

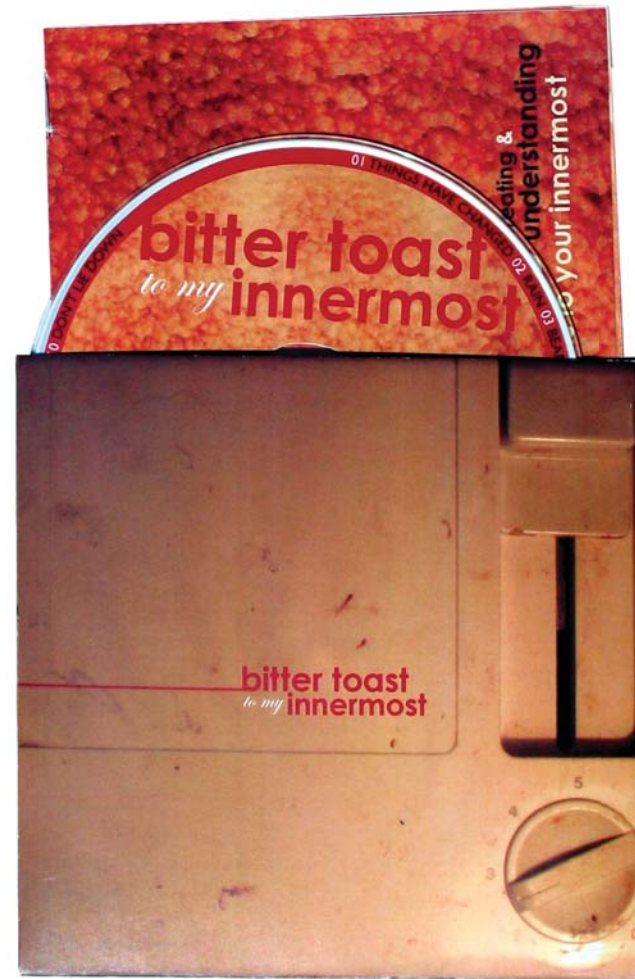
A  
DESIGN  
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## BITTER TOAST TO MY INNERMOST



I decided to make a play of the name, "Bitter Toast to my Innermost." I pilfered the family toaster and did a mini-photo shoot with it. My plan was to make a card stock sleeve, that being the toaster, and a CD label and booklet, that being the toast. This to me, while creating a thinly veiled visual pun, also makes the overall package more three dimensional and user-interactive, and thusly more interesting. To top it off, the inside of the card stock sleeve is bright orange, giving the illusion of the booklet and CD literally being "toasted."




## ALLEN DATAGRAPH PROMOTIONAL SPRING WATER

For this piece, my client wanted me to show off the capabilities of a product they produce called the Digital Finishing System, which prints waterproof labels in any shape desired. They also wanted the label to have a hip, young feel. I started off by making an alternate version of the corporate logo. Realizing that the resulting shape looked like a wave of sorts, I put a mountain ridge at the top with a spring running down from them into the logo. This is to me is the design's main draw, as it provides a tasteful way to integrate the machine's main feature in a creative fashion.

**SUGGESTED USAGE**  
The DFS is an all inclusive, roll to roll converting solution allowing users to laminate, die cut, strip, and slit in one production pass.  
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**THIS LABEL WAS PRODUCED ON AN ALLEN DATAGRAPH DIGITAL FINISHING SYSTEM.**



## A COVER FROM THE MANCHESTER DAILY EXPRESS

The cover story for this issue was about a "flash mob" of zombies. Immediately, a video game from my youth, "Zombies Ate My Neighbors" came to mind. Using its typeface as inspiration, I set to my task. I chose a horror-looking font and stretched it to be taller, which added prominence to the text. The presence of the green gradient is boosted by its proximity to its complimentary color, red. The final touch was adding a black outline over the white and throwing a drop shadow on it, which added the extra "pop" it needed. To make the cover even more three dimensional, I had the "Z" just ever so slightly creep over into the next story and over the borders of the picture.

**ACCUSED COP KILLER IN COURT P/10**



**MANCHESTER MARINE'S FUNERAL TODAY AT 10A.M. P/8**

**PATRIOTS POUND PACKERS P/10**



# MANCHESTER DAILY EXPRESS

FREE MONDAY NOV. 20

MONDAY, NOVEMBER 20, 2006 • WWW.MANCHEXPRESS.COM • TODAY'S NEWS IN 20 MINUTES

## Loose moose

**Creature captured near Valley St. jail**

By ERIC BAXTER  
ebaxter@manchestexpress.com

Nothing ever happens on a Sunday at the Dead River Oil Co. depot on Willow Street, except for business as usual. But for two employees, yesterday was anything but. "I heard him yelling, and I thought he fell off a ladder or something," Tyler Clark said of his coworker Jerry LaFlamme. "Then I heard him yell back to be quiet, there was a moose outside."

Outside was across the

Continued on P/2



State Fish and Game Department conservation officers and a bystander help prepare a female moose that wandered on to Willow Street for transport back to the wild. (Express Photo/Eric Baxter)

# ZOMBIE ATTACK!



Zombies stagger in front of 1000 Elm St. on Saturday, including organizer Jim Bonyman of Keene (far right) who appeared as "Mayor Brains," a tribute to his former principal at West High School. (Express Photo/Brett Mallard)

## Police probe two stabbings

Manchester police are investigating two stabbings that occurred in the early morning hours of Saturday, Nov. 18.

One attacked happened near Mike's Pub and Grub, at 155 Lake Ave. Reda Lounes, 34, of 336 Lake Ave., was stabbed in the leg at about 1:30 a.m. Police reported Lounes was arguing with another man when the stabbing occurred, and Lounes provided little information about his attacker. Lounes was treated by an ambulance crew at his home, and police are continuing with the investigation.

The second, unrelated, attack occurred about

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## Afternoon of the Living Dead

**Elm Street hosts weekend Zombie walk**

By ERIC BAXTER  
ebaxter@manchestexpress.com

In the 1980s, Manchester's downtown was all but dead. This weekend, for a few hours, it returned to its old self, with the walking dead roaming the streets.

On Saturday, Nov. 18, about 60 people dressed in rotting old clothes, slashed with fake wounds and dripping theater blood, shambled and moaned down Elm Street, in the style of the Living Dead movie series.

They chewed on fake arms, tried to cajole the brains from confused non-zombie pedestrians, and added an element of the surreal to the Queen City.

"I think it was successful," said organizer Jim Bonyman of Keene, adding success of a mob was hard to measure. "We made a lot of people stare, scared a few kids, and made some people think it was either the end of the world or they had lost their mind."

Continued on P/2

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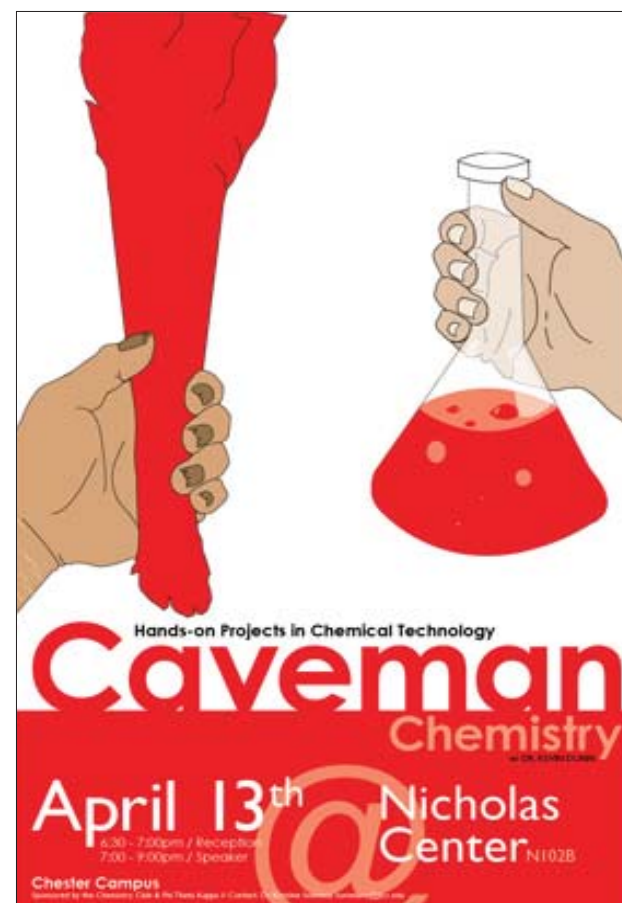
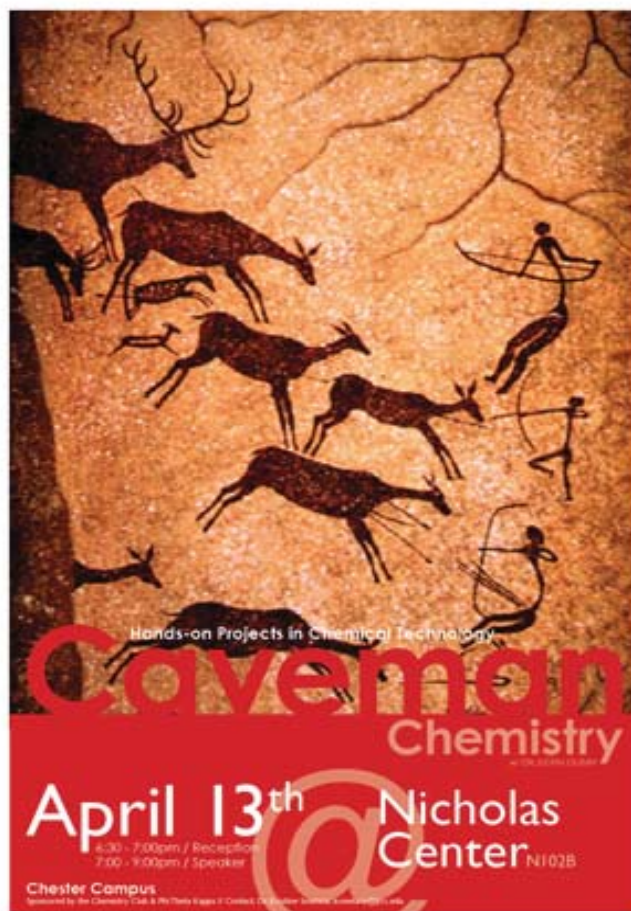
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## CAVEMAN CHEMISTRY POSTERS

These two posters were for an on-campus event called "Caveman Chemistry." The challenge here was to pull off the caveman aspect of the piece without it looking tacky. I believe that both of these pull it off extremely well. One was meant to be more serious, while the other was more playful. For the poster at right, I drew my hand in a gripping stance and then scanned the drawing into Illustrator and traced it.



## THE COUNTRY CLUB OLYMPICS LOGO

This logo was for a non-profit organization's yearly event. The leader of the event asked for a logo that was satirical in nature, that had a fun, exciting feel to it. After bouncing ideas around for a while, this is what I got. It combines a golf tee and the olympic torch, with the "O" in "Olympics" being the golf ball.. the blades of grass at the bottom are to cement the golf tee aspect, while the flames over the golf ball reinforce the torch aspect. For the "Olympics" font, I chose Kabel, which I recalled as being a playful, fun font. Finally, for the "The Country Club" font, I chose a nice serif font to indicate stability and class.



## WATERMELON SPITTING CONTEST BROCHURE

This is a brochure for a fictional event called the Wisconsin Watermelon Spitting Contest. I wanted to create a satirical, interactive brochure. Emphasis was put on breaking the seed-spitting record. To enhance this message, I designed a seed packet to hold some watermelon seeds. The packet is labeled as "Practice Ammo," with appropriately satirical text on the back.

