Email invites



Poster

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Environmental

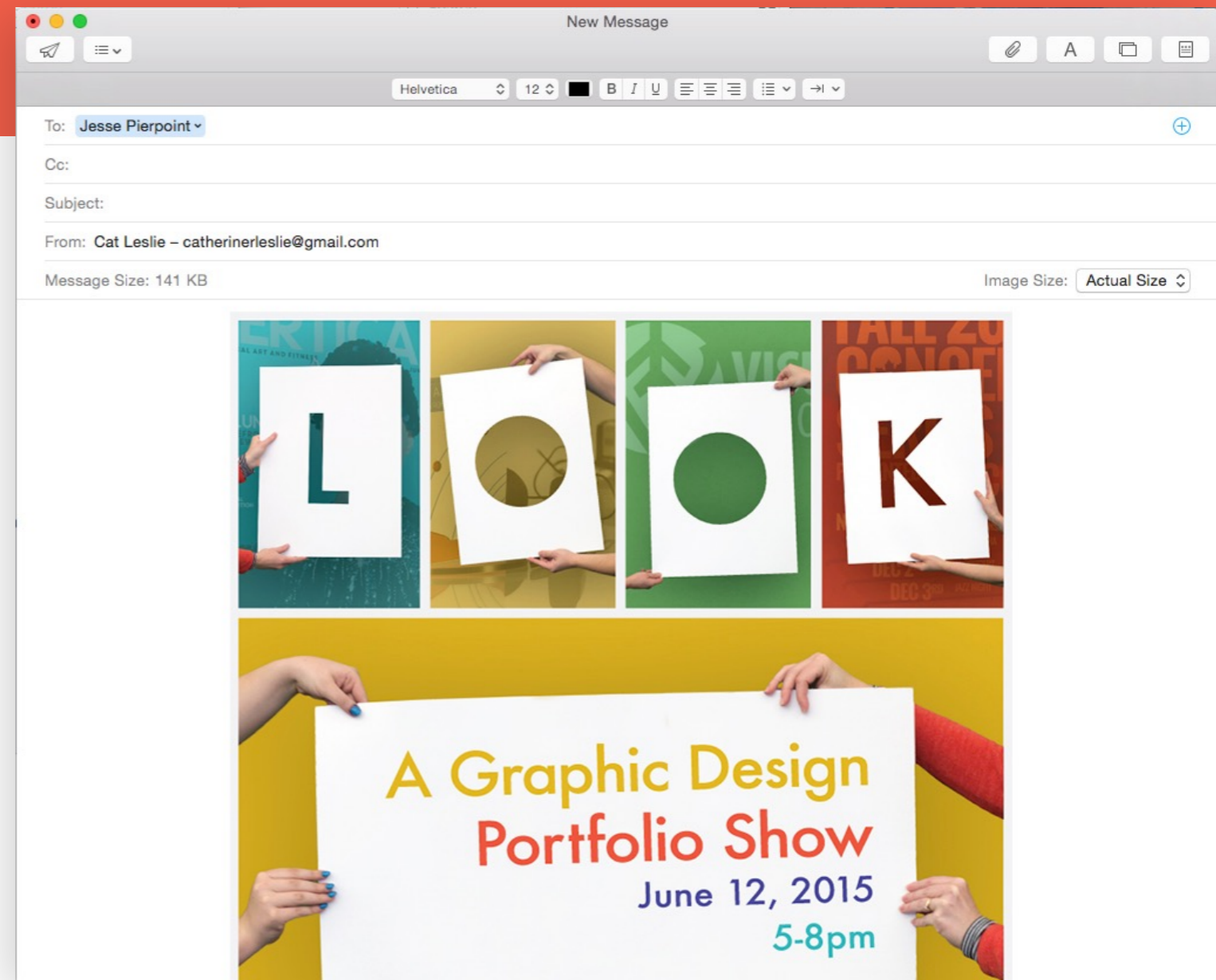
Web & Social Media

Marketing Timeline

LOOK

Web & Social Media

- Portfolio website
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Marketing Timeline

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Marketing Timeline

One Month Out

- Submit event to local calendars
- Word of Mouth
- Order Printed Material
- Website Live
- Launch Facebook event
- Window Dressing

2–3 Weeks Out

- Distribute posters
- Send Press release
- Send mail/email invites

2 Weeks Out

- Place “Look Cards” around town

1 Week Out

- Deliver specialty items
- Replenish cards and posters where needed

Poster

Deliverables

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2 Weeks Out

- Place “Look Cards” around town

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Marketing Timeline

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Marketing Timeline

1 Week Out

- Deliver specialty items
- Replenish cards and posters where needed

Poster

Deliverables

Environmental

Web & Social Media

Marketing Timeline

Thank you!

Q&A

Poster

Deliverables

Environmental

Web & Social Media

Marketing Timeline

