KATIE MCINTOSH

a Portfolio

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Graphic Design Portfolio

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Original concepts, designs, photography and illustrations by Katie McIntosh.

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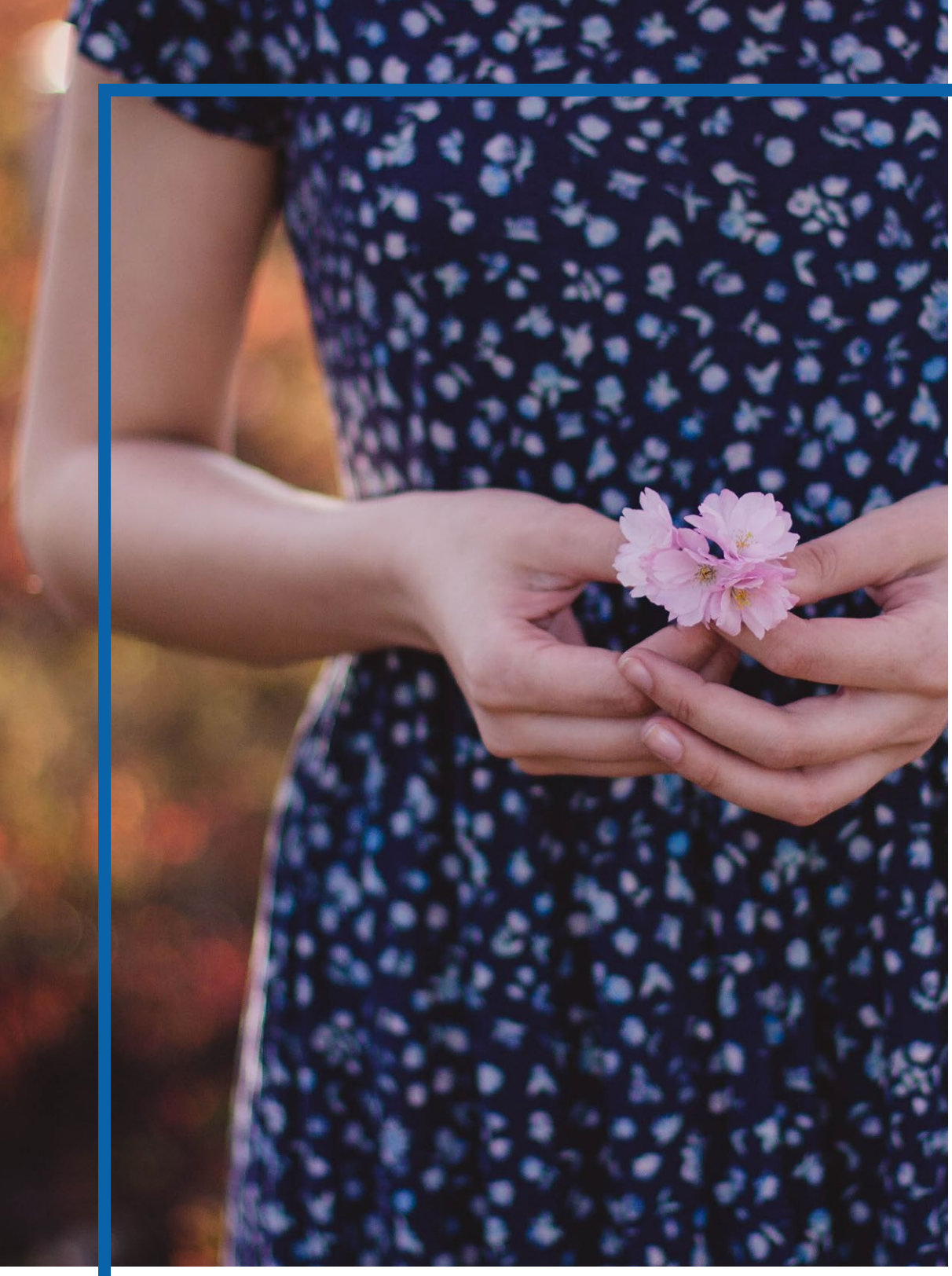
SUCCESSFUL DESIGN IS **FOCUSED ON PEOPLE.**

I believe that design sits at the cross-section between business and people. It is a discipline that bridges the gap.

I love working with people to create the best solution for their design challenges. I love to conceive new ideas and learn new skills to achieve solutions.



01

SHINE-
BRIGHT

Description: I was asked to create film festival branding and deliverables for the works of a chosen director.

Concept: In Bloom is a film festival celebrating the works of Garry Marshall. I devised a thematic brand and utilized it across many different deliverables to create comprehensive and cohesive festival materials including signage, tickets, giveaway items, festival programs, an app, etc.

The works of Garry Marshall are inspirational. Each has an uplifting quality that can't help but make you smile as you watch. Marshall was a champion of the female lead. He created an atmosphere that allowed the characters to rise to their potential. The concept of "In Bloom" captures the spirit of Marshall's films. Just as flowers bloom, his female leads rise from humble beginnings, overcoming challenges, to transform their situation for the better.

Type of project: print design, digital design, brand design

Skills used: art direction, research, branding, print design, digital design

Year Completed: 2017

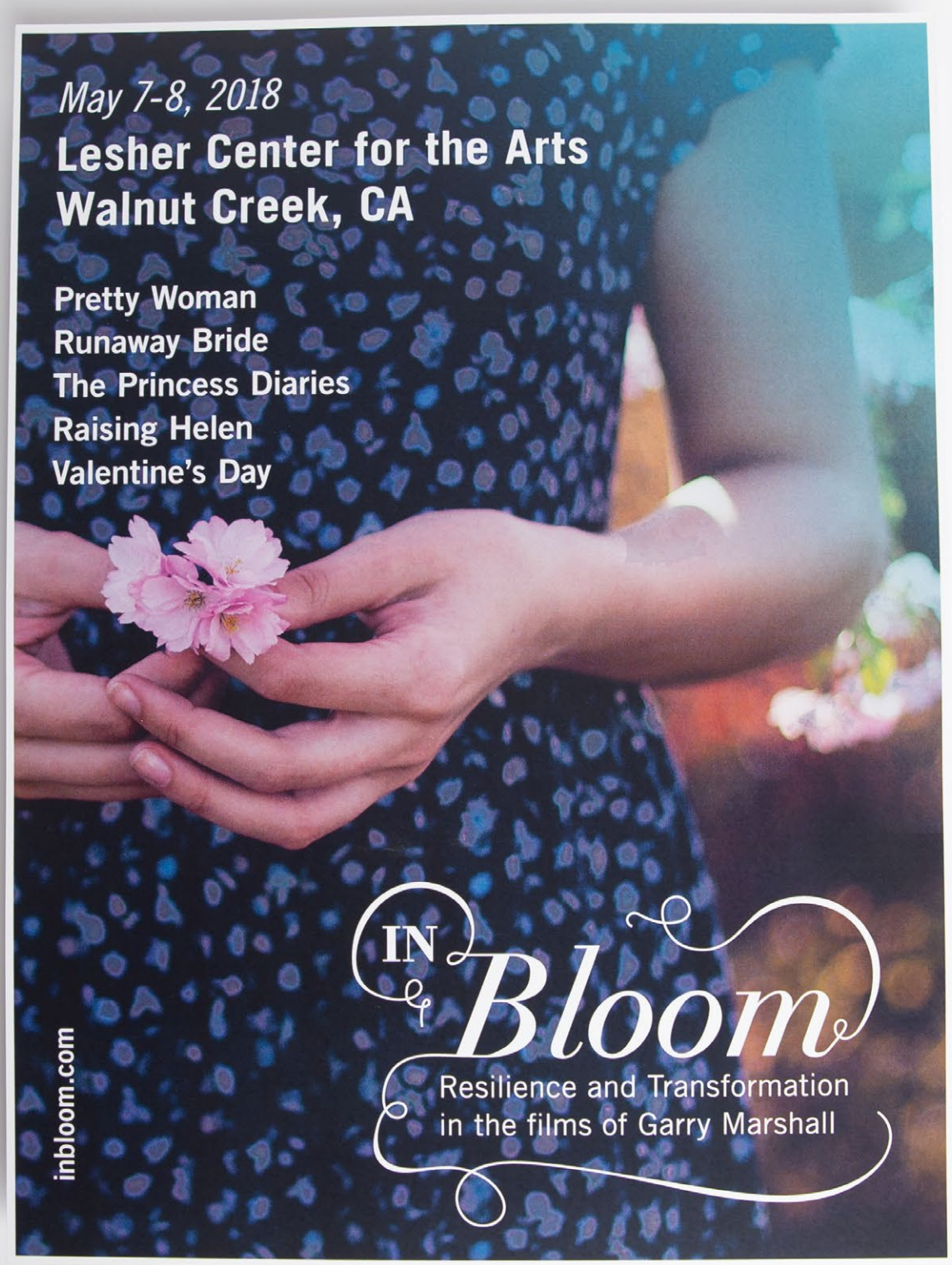

IN
Bloom
Resilience and Transformation
in the films of Garry Marshall


IN Bloom
Resilience and Transformation in the films of Garry Marshall
KATIE MCINTOSH
VIP
May 7-8, 2018 | Lesher Center for the Arts
Walnut Creek, CA
the princess diaries


valentine's day
runaway
raising
the princess diaries
pretty woman


IN Bloom
Resilience and Transformation
in the films of Garry Marshall
Festival Films


pretty woman
the princess diaries


May 7-8, 2018
Lesher Center for the Arts
Walnut Creek, CA
Pretty Woman
Runaway Bride
The Princess Diaries
Raising Helen
Valentine's Day
IN Bloom
Resilience and Transformation
in the films of Garry Marshall
inbloom.com


The Director
"He mentored so many people, when he found someone with character, he said, 'We got to take care of her.' He was a special man and a special friend."
—Hector Elizondo
garry marshall


films
Pretty Woman
Runaway Bride
The Princess Diaries
Raising Helen
Valentine's Day


The Venue
lesher center
for the arts


"I need happy, I need romantic, I need love, and I need it from you."
valentine's
day


In Bloom
Resilience and Transformation in the films of Garry Marshall
May 7-8, 2018 | Lesher Center for the Arts, Walnut Creek, CA
inbloom.com
TICKET BOOKLET
pretty woman
May 7, 2018 | 10:00 am
Margaret Lesher Theater
Lesher Center for the Arts
Walnut Creek, CA
gary marshall
Garry Marshall was a beloved in the film industry. He was a writer, actor and director. He is a fantastic storyteller. He started his career as a writer for the Tonight Show. And then had tremendous success in television before expanding into film. He is the creator and writer of Happy Days, an iconic American Classic television show, in which he wrote every episode. Laverne and Shirley, Mork and Mindy and are on his role of television hits. His film career was a smash success as well. Marshall appeared in over 75 films and directed 18.
valentine's day
May 8, 2018 | 11:00 am
Dean Lesher Theater
Lesher Center for the Arts
Walnut Creek, CA
schedule
Day 1—May 7, 2018
Day 2—May 8, 2018
valentine's day
May 7, 2018 | 4:00 pm
Margaret Lesher Theater
Lesher Center for the Arts
Walnut Creek, CA


Bloom
TICKET BOOKLET
gary marshall
schedule
Day 1—May 7, 2018
Day 2—May 8, 2018


runaway bride
the princess diaries
May 7, 2018 | 10:00 am


May 7-8, 2018 | Lesher Center for the Arts, Walnut Creek, CA
inbloom.com


princess
marshall
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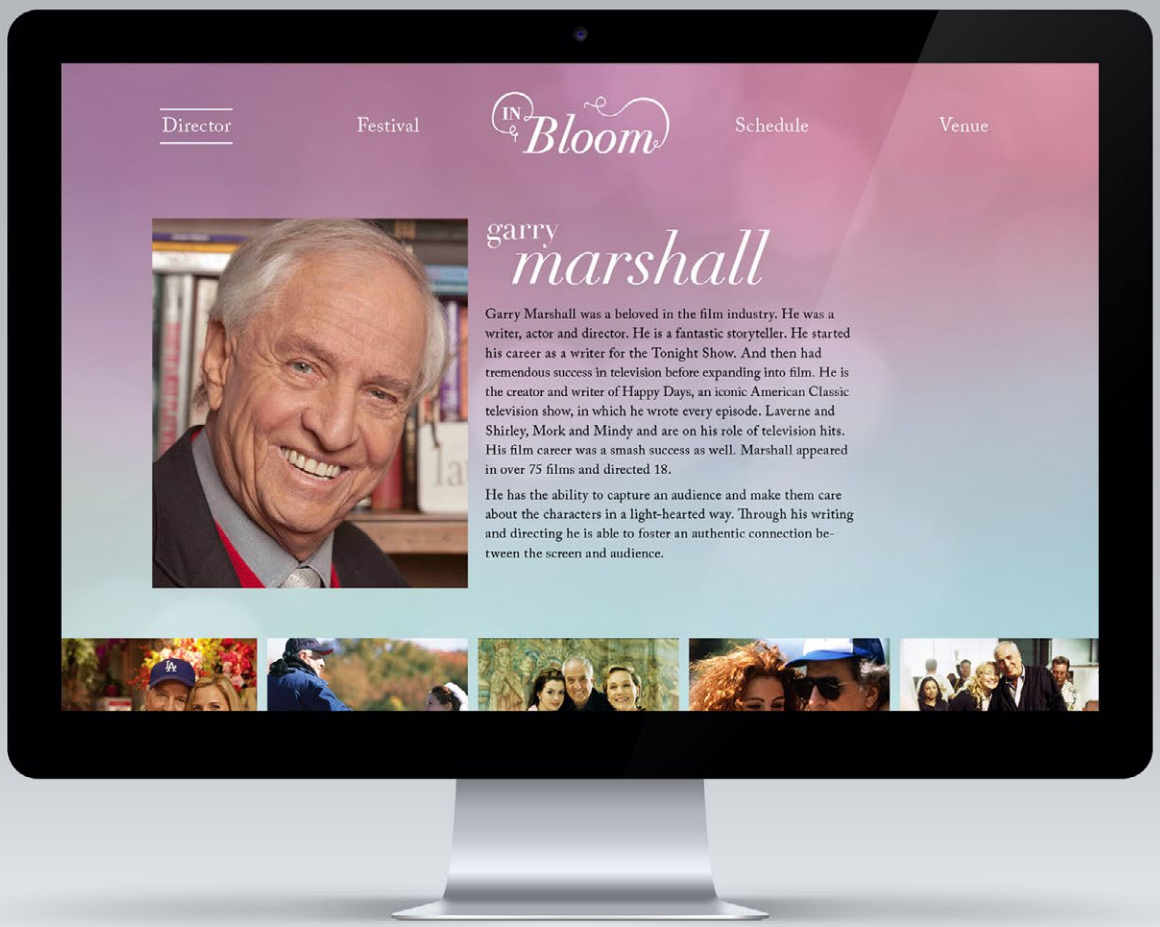
Happy Days, an iconic American Classic
Mork and
IN
Bloom
Resilience and Transformation
in the films of Garry Marshall
TICKET BOOKLET


Director
Festival
IN Bloom
Schedule
Venue
garry
marshall
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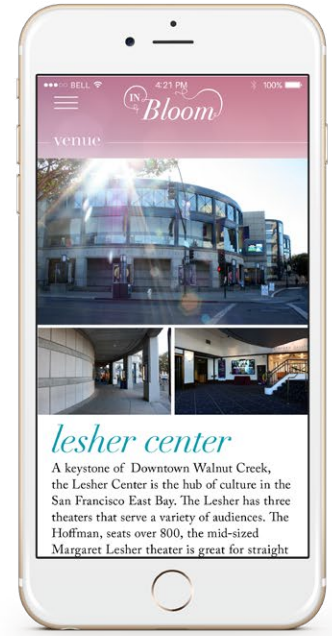
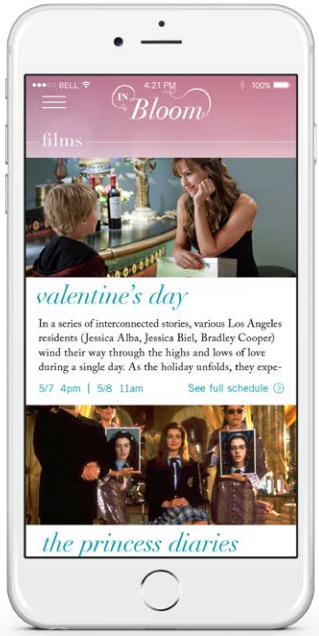
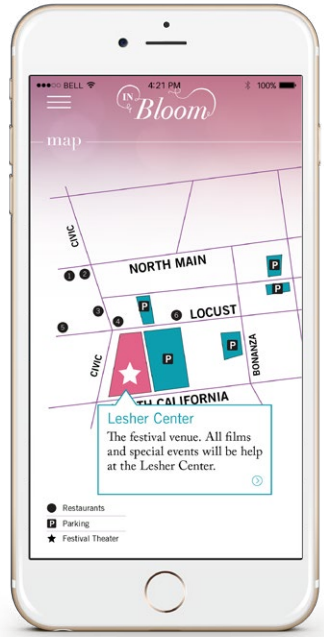
He has the ability to capture an audience and make them care about the characters in a light-hearted way. Through his writing and directing he is able to foster an authentic connection between the screen and audience.

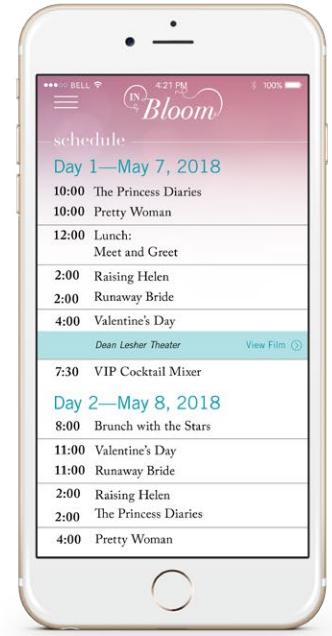

IN Bloom
Resilience and Transformation in the films of Garry Marshall
Director
Festival
Schedule
Venue


IN Bloom
director
garry marshall
Garry Marshall was a beloved in the film industry. He was a writer, actor and director. He is a fantastic storyteller. He started his career as a writer for the Tonight Show. And then had tremendous success in television before expanding into film. He is the creator and writer of Happy Days, an iconic American Classic television show, in which he wrote every episode. Laverne and Shirley, Mork and Mindy and are on his role of television hits. His film career was a smash success as well. Marshall appeared in 75 films and directed 18.
He has the ability to capture an audience and make them care about the characters in a light-hearted way. Through his writing and directing he is able to foster an authentic connection


IN Bloom
venue
lesher center
A keystone of Downtown Walnut Creek, the Lesher Center is the hub of culture in the San Francisco East Bay. The Lesher has three theaters that serve a variety of audiences. The Hoffman, seats over 800, the mid-sized Margaret Lesher theater is great for straight

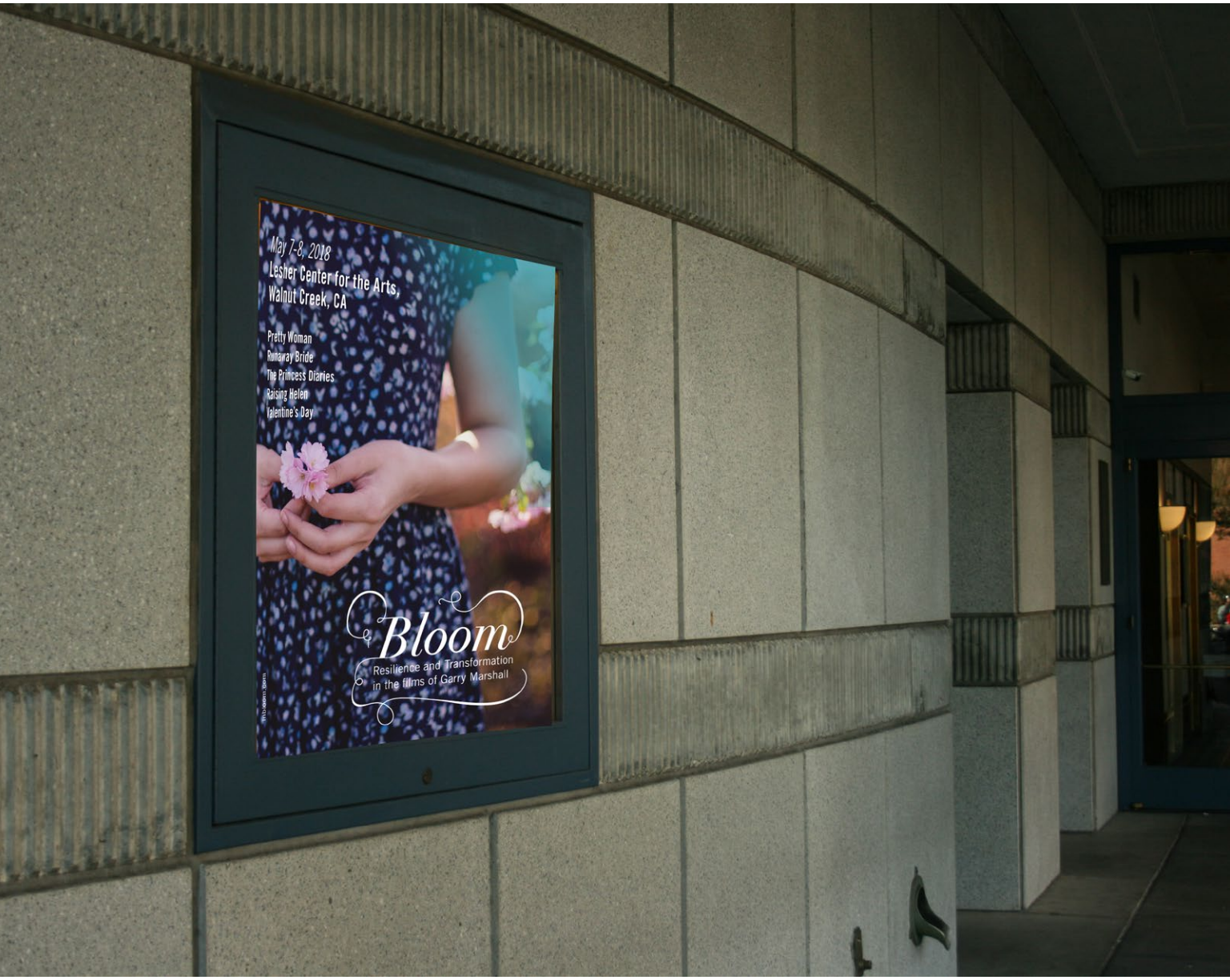

IN Bloom
films
valentine's day
In a series of interconnected stories, various Los Angeles residents (Jessica Alba, Jessica Biel, Bradley Cooper) wind their way through the highs and lows of love during a single day. As the holiday unfolds, they expe-
5/7 4pm | 5/8 11am
See full schedule
the princess diaries


IN Bloom
map
CIVIC
NORTH MAIN
LOCUST
BONANZA
Lesher Center
The festival venue. All films and special events will be help at the Lesher Center.
Restaurants
Parking
Festival Theater


IN Bloom
schedule
Day 1—May 7, 2018
10:00 The Princess Diaries
10:00 Pretty Woman
12:00 Lunch: Meet and Greet
2:00 Raising Helen
2:00 Runaway Bride
4:00 Valentine's Day
Dean Lesher Theater
View Film
7:30 VIP Cocktail Mixer
Day 2—May 8, 2018
8:00 Brunch with the Stars
11:00 Valentine's Day
11:00 Runaway Bride
2:00 Raising Helen
2:00 The Princess Diaries
4:00 Pretty Woman


IN Bloom
Resilience and Transformation
in the films of Garry Marshall
KATIE
MCINTOSH
VIP
May 7-8, 2018 | Lesher Center for the Arts
Walnut Creek, CA
inbloom.com

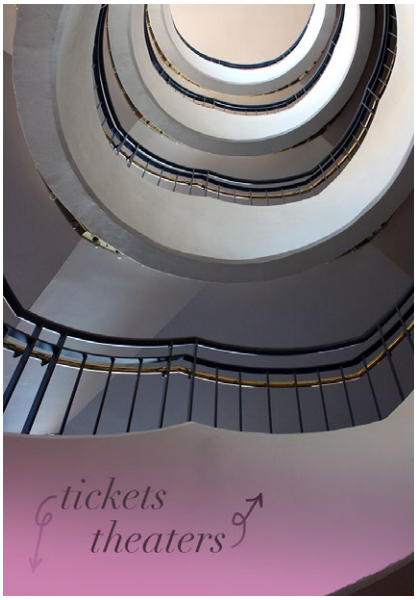

schedule
Day 1—May 7, 2018
Margaret Leiber Theater
Dean Leiber Theater
Night Theater
Theater Foyay Lounge
10:00
The Princess Diaries
12:00 pm
Pretty Woman
Lunch: Meet and Greet
2:00
Raising Helen
4:00
Runaway Bride
7:30
Valentine's Day
VIP Cocktail Mixer
Day 2—May 8, 2018
8:00
11:00
Brunch with the Stars
Valentine's Day
2:00 pm
Runaway Bride
4:00
Raising Helen
7:30
The Princess Diaries
Pretty Woman
Panel Q&A

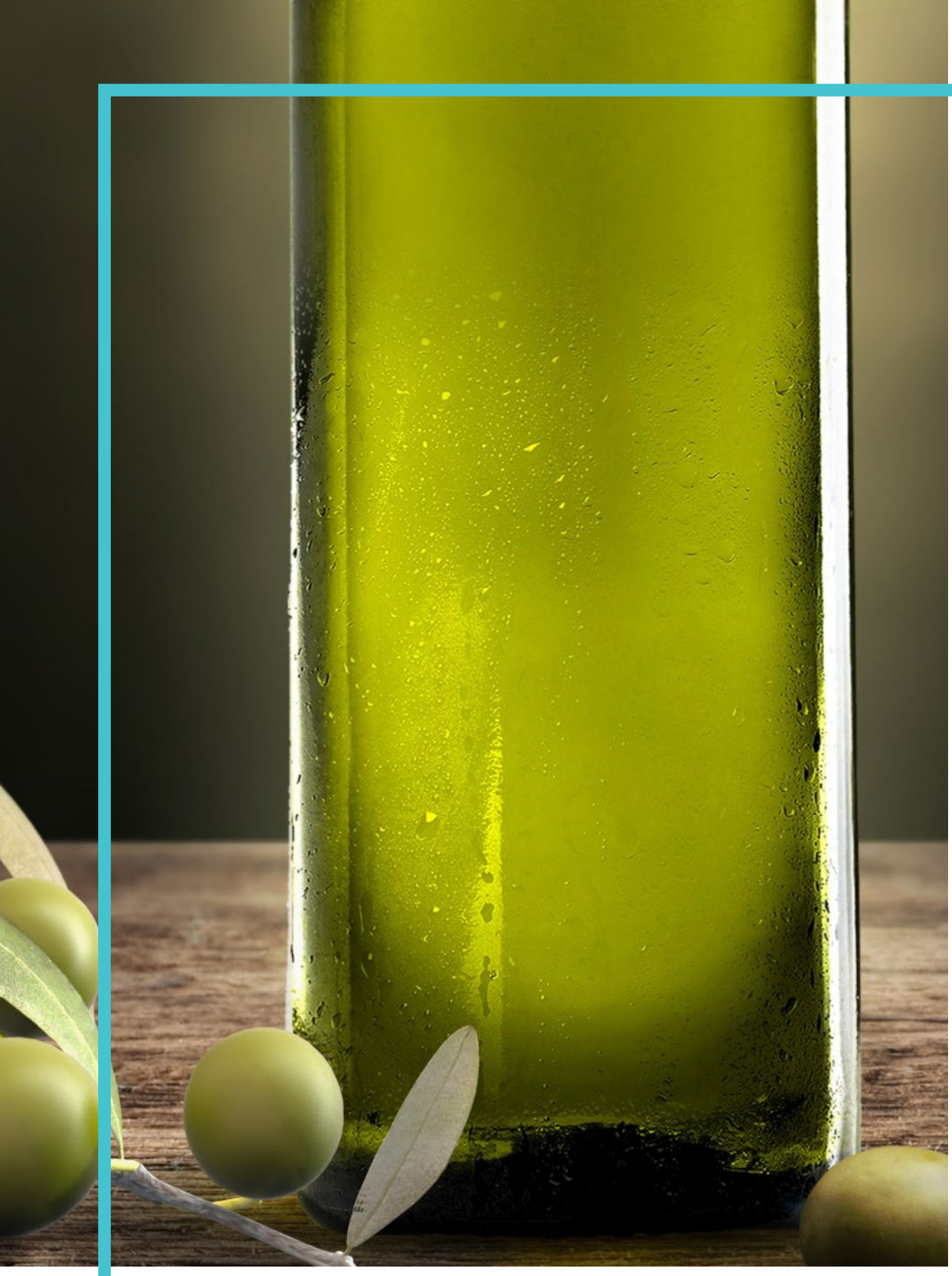

May 7-8, 2018
Lesher Center for the Arts,
Walnut Creek, CA
Pretty Woman
Runaway Bride
The Princess Diaries
Raising Helen
Valentine's Day
Bloom
Resilience and Transformation
in the films of Garry Marshall


IN Bloom
Resilience and Transformation in the films of Garry Marshall
May 7-8, 2018
Lesher Center for the Arts
Walnut Creek, CA
inbloom.com
IN Bloom
Resilience and Transformation in the films of Garry Marshall
KATIE MCINTOSH
VIP
May 7-8, 2018 | Lesher Center for the Arts
Walnut Creek, CA
inbloom.com
IN Bloom
Resilience and Transformation in the films of Garry Marshall
TICKET BOOKLET


IN Bloom
Resilience and Transformation in the films of Garry Marshall
May 7-8, 2018 | Lesher Center for the Arts
inbloom.com
FREE RIDE
4
DOWNTOWN TROLLEY
The County Connection


welcome
IN Bloom


tickets
theaters



02

BRIGHT–
SEASONING

Description: I was asked to create a gift set of three bottles of flavored olive oil to elevate an existing brand.

Concept: I designed patterns from shapes to represent each flavor of olive oil. The patterns for each flavor also needed to be cohesive so they could work as a set.

Type of Project: packaging design

Skills Used: print design, packaging design

Year Completed: 2016


We olive
BASIL
INFUSED OLIVE OIL
8.5 OZ
We olive
GARLIC
INFUSED OLIVE OIL
8.5 OZ
We olive
LEMON
INFUSED OLIVE OIL
8.5 OZ


We olive
We olive
We olive
We olive
The Olive Oil Experience
INFUSED OLIVE OIL SET
Experience the Next Level of Cooking.
LEMON
GARLIC
BASIL


We
olive
LEMON
INFUSED OLIVE OIL
8.5 OZ


Nutrition Facts
We olive
BASIL
Premium Extra Virgin Olive Oil and lemon essential oil, ready to shake and enjoy. Combine beautifully for a delicious simple salad dressing or sauce for seafood fish and vegetables.


Nutrition Facts
Serving Size 1 Tbsp (15ml)
Servings Per Container about 17
Amount Per Serving
Calories 120 Calories from Fat 120
% Daily Value*
Total Fat 13g 20%
Saturated Fat 2g 10%
Sodium 0mg 0%
Total Carbohydrate 0g 0%
Protein 0g 0%
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.
We olive
Premium Extra Virgin Olive Oil and lemon essential oil, ready to shake and enjoy. Combine beautifully for a deliciously simple salad dressing or sauce for seafood fish and vegetables.
We Olive
484 Marquita Ave
Paso Robles, Ca 93446
weolive.com
LEMON
INFUSED OLIVE OIL
8.5 OZ
Ingredients: Extra virgin olive oil, lemon essential oil.
Product of Napa, California.
Shake well.
Store in a cool dry place.
Refrigerate after opening.


Nutrition Facts
Serving Size 1 Tbsp (15ml)
Servings Per Container about 17
Amount Per Serving
Calories 120 Calories from Fat 120
% Daily Value*
Total Fat 13g 20%
Saturated Fat 2g 10%
Sodium 0mg 0%
Total Carbohydrate 0g 0%
Protein 0g 0%
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.
We olive
Premium Extra Virgin Olive Oil and garlic essential oil, ready to shake and enjoy. Use as a rich marinade for chicken or a deliciously simple bread dip or seasoning for vegetables and potatoes.
We Olive
484 Marquita Ave
Paso Robles, Ca 93446
weolive.com
GARLIC
INFUSED OLIVE OIL
8.5 OZ
Ingredients: Extra virgin olive oil, garlic essential oil.
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Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet.
We olive
Premium Extra Virgin Olive Oil and basil essential oil, ready to shake and enjoy. As our most versatile infused olive oil, it is a refreshing edition to any meal, anywhere from pesto sauce to fruit salad.
We Olive
484 Marquita Ave
Paso Robles, Ca 93446
weolive.com
BASIL
INFUSED OLIVE OIL
8.5 OZ
Ingredients: Extra virgin olive oil, basil essential oil.
Product of Napa, California.
Shake well.
Store in a cool dry place.
Refrigerate after opening.


We
olive
We
olive
We
olive

03

BRIGHT–
FLAVORED

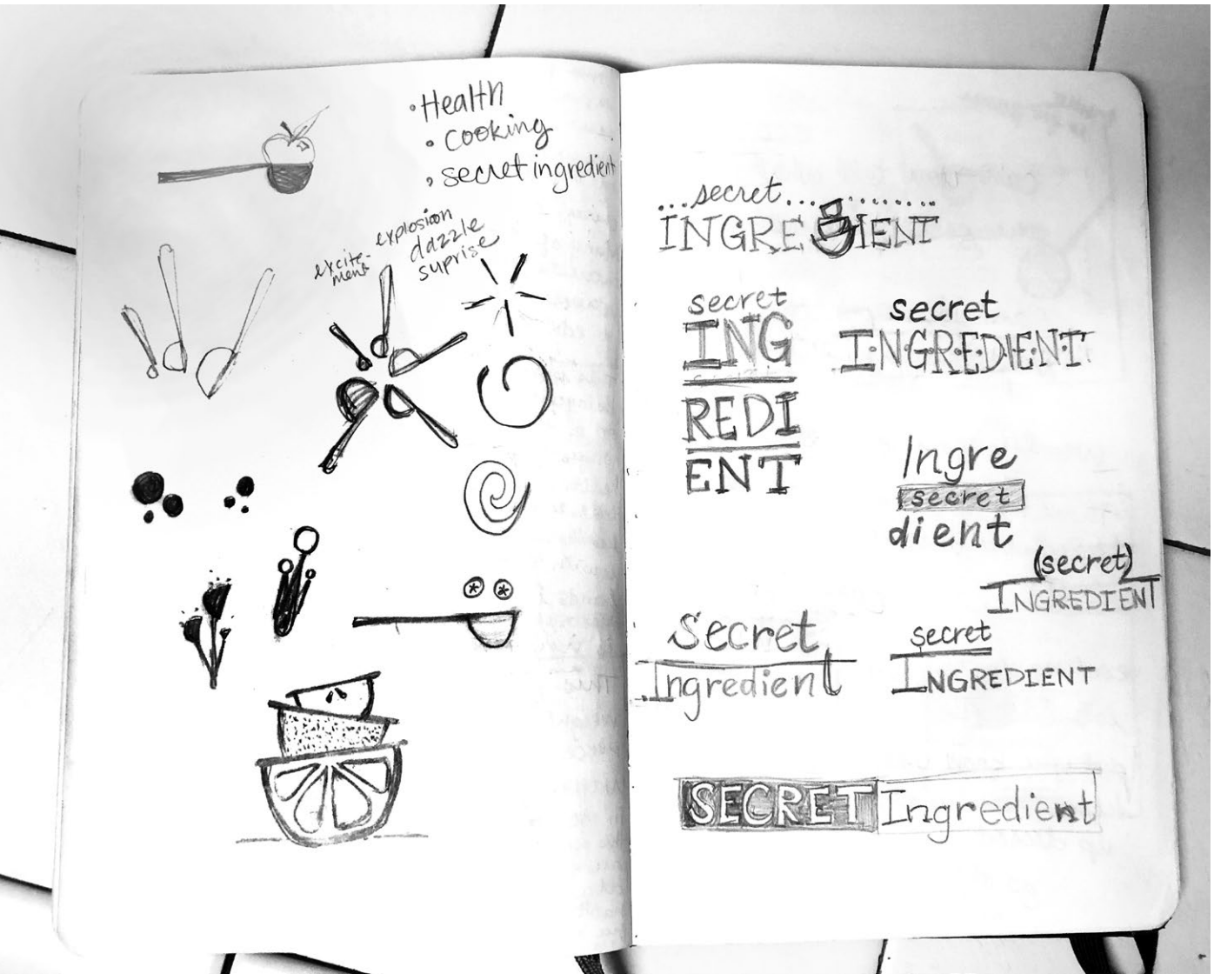
Description: I was asked to create an original brand and several deliverables based on audience and competitive research.

Concept: I researched the audience, created audience personas, SWAT and competitor analysis. Secret Ingredient is a brand that aims to help people incorporate eating healthy into their diet by adding healthy ingredients to homemade desserts. The brand helps people live a healthier lifestyle without sacrificing the treats they love by informing them about the benefits of healthy ingredients that can substitute for "unhealthy" ingredients without compromising taste. The logo shows the process of making dessert and the health component of the brand. Secret Ingredient is made up of a series of posters, a monthly magazine, (featuring a new ingredient each issue), a recipe and ingredient reference guide app, and a recipe subscription box.

Type of Project: visual system and deliverables

Skills Used: brand design, research and strategy, layout design, app design

Year Completed: 2015


•Health
• cooking
• secret ingredient
excite-ment
explosion
dazzle
surprise
...secret...
INGREDIENT
secret
ING
REDI
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secret
INGREDIENT
Ingre
secret
dient
(secret)
INGREDIENT
Secret
Ingredient
secret
INGREDIENT
SECRET Ingredient

secret

INGREDIENT


secret
INGREDIENT
magazine
the
AVOCADO
issue
JUNE 2015
how AVOCADO changed a life
5 decedent desserts featuring Avocado
swap this for that: Avocado
secret
INGREDIENT
magazine
the
SQUEEZE
on Citrus
swap this for that: Citrus
berries
BERRIES
berries
6 delectable desserts featuring Summer Berries
swap this for that: Raspberry

CREAMY
AVOCADO TRUFFLES

20 MINS

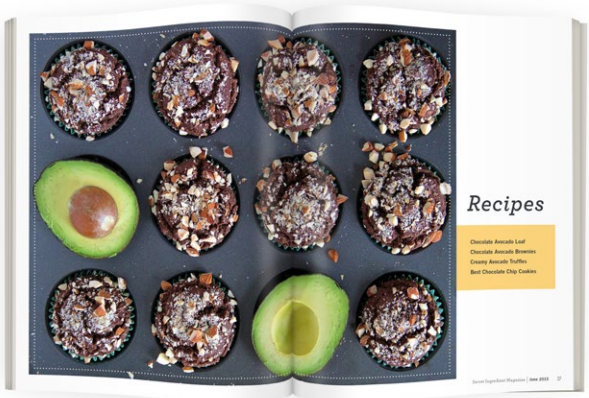
INSTRUCTIONS

On the Cover

CHOCOLATE
AVOCADO LOAF

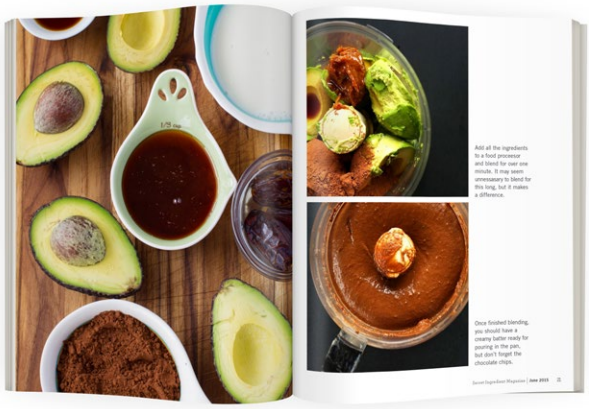
60 MINS

INSTRUCTIONS



Recipes

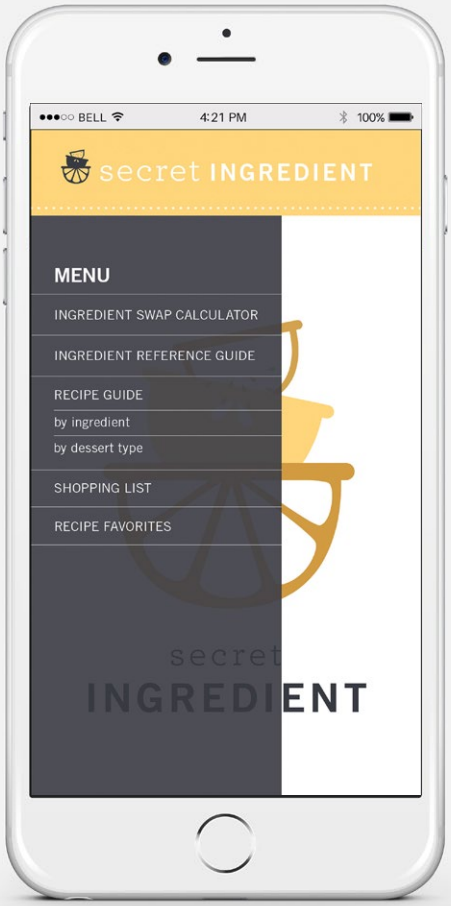
Chocolate Avocado Loaf
Chocolate Avocado Brownies
Creamy Avocado Truffles
Best Chocolate Chip Cookies

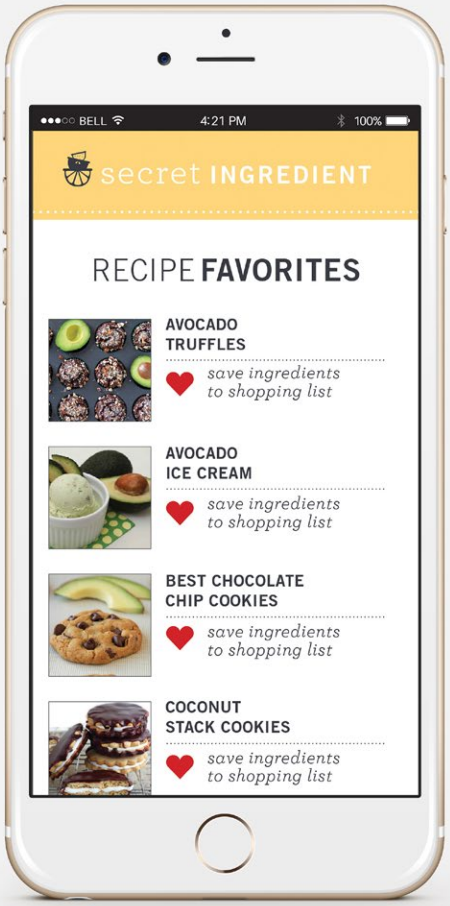


Add all the ingredients to a food processor and blend for over one minute. It may seem unnessesary to blend for this long, but it makes a difference.

Once finished blending, you should have a creamy batter ready for pouring in the pan, but don't forget the chocolate chips.


BELL
4:21 PM
100%
secret
INGREDIENT
RECIPE & INGREDIENT
REFERENCE GUIDE


BELL
4:21 PM
100%
secret INGREDIENT
MENU
INGREDIENT SWAP CALCULATOR
INGREDIENT REFERENCE GUIDE
RECIPE GUIDE
by ingredient
by dessert type
SHOPPING LIST
RECIPE FAVORITES
secret
INGREDIENT


BELL
4:21 PM
100%
secret INGREDIENT
RECIPE FAVORITES
AVOCADO TRUFFLES
save ingredients to shopping list
AVOCADO ICE CREAM
save ingredients to shopping list
BEST CHOCOLATE CHIP COOKIES
save ingredients to shopping list
COCONUT STACK COOKIES
save ingredients to shopping list


secret INGREDIENT
Avocado
Nutrition at a Glance
Calories 322 | Total Fat 29 g | Fiber 14 g | Carbohydrates 17g | Protein 4 g
Allergy Alert
People with a serious latex allergy may experience symptoms after eating avocado.
Avocados offer nearly 20 vitamins and minerals in every serving, including potassium (which helps control blood pressure), lutein (which is good for your eyes), and folate (which is crucial for cell repair and during pregnancy).
Avocados are a good source of B vitamins, which help fight off disease and infection. They also provide vitamins C and E, and natural chemicals that may help prevent cancer.
Avocados are low in sugar. And they contain fiber, which helps you feel full longer. In one study, people who added a fresh avocado half to their lunch were less interested in eating during the next three hours.


Peppermint
Black Bean Brownies
secret
INGREDIENT
Chocolately
Chocolate Cupcak


secret
INGREDIENT
Strawberry Rhubarb
Popovers
ALL-PURPOSE
FLOUR
COCONUT
FLOUR
WHITE SUGAR
COCONUT
SUGAR


lately
olate Cupcakes
secret
INGREDIENT

Change the ingredients, keep the taste

Swapping out fat and sugar can make a dessert healthier without compromising taste

substitute coconut milk for heavy cream

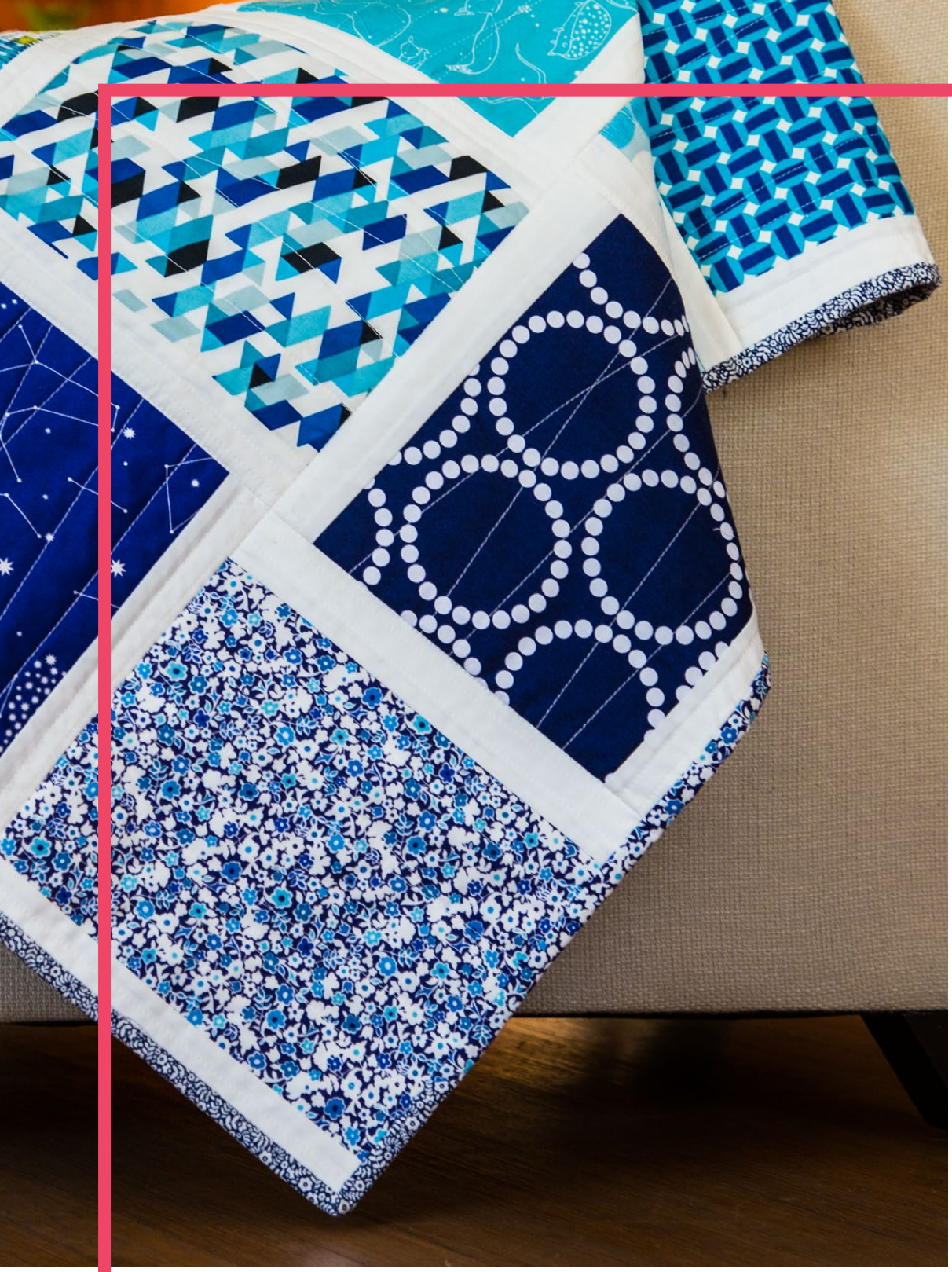
substitute squash for butter

substitute carob for chocolate chips

secret INGREDIENT


Vegetables can
be just as creamy
Decadent taste without all the saturated fat
substitute avocado
for heavy cream


Healthy can
be just as tasty
You can cut carbs and eat dessert
substitute whole wheat flour, almond meal,
or coconut flour for white flour



03

BRIGHT–PATTERNS

Description: I was asked to create a long form book layout with several chapters, describing a form of art, using only black and white images and a limited amount of colors.

Concept: I chose to create a book about quiltmaking. I curated and organized all the content of the book, including text and images and created a custom grid that would showcase the content. To help the book flow well, I featured the history of quilting and introduced modern versions of historic patterns, which the readers could create themselves. As a design element throughout the book, I used patterns that emulated the shapes often found in quilts. All of the design elements throughout the book were chosen to strengthen the concept of quiltmaking.

Type of Project: book design

Skills Used: print design, layout design, website design

Year Completed: 2016


QUILTING:
An Art for the Ages
A design exploration by Katie McIntosh


QUILTING:
9
15
21


QUILTING:
An Art for the Ages


CONTENTS


01
AN AMERICAN
History of Quilts
FOLKART


During the early years of American colonization, most Colonial women were busy spinning, weaving and sewing the clothes for their family, so had little time for artistic quilting.


The history of America can be seen in the history of quilts.


The history
of America
can be seen
in the history
of quilts.

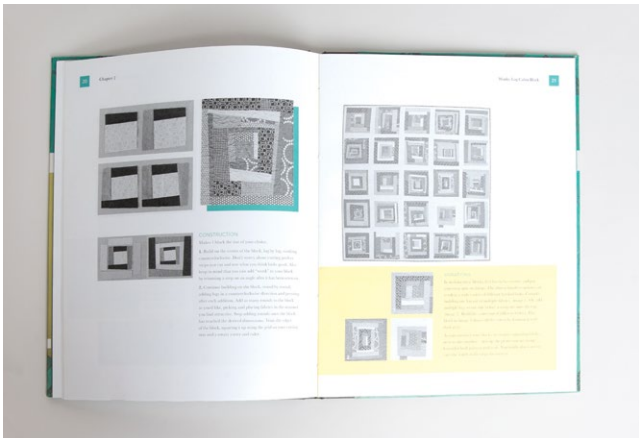

4 Chapter 1: History of Quilting
14 Chapter 2: Projects: From Past to Modern
30 Index
32 Credits


1600's
1750–1850
early 1800's
1800's
mid 1800's
early 1900's
1917
1960's
2000's


02
MODERN
PROJECTS


The Quilting Bee
Block Variations:
LOG CABIN


Variation I:
WONKY LOG CABIN BLOCK
How to Make a Wonky Log Cabin Block




"Once Around the Block" Quilt


QUARTERED LOG CABIN BLOCK


INDEX

05

BRIGHT–SIDE

Description: I was asked to take a dead brand and rebrand it to expand and update their mission and products to align with current market demands.

Concept: I brought Blockbuster into the current market by shifting the company's offerings into the future of the entertainment industry. Through researching Blockbuster's original essence, I decided to make Blockbuster a virtual reality company with the same essential mission.

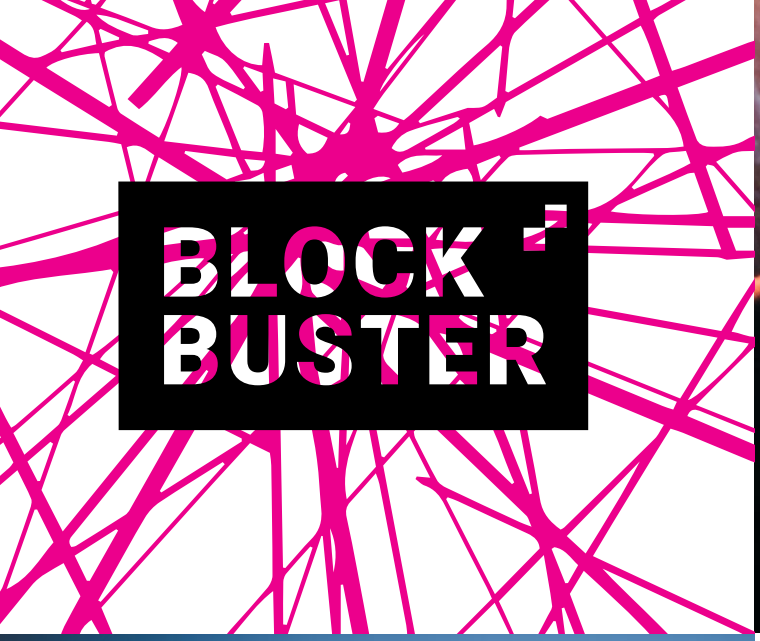
I created a simple black or white knock out logo. However, when paired with other elements, it becomes a portal to another world. The logo, which is not meant to be used alone, becomes a dynamic, ever-changing presence to see into the virtual world beyond.

I created a fully interactive entertainment experience where participants are invited to take part in the story as it progresses and interact with virtual worlds instead of just watching. I also created an augmented reality app that allows users to explore portals to another world through their phone and an lastly, a app that allows two users to mix songs they are listening to, creating a totally unique shared music experience.

Type of Project: rebranding, visual system

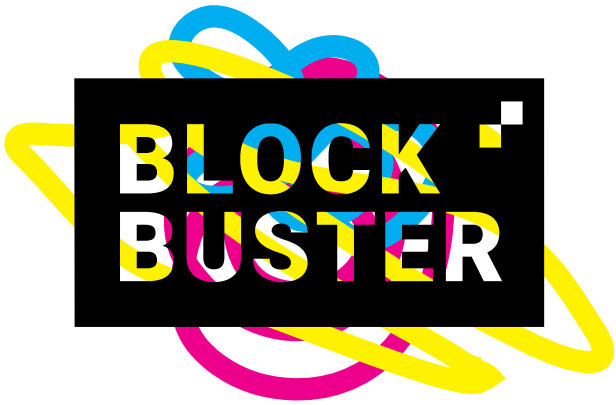
Skills Used: brand research, interactive design, product design, brand design

Year Completed: 2018


BLOCK
BUSTER


BLOCK
BUSTER


BLOCK
BUSTER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BLOCK
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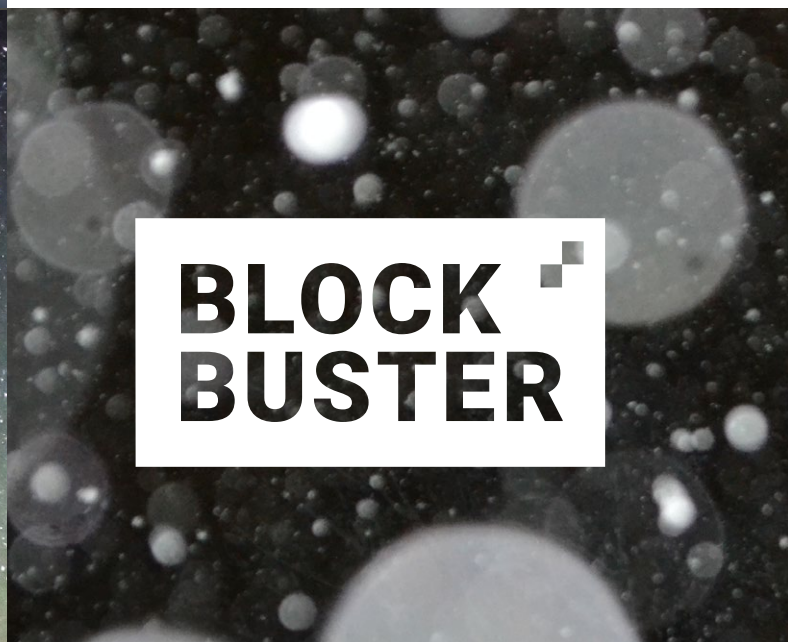
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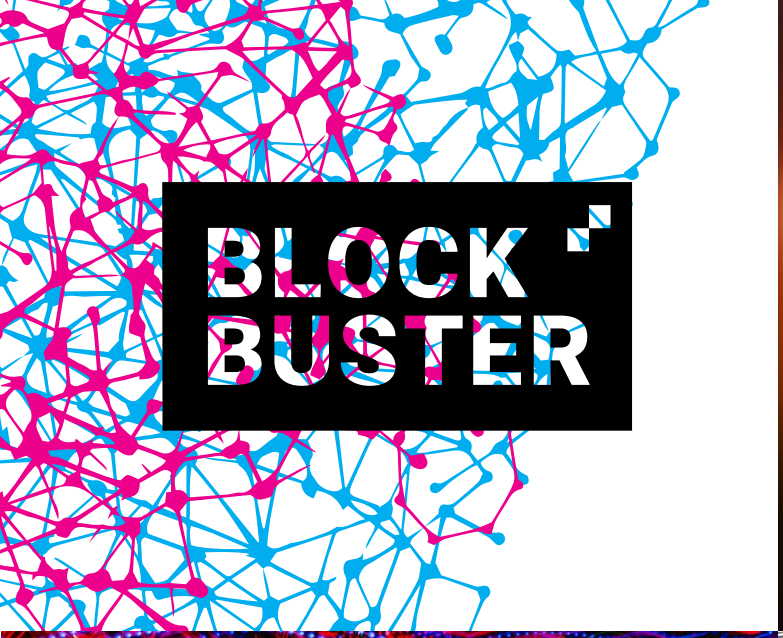
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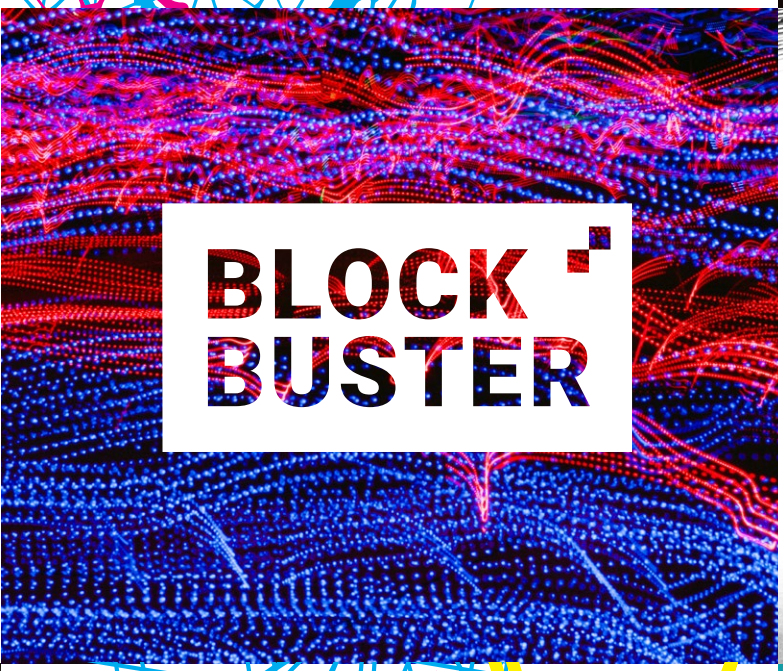
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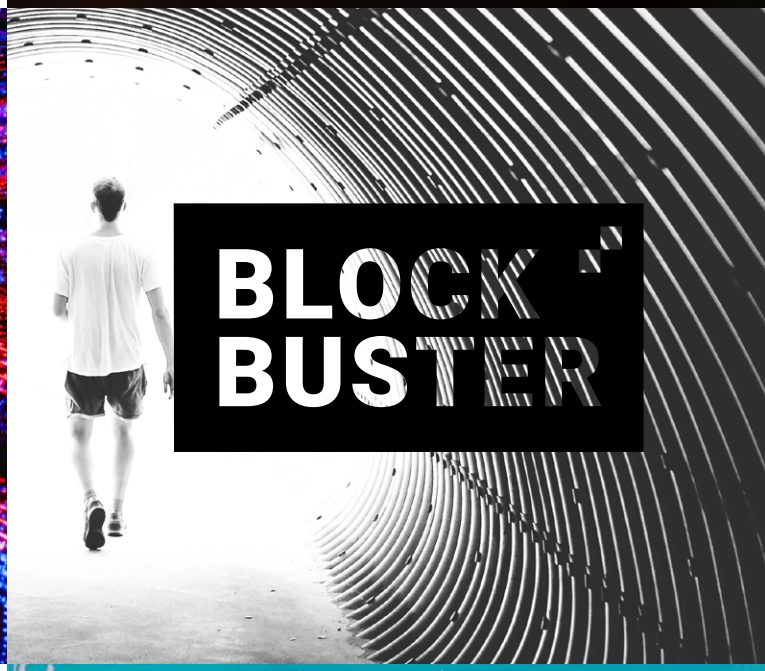
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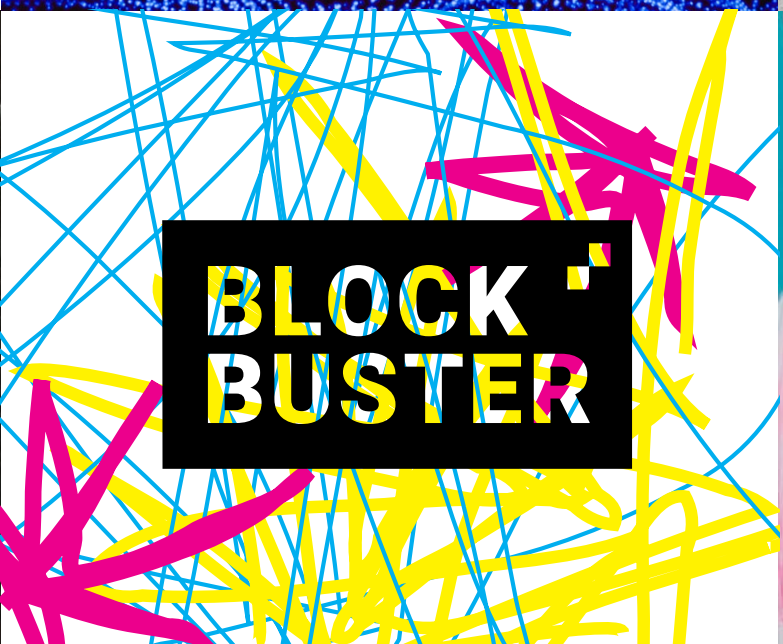
BLOCK
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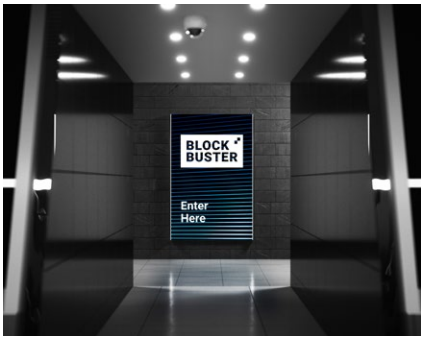
BLOCK
BUSTER

Signage for interactive virtual reality experience


Look Beyond


BLOCK BUSTER
Beyond Experience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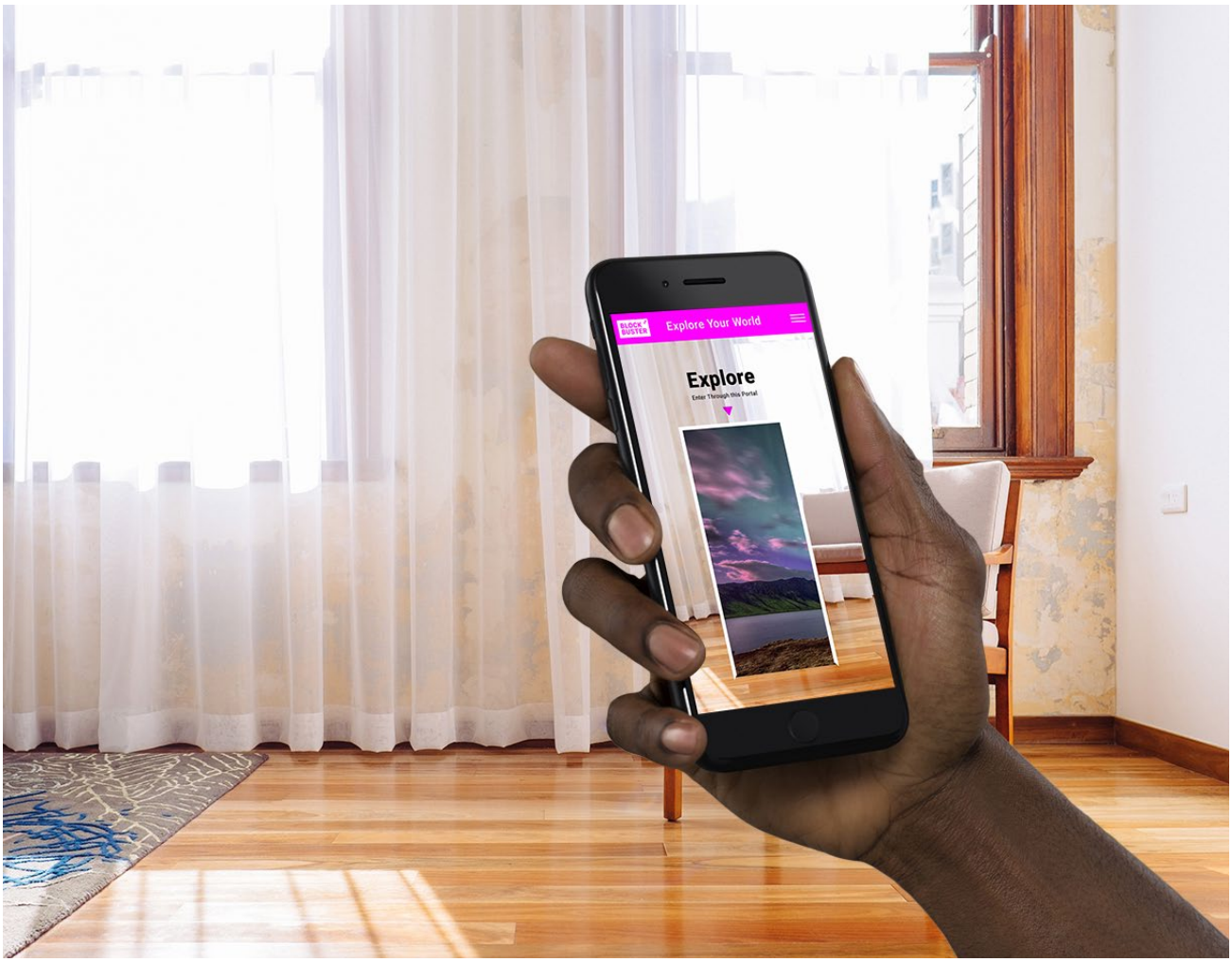
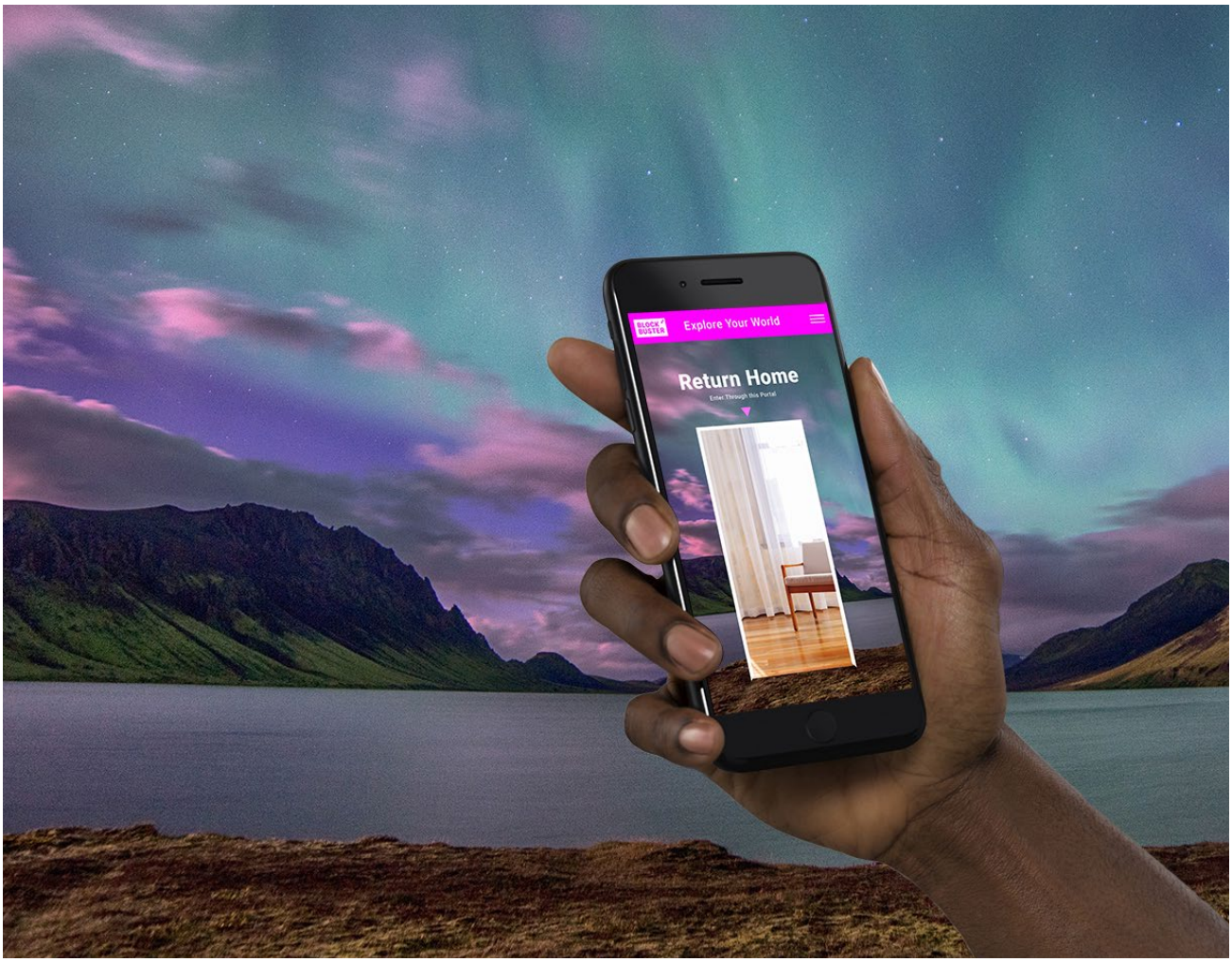
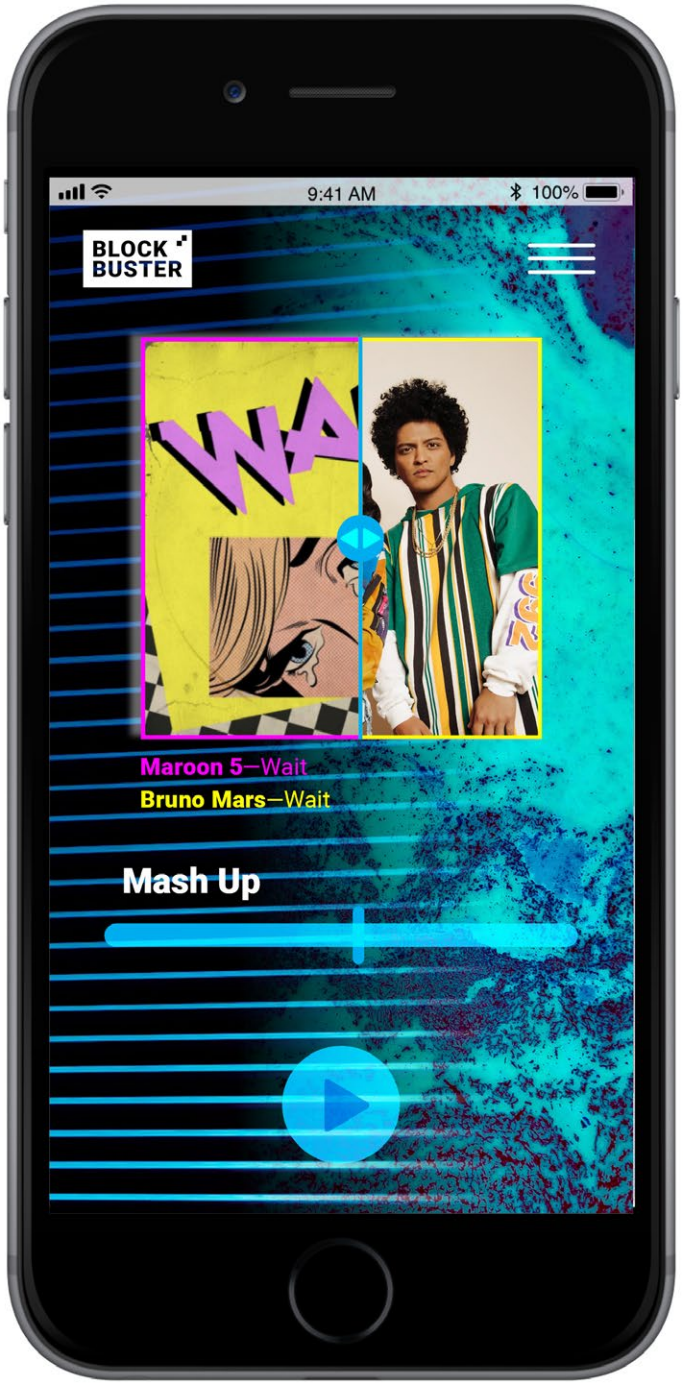
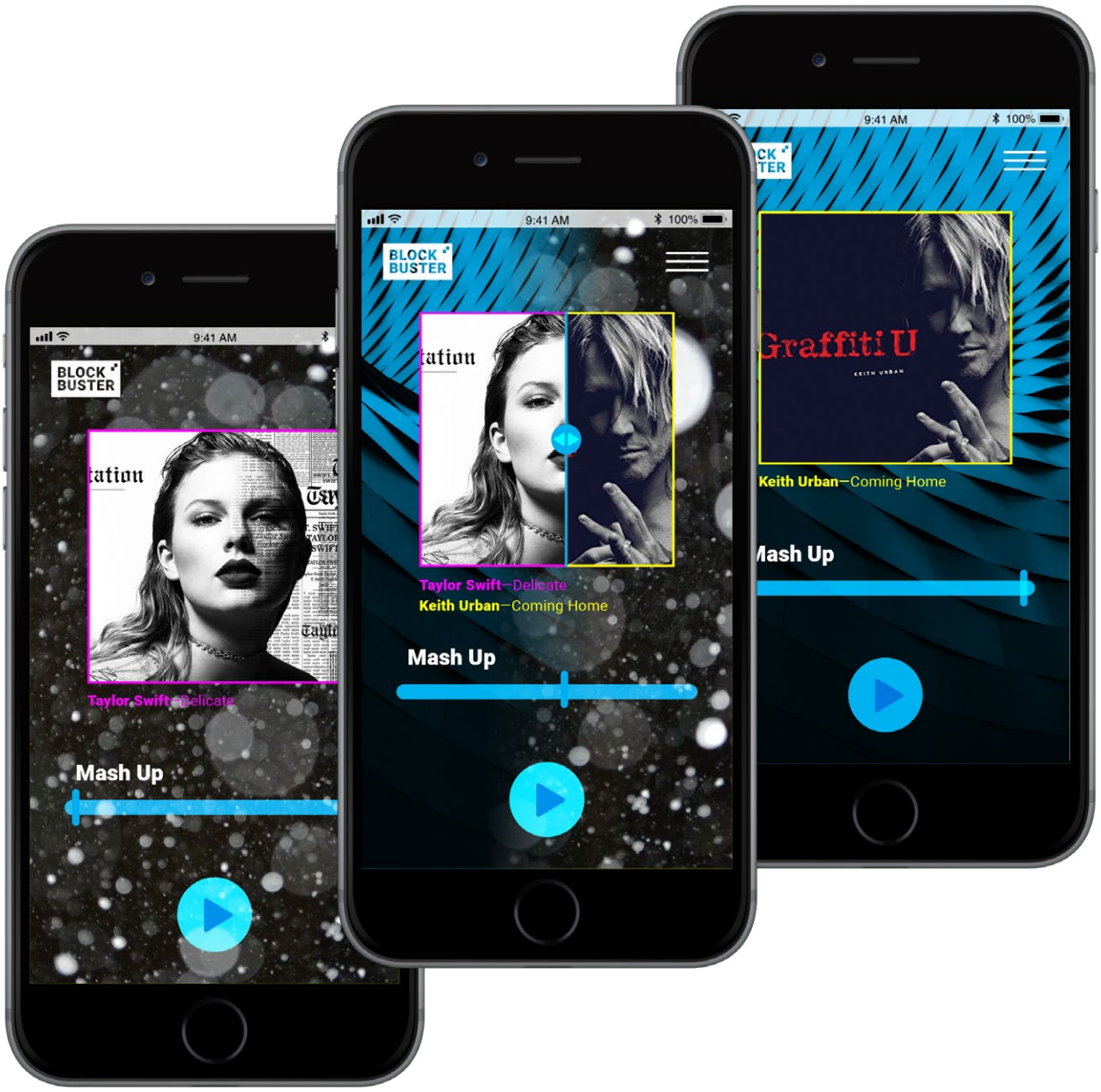
Enter Here



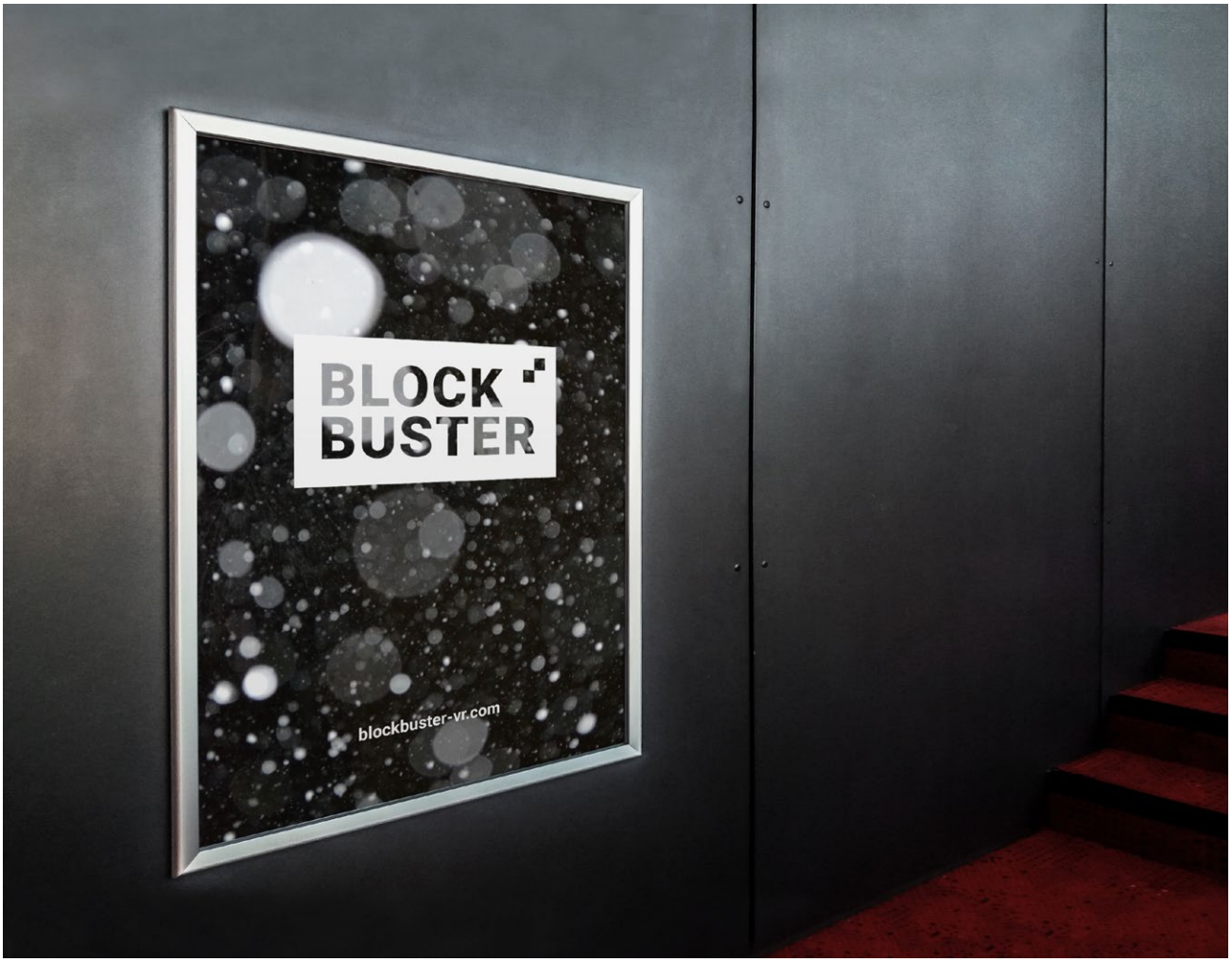
Augmented reality app


Explore Your World
Return Home
Enter Through this Portal

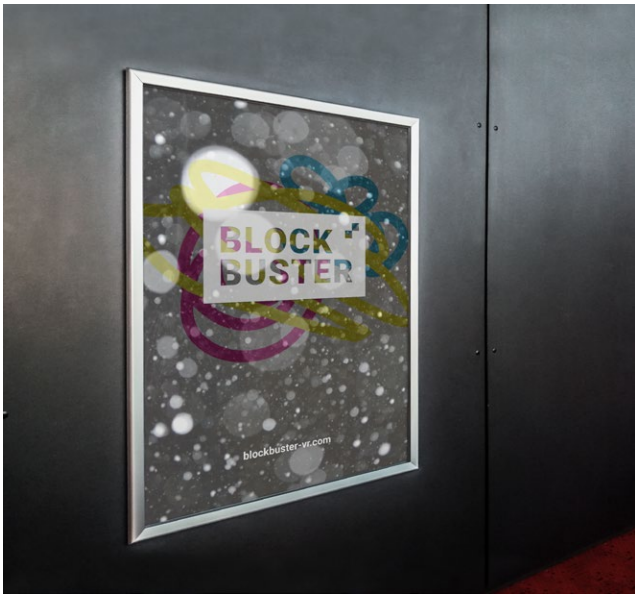

9:41 AM
100%
BLOCK BUSTER
Maroon 5—Wait
Bruno Mars—Wait
Mash Up

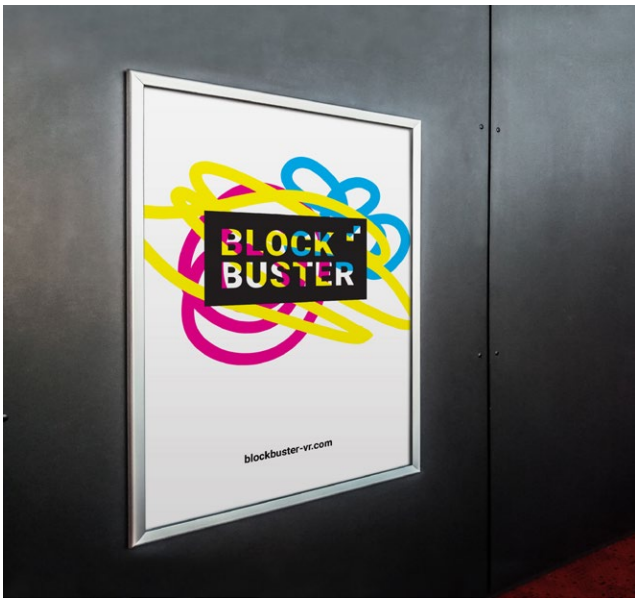


Song mash-up app



Signage with rotating background image


BLOCK
BUSTER
blockbuster-vr.com


BLOCK
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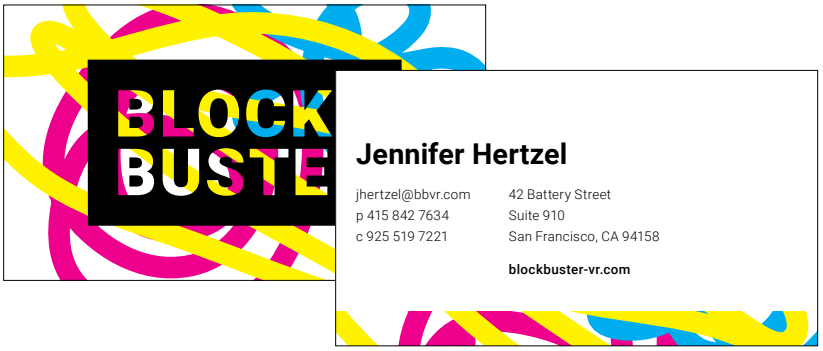
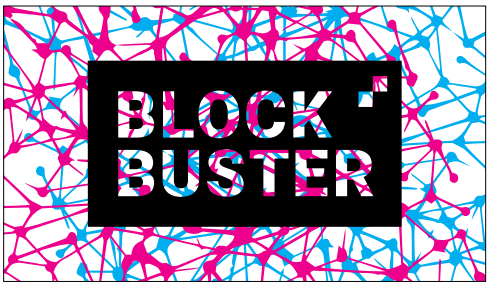
blockbuster-vr.com


BLOCK
BUSTE
Jennifer Hertzel
jhertzel@bbvr.com
p 415 842 7634
c 925 519 7221
42 Battery Street
Suite 910
San Francisco, CA 94158
blockbuster-vr.com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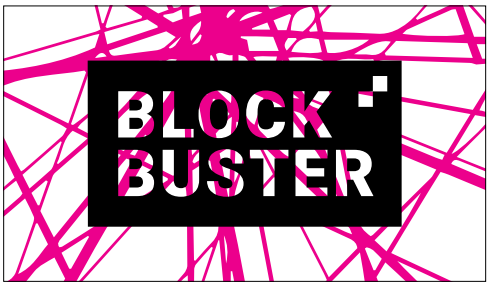

BLOCK
BUSTER


BLOCK BUSTER
look beyond
BLOCK BUSTER
Jennifer Hertzel
BLOCK BUSTER

06

BRIGHT–
BLUE

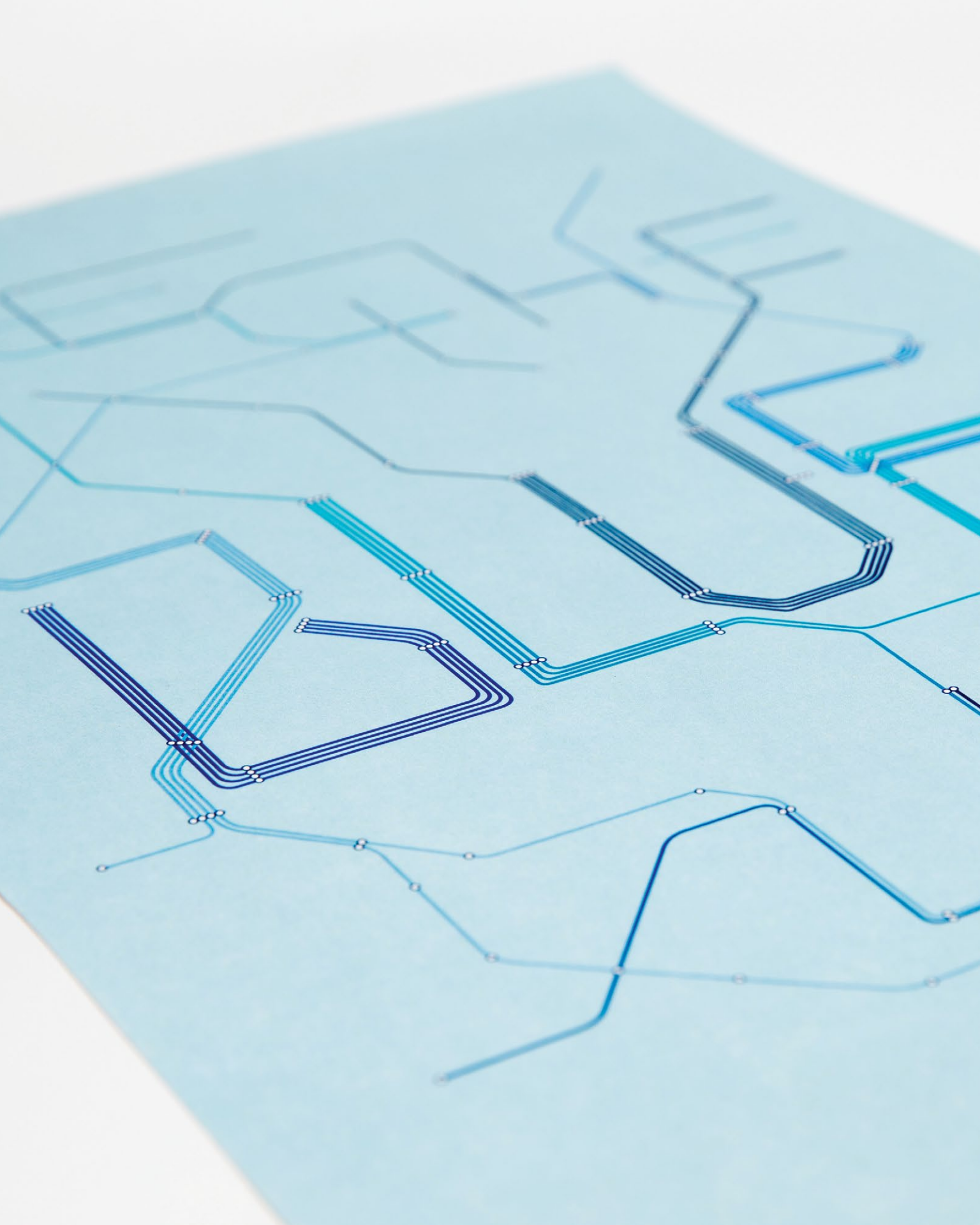
Description: I was asked to choose a color and create posters featuring experimental typography that demonstrated concepts related to the color.

Concept: I chose the color blue and explored phrases for the posters that related to the color blue. I chose mediums that were in-line with the context of the subject to further demonstrate the concept of the phrase for each poster. Some of the phrases include: "Take the Blue Line" to demonstrate the color codes on a subway map, "All American" to demonstrate blue jeans and "Boys in Blue", a nickname for policemen.

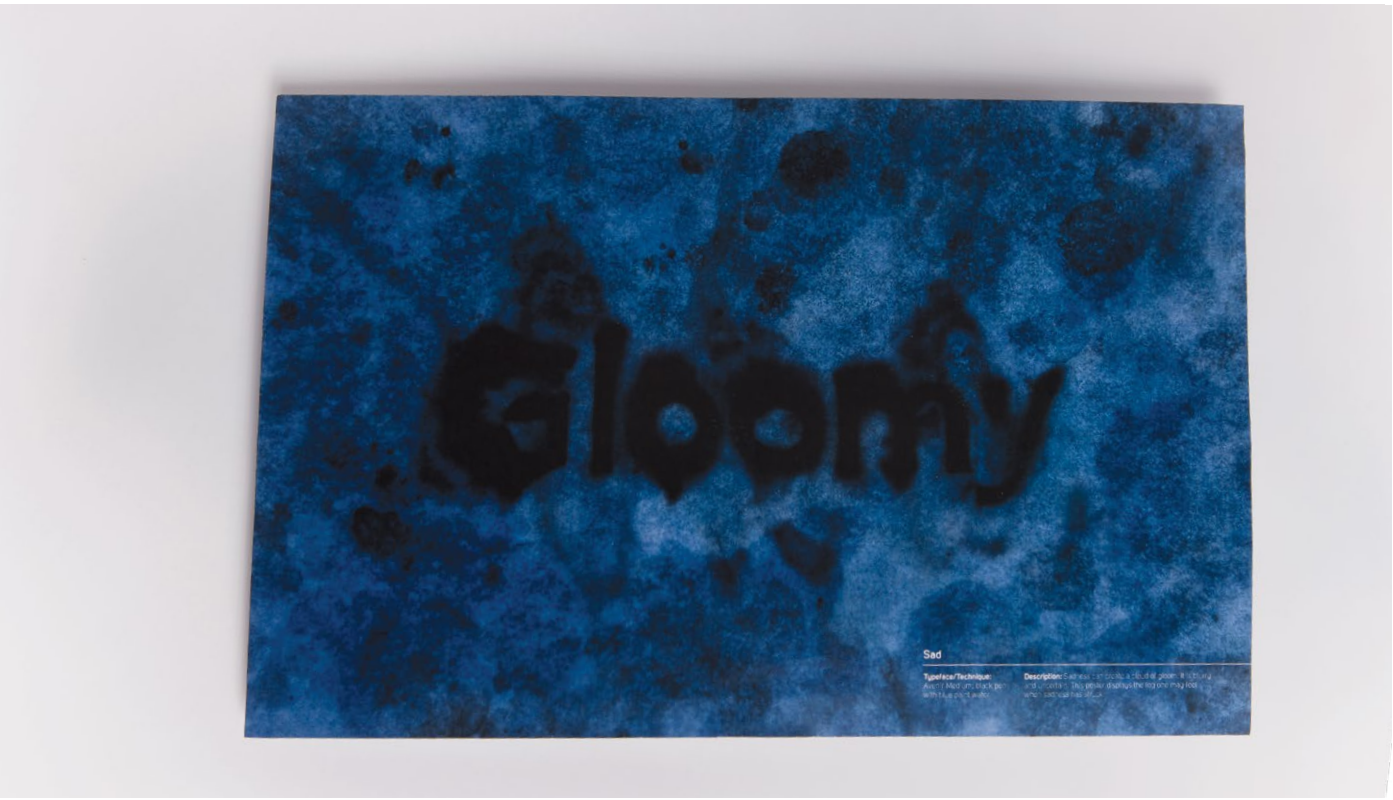
Type of Project: experimental typography

Skills Used: print design, typography

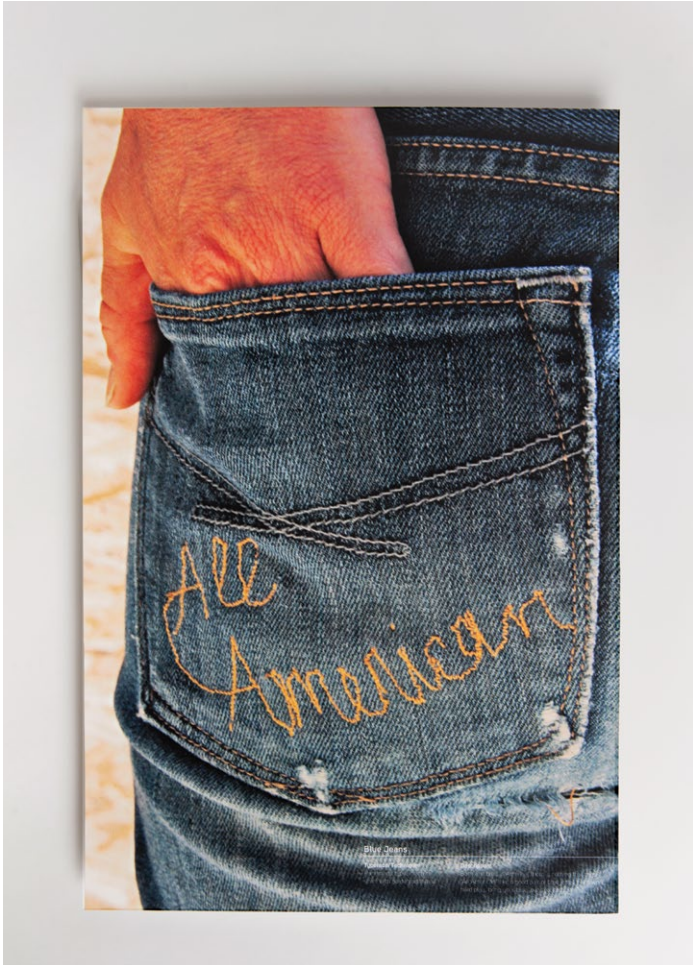
Year Completed: 2017




take the BLUE LINE
Subway
Typeface/Technique
Description

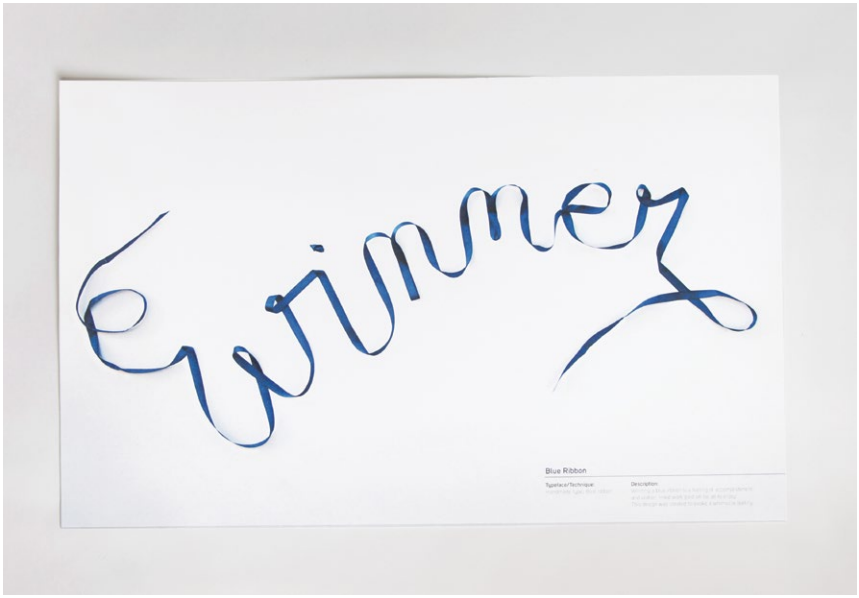

Gloomy
Sad


SPLISH
SPLASH
Pool
Typeface/Technique:
Description:



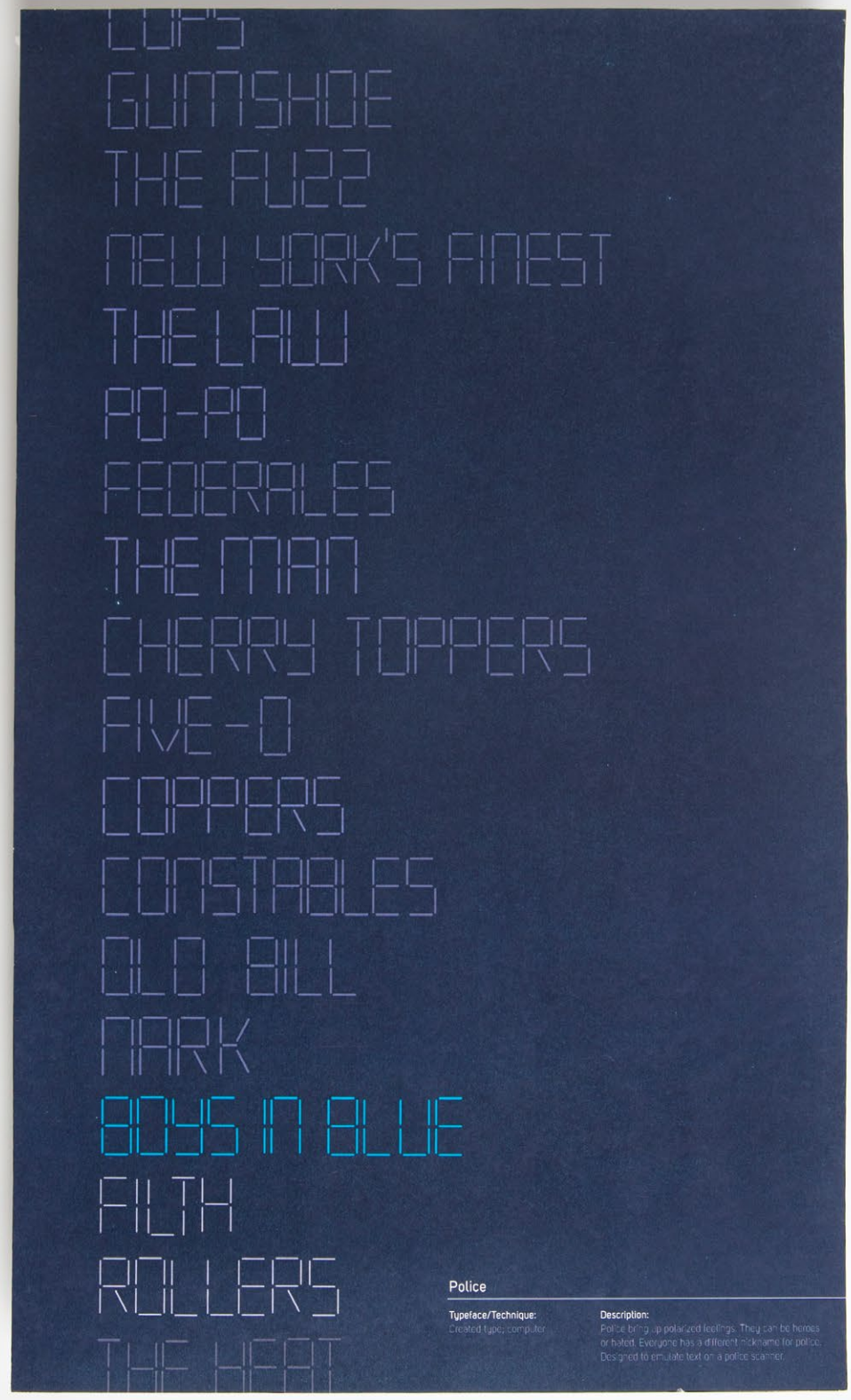
Blue Jeans


Blue Jeans
Typeface/Technique:


Blue Ribbon


BRRR...
Cold


FRESH
Berries
Typeface/Technique:
Description:



Police

Typeface/Technique:
Created type, computer

Description:
Police bring up polarized feelings. They can be heroes or hated. Everyone has a different nickname for police. Designed to emulate text on a police scanner.

THANK **YOU!**

Thank you for browsing my portfolio!

I would like to thank my family and friends who have supported me as I created each of these works.

katiemcintosh.com