

shawn collins

brand identity system

about

Shawn Collins is a person in New Jersey who likes to make things. He makes things for himself and for other people, too. When people ask him, "What do you do?" he responds, "What do you need done?"

things i'm good at

being meticulous

meeting deadlines

craft

words

diligent

versatile

conscientious

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Shawn Collins

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shawn collins

SFC Shawn

Shawn Collins

SFC

SCOLLINS

sfc

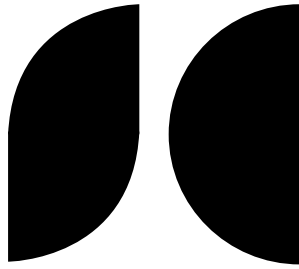
SFC

sfc

wordmark

shawn
collins

logo



wordmark & logo



rationale



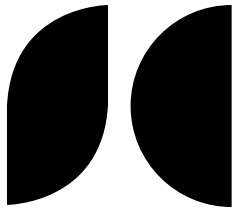
I decided to search for a solution that shows a sense of practicality and **reserve**, both in style and content. Using minimal type, rigid grid structures, and only black and white, I created a system that leaves space for versatility while not implying a focus on one specific aesthetic or discipline.

type

for display, **Avenir Next Heavy Italic**

for body type, Avenir Book 10pt.





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Education

Rutgers University - Newark. BFA in Graphic Design with minor in Art History. 2016-present
Raritan Valley Community College. Associate of Fine Arts - Visual Communication. 2015-2016



Skills

Adobe Creative Suite
Brand identity (Style guides, design systems)
UX/UI Website & Application design
HTML & CSS
Book design & typesetting
Bookbinding
Package design
Printmaking
Digital photography
Wordpress
3D design, modeling and printing
Audio production/editing

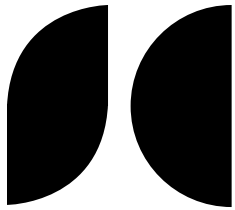
Experience

Rutgers University Teacher's Assistant - Fall 2017
Newark Print Shop keyholder work exchange member and teaching artist. September 2017-present
Internship at Newark Print Shop. Jan 2017-August 2017
Independent Study - graphic design. Spring 2016
Rutgers University Design Consortium. Spring 2017

Exhibitions

Juried Exhibition, Curated by Ned Drew, November 2014
Juried Exhibition, Curated by Bruce Denhart, November 2015
"Continuations" curated by Darren McManus and Ann Tsubota, RVCC Art Gallery, North Branch, NJ.
Theory and Practice of Oligarchical Collectivism, Gateway Project Spaces, Newark, NJ. April 2017.

theshawncollins@gmail.com
908.392.6620



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Education

BFA in Graphic Design with minor in Art History

Rutgers University 2016-present

Associate of Fine Arts - Visual Communication

Raritan Valley Community College 2015-2016

Experience

Rutgers University Teacher's Assistant - Fall 2017

Leads critiques, provides feedback and assistance, and helps grade student work in a Graphic Design 1 class at Rutgers University - Newark.

Newark Print Shop keyholder work exchange member and teaching artist. September 2017-present

Teaches screenprinting workshops and provides general print shop maintenance including screen preparation, studio monitoring, and commercial printing.

Rutgers University Design Consortium. Spring 2017

Participated in a student and professor - run design studio providing signage and wayfinding solutions for the Express Newark section of the renovated Hahne & Co. Building in downtown Newark, NJ.

Independent Study - graphic design. Spring 2016

Completed a self-initiated project revolving around cover art and promotional campaign for a garage punk band.

Exhibitions

RVCC Juried Exhibition, Curated by Ned Drew, 2014

RVCC Juried Exhibition, Curated by Bruce Denhart, 2015

"Continuations" curated by Darren McManus and Ann Tsubota, RVCC Art Gallery, North Branch, NJ. 2017

"Theory and Practice of Oligarchical Collectivism", Gateway Project Spaces, Newark, NJ. April 2017. 2017

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To whom it may concern,

I am writing you this letter to inform you that Udigniendus dolupta sperum, alibusdam hil ipsandit dis dolut qui bersperchit aute perum que ratusam ut oditium quatur ra esequi conse intissum et ex et ipsaes verum rempero con pa aut adis aut quiaspe rehenis eatis et

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Best,



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Project: Logo design
Client: Client Name

timeline (tentative)	description	estimated hrs.
DATE	Contract signed & Project kickoff (Invoice #1 - 25%)	10
DATE	Three preliminary sketches	10
DATE	Three digital concepts (Invoice #2 - 25%)	12
DATE	Refinements on one concept	8
	Revisions (Invoice #3 - 50%)	6

Timeline is to be determined by XY and YZ upon commencement of project. Project cannot commence without all required components from client (text, photography, supporting information, etc.) If 2 rounds of feedback are exceeded or YZ wishes to make changes to a component after it has been approved and submitted, an additional Authors Alteration rate of \$XX.00/hour will apply.

total hrs. 46
rate \$25
total \$1150

client:

X

designer:

X



Client Name
973-678-9431
clientemail@gmail.com
Invoice no.0274



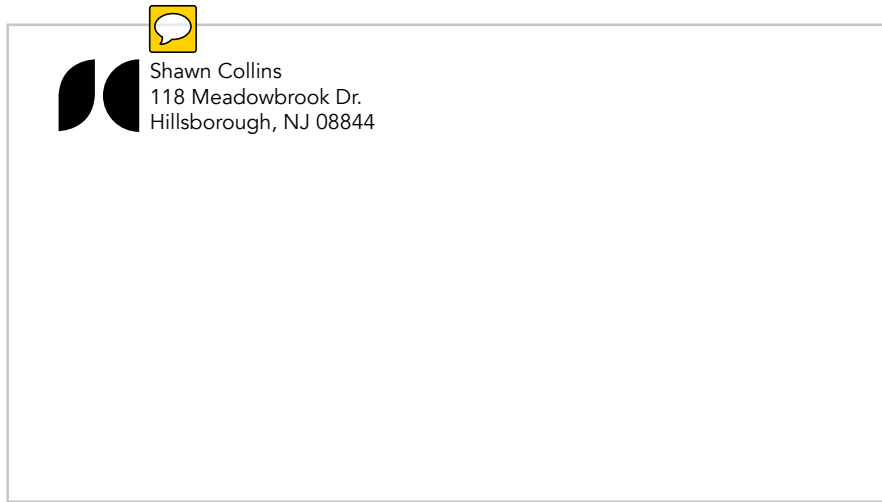
<i>date</i>	<i>description</i>	<i>hours/rate</i>
10/21	Contract signed and project kickoff	11/\$25
		<i>total</i> \$275

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business cards



envelopes



folder

(cover)



folder

(foldout)

