

site content

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assignment Draft your site's content in a text, Word or HTML file, save it as a PDF or HTML and post it to your site, create a link from your homepage to it.

homepage MEGHYN DESIGN aims to educate, promote self-awareness, and a spur positive change in our society, her weapon of choice is Graphic Design. And for now, that will be just enough. On gard!

portfolio Each piece represents a solution to a specific problem.

The Hand Maid's Tale

This book jacket is a redesign of the 1985 novel, *The Handmaid's Tale*. The cover's design pulls a metaphor from the book about the main character's last grasp on reality and her silent rebellion. The design sets up anticipation, a sense of climax and gives young readers a renewed interest in the book.

The interior page chapter heading connects to the theme of the book jacket. Using isolation and proportion to create drama, the reader is encouraged to continue reading while the clean type and appropriate thumb space set up a legible system throughout the novel.

Aurora Borealis Poster

This poster highlights the beauty of nature's Aurora Borealis and details, scientifically, how they are created. This poster functions from three view points, primary purpose is to catch the viewers interest, the secondary focus is the subhead copy describing the auroral arcs, and the tertiary focus is the scientific explanation, visible when the viewer is directly in front of the poster.

Want/Need

This posters' message is about consumer awareness, communicating to viewers to think about the choices they make every day and where they spend their money.

Black & White Affair

This poster was designed for Sacramento State's Fashion Club. I wanted a classic approach to the design, the title "A Black and White Affair" brought images of James Bond and Saul Bass to the forefront. I felt that the stark, clean poster would stand out in contrast to the clutter of the campus's bulletin boards.

CATS

This series of postcards advertise the upcoming musical CATS at Sacramento State's theater. Using shadow, lighting, color, and text I set the mood for the three major themes of the musical: celebration, fiest/terror, and sadness.

Irish Malone's

Famous for their Historic Dry Stout, Irish Malone's brochure highlights the company's five speciality micro-brews and promotes the new store's location in Phoenix, Arizona. The brochure re-positions the restaurant with its audience by establishing itself as historic, traditional, and a reliable place for great beer and a warm atmosphere.

The business re-branding of restaurant, Irish Malone's uses a muted, traditional color scheme relating to the business's Irish roots. The family immigrated from Ireland in 1917 as a result of the potato famine and set up a small restaurant in Boston, MA. The look and feel of the collateral is refined, focusing on clean typography and layout.

portfolio cont... Queenstown 2018 Winter Olympics

The 2018 Queenstown, NZ Winter Games logo incorporates the active radiating feeling of continual motion, taking inspiration from the natural elements in the round curves and the continually burning flame marking the warmth of the people and the symbolic ever-lasting Olympic torch. The general event poster uses color to create movement to capitalize on the excitement the world is feeling towards the 2018 Winter Games in Queenstown New Zealand.

The sport poster captures the freestyle skier in an aerial summersault, one of the many ways freestyle aerial skiers are judged for medals. The composition creates a sense of perspective as the figure crosses the sun's path. The athlete is caught in a moment, a glimpse of something in motion, complementing the similar feeling captured in the 2018 Queenstown emblem.

The website is the world's invitation to learn about Queenstown, New Zealand. The home page sets up the system for the website with static right and left panels of information and the center area indicates the page's purpose. On each of the website pages, the primary three-tier hierarchy starts with the Queenstown header, the colorful navigation, and the third tier indicates the contents and purpose of the page.

The athletes page features current Olympian biographies, a history of their success, and information about their home country. The sport schedule page has drop-down menus for the viewer to pick the event and date for each sport.

The pictograms were created to represent each sport in the winter games, they also function as a way for non-native spectators to easily identify the individual games, bridging the language barrier gap. Furthering the message of jubilant radiation, each pictogram represents an athlete caught in motion, creating energy and anticipation to view the live event.

The large vertical banners direct pedestrian traffic towards the Olympic games. The barricade functions as a separation between spectators and athletes, directs pedestrian traffic towards events and helps shape the environment of the Olympic Park to reinforce the Queenstown Olympic identity.

FLW Deck of Cards

This deck of cards is intended for Frank Lloyd Wright enthusiasts. The hand-painted watercolor mimics the look and craft of Frank Lloyd Wright's famous stained glass.

MEGHYN DESIGN

The leave-behind item uses design work to create a focal point for the year 2010 calendar. The colorful display functions as a way to have my work remembered and a marketing tool for potential clients.

Designing for oneself is one of the most challenging projects. The Meghyn Design logo originated from the initials MC, starting out as my familiar signature. Incorporating a texture into the logo combines my organic, free-flowing style with a simple and dynamic type solution. Applied to the business collateral, Meghyn Design represents innovation, clean typography, and a sense of expression and individuality.

Frame of Mind Magazine

The audience of our magazine is the "creative class." Comprised of working professionals in arts and culture, law, health care, public safety, education, technology, science, architecture, and finance. They are also entrepreneurs. They are people that are interested in investing their time and/or their resources in their community for the sake of making it a better place for all to live.

**inspiration
(or blog)**

I want to create change, I want to work for people and businesses that care about their impact, socially, economically, and environmentally. I want to create environments where I can direct people/viewers/target audiences through a specific experience, one designed and agreed upon between designers and client to prove the best results for the viewer, the business, and the world. This can seem disingenuous at times but if we have big ideas and big visions, there are people that can create change. I believe in the talents of others collaborating to create real, tangible, measurable positive results.

resume [Downloadable link.](#)