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我 認 識 你 很 高 興！

Hello! My name is Jenna German and I am a graphic designer and illustrator. I believe the most important aspect any designer or artist should put onto their work is curiosity. Ever since I was a child I have loved that unsure feeling of then you first learn something new, because I love having new experiences and taking on new challenges. This is why I always try to learn something new from each project I do.

第

forget me knot

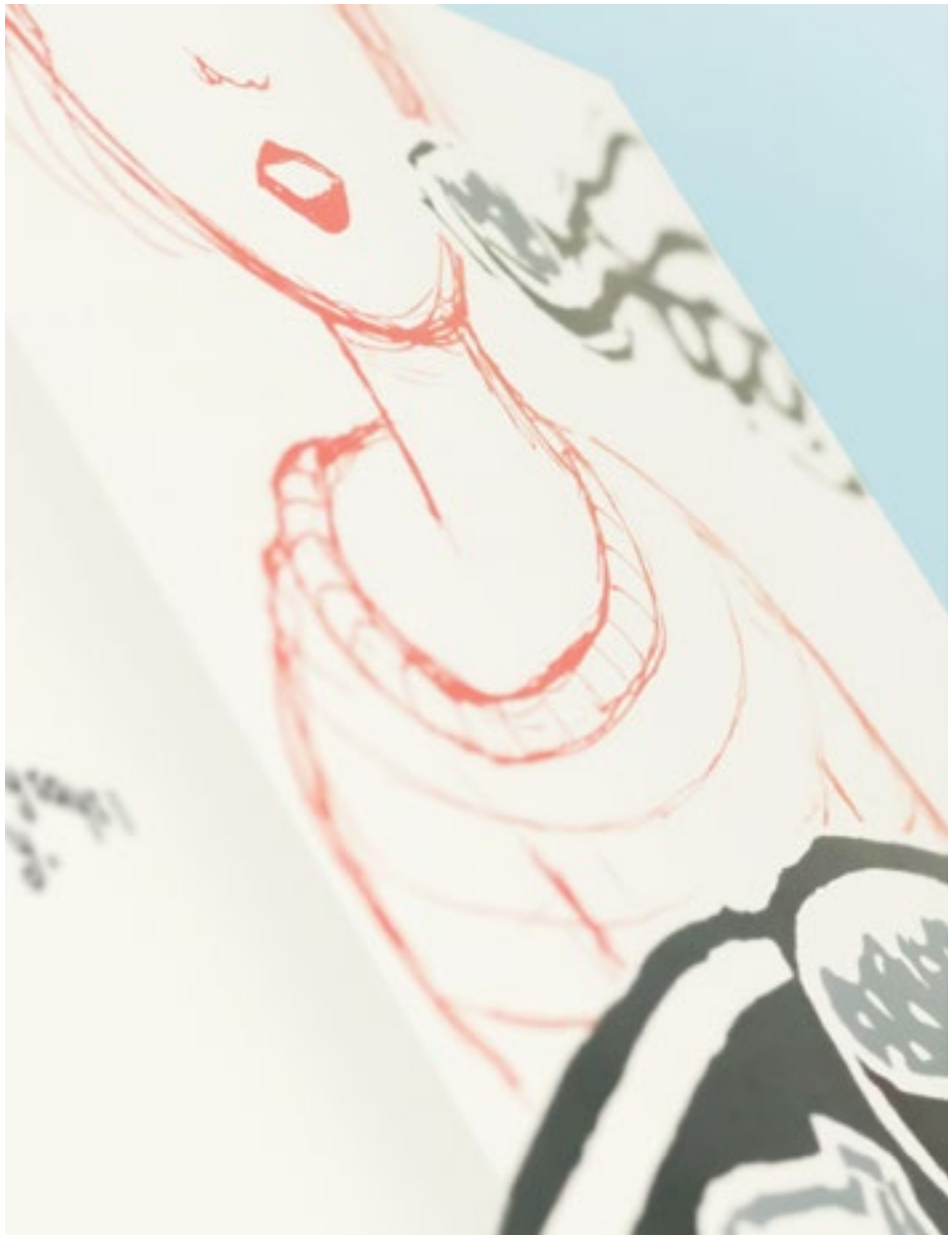
publishing, packaging, identity & environmental ads

It is a topic of shame and avoidance for China to talk about the generation of girls from the 1980s to 2000s who were abandoned and orphaned or killed. This was due to the implementation of the One Child Policy and China's traditional preference for sons. Forget Me Knot focuses on bringing social awareness and less stigma for orphans, as they are often ostracized from the general public in Mainland China.

Conceptually, Forget Me Knot is inspired by a series of personal diaries. The project is divided into a four-part book series for four different types of girls on their birthdays: a baby that was abandoned, a disabled child in an orphanage, a teenager in an orphan school, and an adult that was adopted into the west. Each girl receives a 'forget me knot' on their birthday. The 'forget me knots' are traditional Chinese knots shaped like forget me not flowers. They represent the Chinese sauvastika knot, which is a symbol for overcoming hardship, and forget me knots, which are flowers that symbolize remembrance.

The project entails detailed body copy that was written for each story, which plays an important role in the overall style of the project. Each illustration that accompanied the text was done traditionally using lino prints. There is also packaging that holds the book series and promotional items such as a channel strip, a shelf talker, and a mobile ceiling sign for the bookstore the book series would be sold in, as well as two posters for bus stops near the bookstore.









第二

the beauty beneath

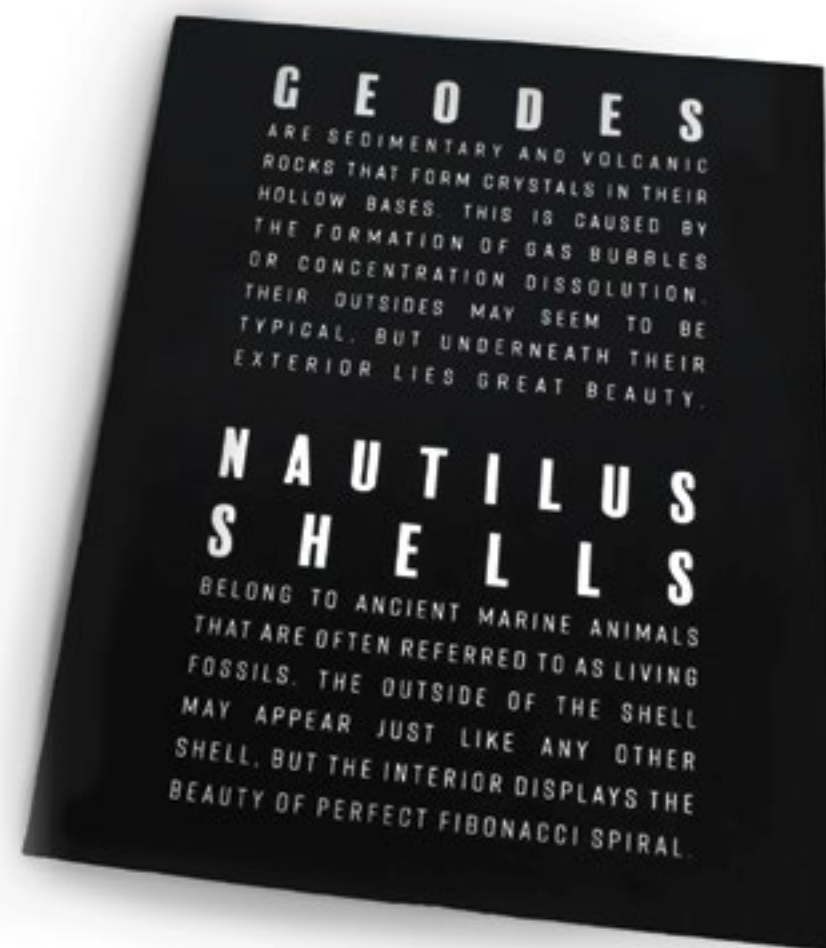
publishing

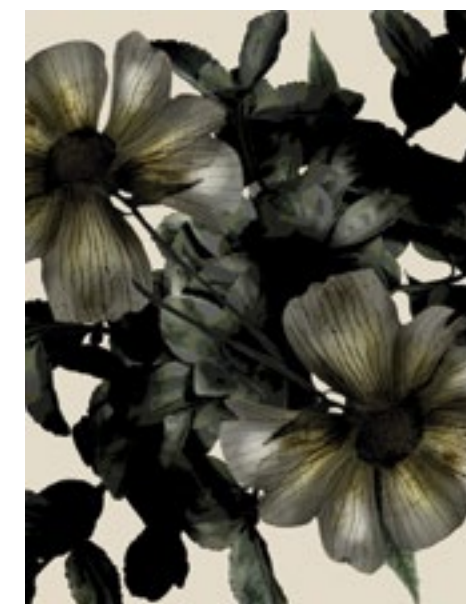
The Beauty Beneath is a paper sample book designed for the French Paper Company to show off their Kraft Line. Conceptually the book focuses on showing the beauty found in nature, specifically the patterns and textures that can be found in objects and living organisms when peeling away their first layer or when cutting them in half. Examples of this would be splitting a log in half to show its interesting circular system or cutting in half a rock to reveal a hidden crystal. It plays upon the natural and raw look of the French Paper Kraft Line, as it emphasizes the unrefined beauty that can be found in nature, which is similar to that of the line's earthy wood fiber paper.

Furthermore, cuts and folds that reveal interesting imagery and illustrations are also used to further emphasize this idea of cutting something in half to find its inner beauty. Illustrations of natural objects and humans being split apart are shown. Gold accents are also used, as gold is a precious metal that can only be found by splitting earth in half.

The paper sample book includes eight spreads with five folds and gold and clear gloss accents. The book is hard bound using the Japanese book binding method.









第三

salome

guerrilla campaign, app & brand identity

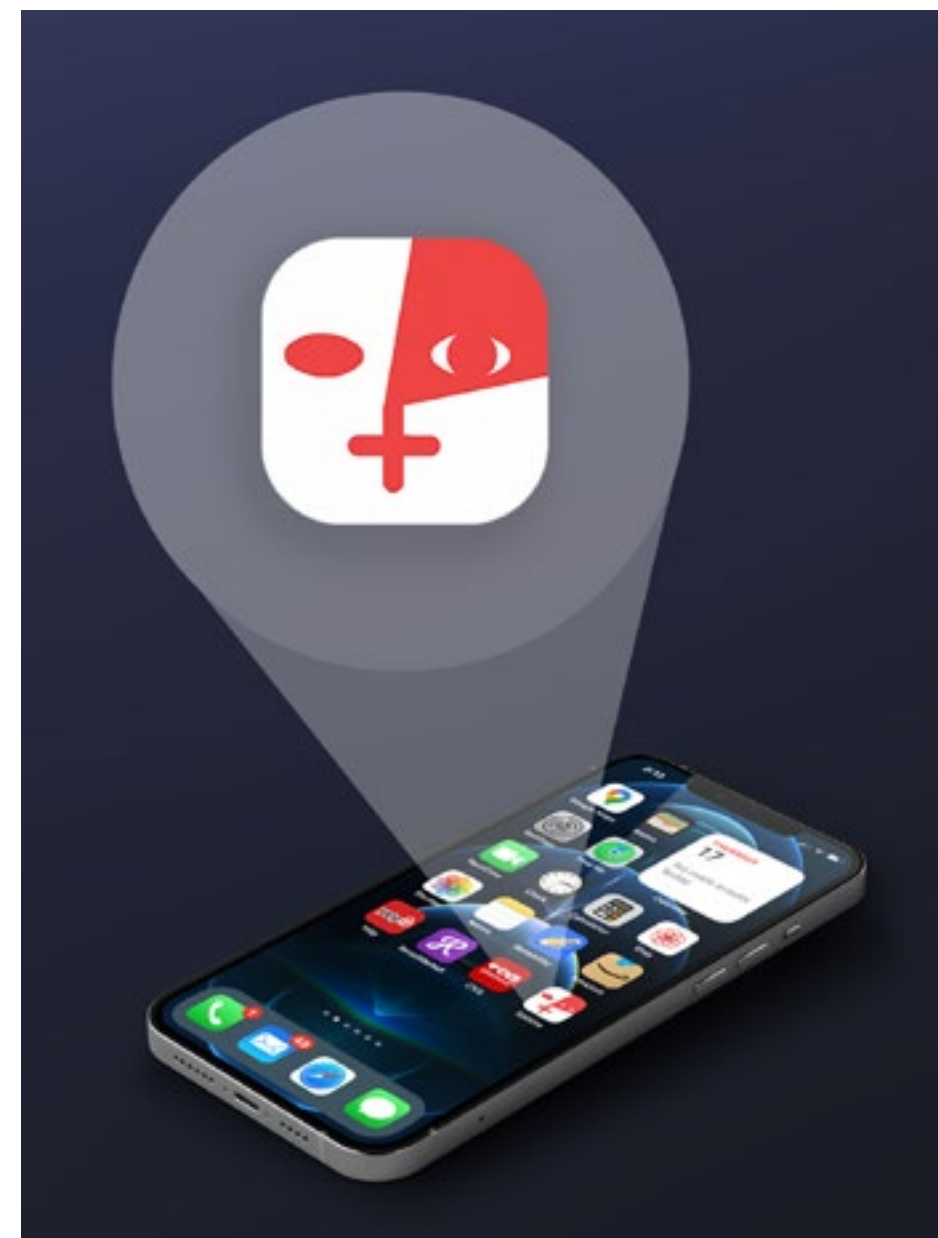
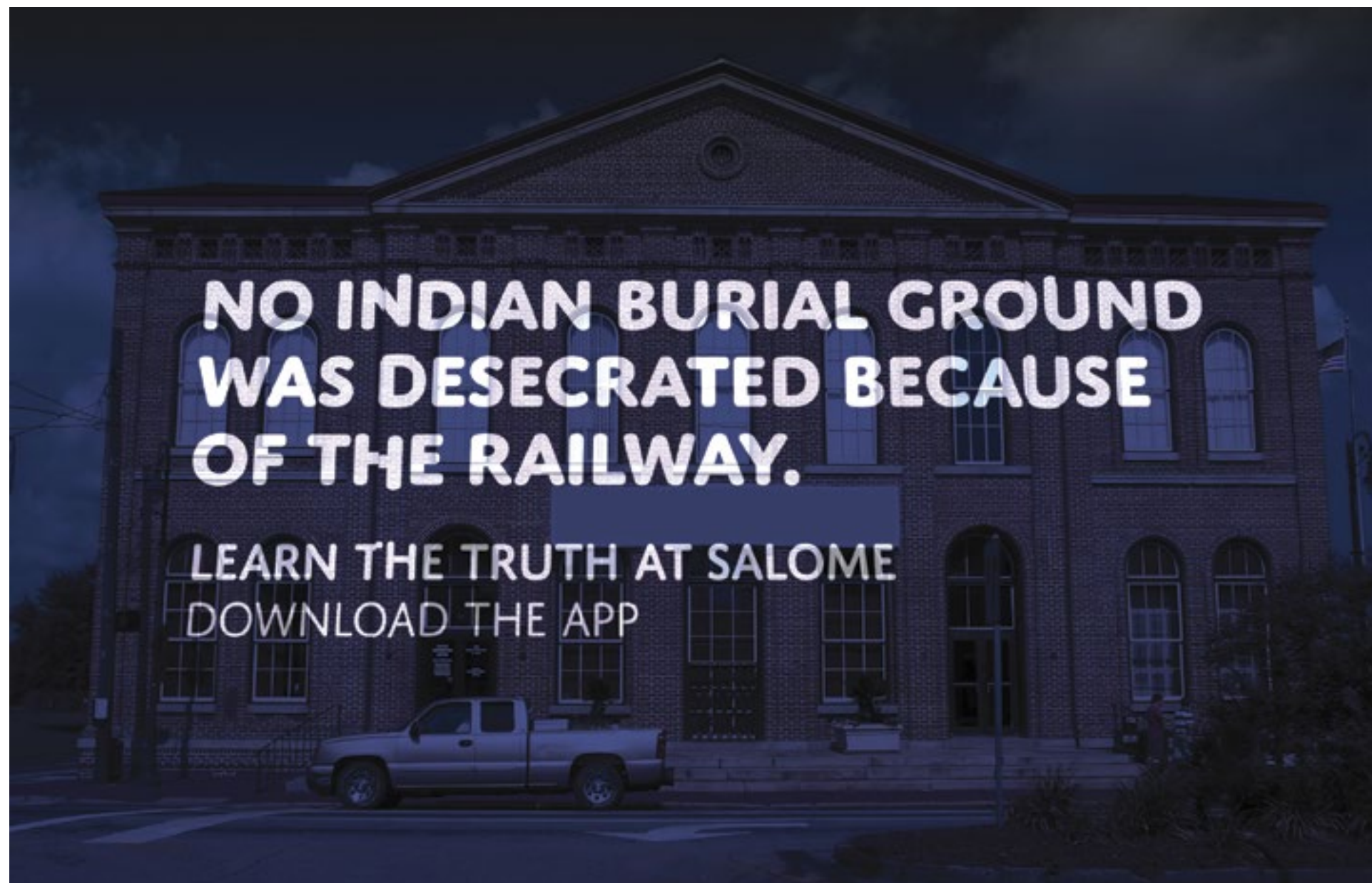
Conceptually, Salome is an imaginary government-run app targeted at teenagers and young adults to create a more compliant, submissive, and uniformed citizenry by obstructing the free flow of information and altering it to be more shallow. The project includes the Salome app, a guerrilla campaign, and brand identity.

The app supplies users with manipulated information by way of news articles that purposely obfuscate the truth. It also has virtual reality and quick response code functions. On plaques that relay information about historical sites, Salome has placed its logo and a QR code. By facing the phone's camera toward the code, the app reveals a message prompting the user toward an article which gives a distorted view of the plague's historical information. Users are prompted to continue using the app by acquiring points on the leader board, watching short brainwashing videos, and completing repeat after me exercises.

The guerrilla campaign is based in Savannah, GA. Words are projected onto buildings where acts of cruelty happened in Savannah's history. Those words are written in such a way as to downplay the more unsightly aspects of Savannah's history while also promoting the app. Locations for projection include a City Market building, which sold slaves during the 1800s, Savannah's Visitor Center, which was built over the Creek Chief Tomochichi's grave, and The Pirate House, where many seamen went missing after being kidnapped and forced into servitude by pirates.

The brand identity for the app uses the graphic of an abstracted face to symbolize the silencing of individual voices, through the cross on the mouth. It also represents the spread of misinformation, through the covering over the eye, while a rounded sanserif typeface was chosen to keep a sense of youth and playfulness.





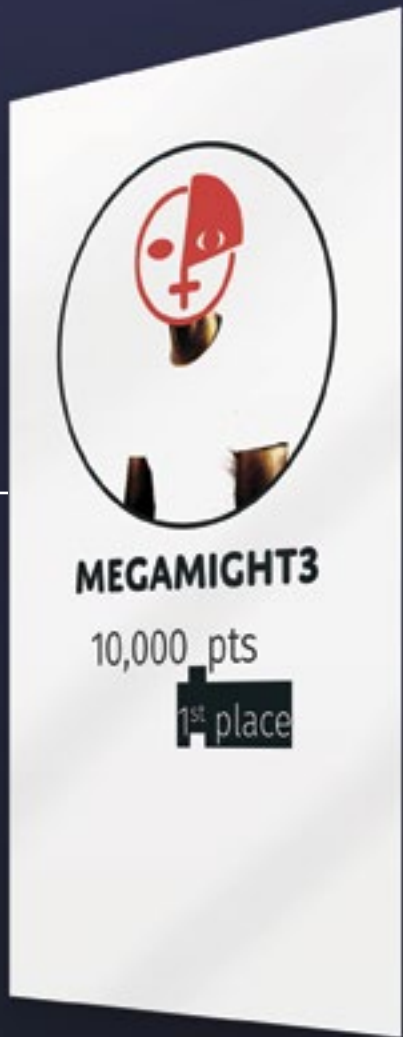
After the user logs in using their login and password, they are forced to watch a sort video that uses psychedelic imagery to brainwash the user into using and loving the Salome app.

After the video, the user is prompted to repeat the words shown on the screen into their smart phone's microphone. This action adds another level of brainwashing, since the words they must repeat suggest trust in Salome.



Next the user is lead to the feeding trough page, which is a collection of news articles that have been manipulated by Salome to be more shallow and lull the user into a false sense of safety and complacency.

The user's account page shows their username, points accumulation, and place on the leader board. Points are earned through interaction with QR codes.



When the user approaches a historical plague that has the Salome logo and a QR code on it, Salome will use VR to digitally superimpose words onto the plague. Scanning the QR code adds points to the leader board and leads to an article that gives Salome's version of the information for the historical plague.



The user can access the leader board from their account page. The more points they accumulate, the less they have to do the repeat after me practice. The 1st place winner gets a fully paid trip to the White House.



第四

willow beauty

cosmetic packaging, brochure & storefront

Willow is a makeup brand that specializes in curated collections based on personal color, which is the categorization of complementary colors based on skin tone. Willow has four different lines, with each line containing three collections. The collections include a four pan eyeshadow palette along with a lip and cheek stain. The goal of this project is to create a brand that provides people with makeup that suites their skin tone according to personal color, in a curated and simple way.

Each Line is named after a different genus of tree, with each species of tree relating to a different skin tone. The Betula Line features Birch wood and is suited toward those with a deep and cool skin tone, the Acer Line features Maple wood and is suited for fair and cool skin tones, the Cercis line features Redbud wood and is suited for fair and warm skin tones, and the Cedrus line features Cedar wood and is suited for deep and warm skin tones.

The packaging for each collection is made out of wood with one live edge. This combination of geometric and organic shapes is done to represent creating structured beauty from nature. Each line is represented using hand written type, along with an illustration of the leaves from the tree of the wood used in the line. A brochure and the design for the storefront of the brand's flagship store are also included.







The Rubye Collection suits those who have vibrant and warm skin tones



The Rubrum Collection suits those who have fair and cool skin tones



第五

asa

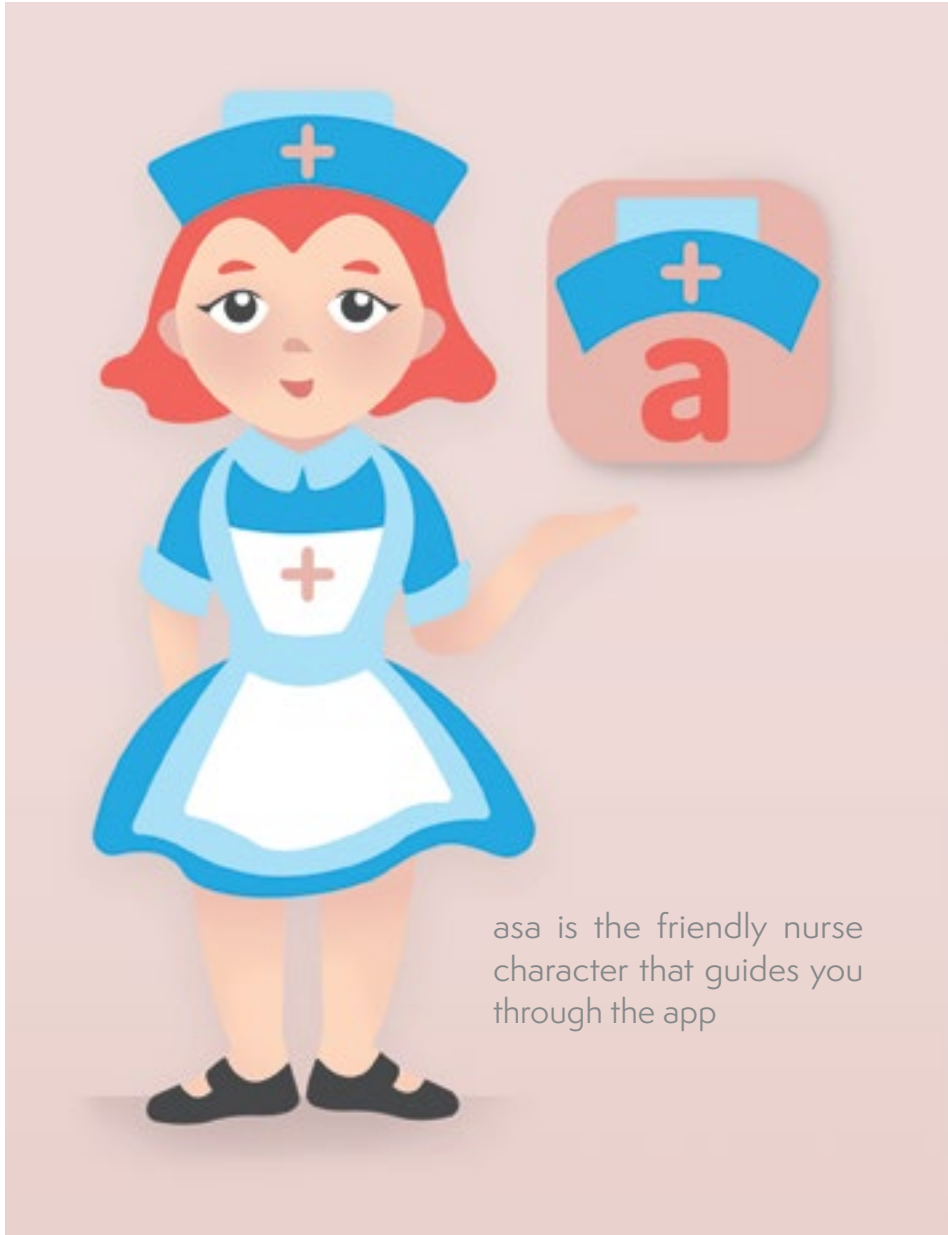
app & promotional poster

This project was done in collaboration with Elizabeth Comings and Courtney Cheshire. Together Asa was created as a personal healthcare app that makes finding the appropriate doctor and booking appointments with them quick and easy. The app helps patients take control of their health by allowing them to search their area for doctors based on their symptoms. They can also connect with their pharmacy to keep track of their prescriptions, search the app's medication database for information about their prescriptions, and use the app's substance interaction checker to monitor how much of and when to take their medication. Users can also read other users' reviews and connect with physicians that deliver test results to the app. Additionally, Asa collects data from apple health, and shows seasonal illnesses and outbreaks based on the app user's area.

Asa was created to make finding doctors less intimidating and more accessible. It was aimed at students and young professionals that have difficulty finding the time to locate the appropriate doctor in their area. They might be new to a certain location and too busy to familiarize themselves with the health care system. This idea of fun and approachable healthcare is enforced with the character Asa, a friendly nurse that helps users navigate through the app. This is also enforced through Asa's name, which is Hebrew for healer, and through the fun and cheerful colors used throughout the app.

The project encompassed the design for the app and a promotional poster. The design of the character Asa, the promotional poster, and the design of the app screens were done individually, while the logo for the app, other screens from the app, and market research were done collaboratively.





user persona

Shani Genosar
December 8, 1995

Industrial Design Student
Georgia Tech
Atlanta, GA

Shani usually goes to the doctor once a month, for specific needs and doesn't have a primary care doctor. She usually finds her doctors through referral.

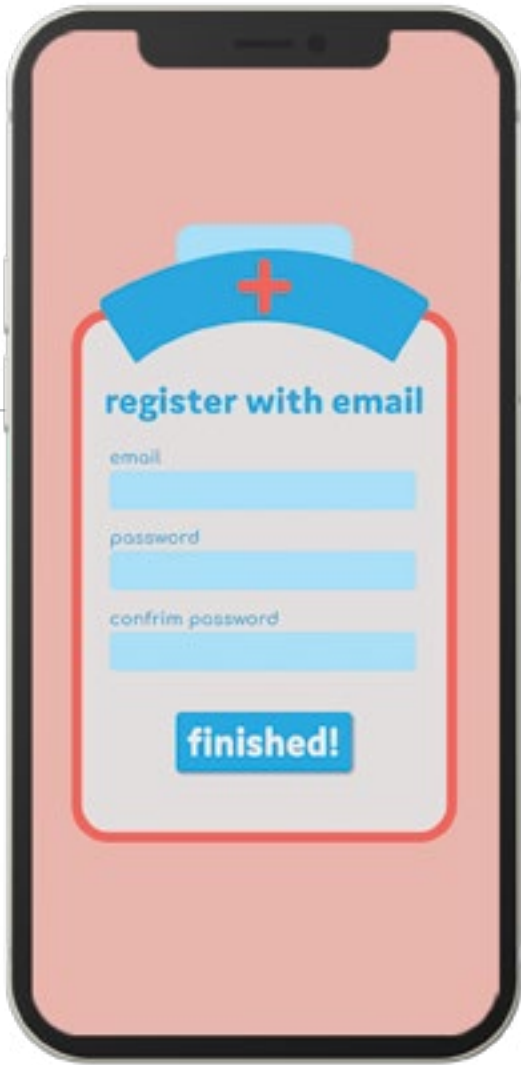
Health Issues Ulcerative Colitis, light asthma, acid reflux
Healthcare Concerns chiropractic, gastrointestinal, allergies

What she wants in a healthcare app
The ability to price everything with insurance before booking an appointment and to get doctor ratings and general information about the doctor's building, such as if parking is available.

Interests hiking, museums, cooking



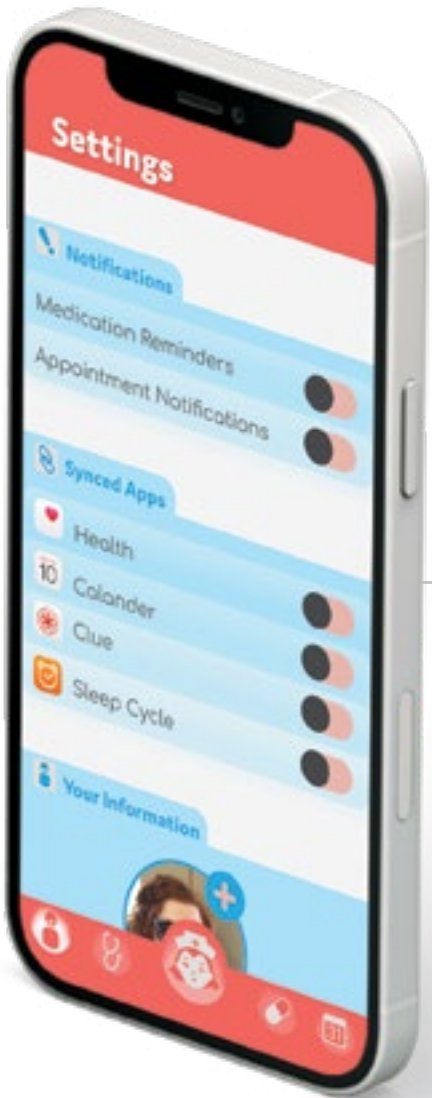
The app's opening page asks the user to register with a new account



Next the user can sync Asa with other apps and enable notifications



From the profile page, users can see all their appointments, doctors, medications, and general health information



The profile page leads the user to the settings page, where they can customize the app

shani's user journey

scenario

Shani moves to Savannah for a Summer internship with Gulfstream. She has an apartment and her friend Jenna is there to show her around.

She has specific medical needs and needs a gastroenterologist for her stay in Savannah. Her friend Jenna suggests an app called Asa that she uses to manage her health and find doctors.

She registers on Asa and is impressed at how thorough the app is when it comes to asking for her medical info.

She searches within the area, then decides on gastrointestinal doctors within 5 miles and finds a doctor with 4.5 stars and good user reviews.

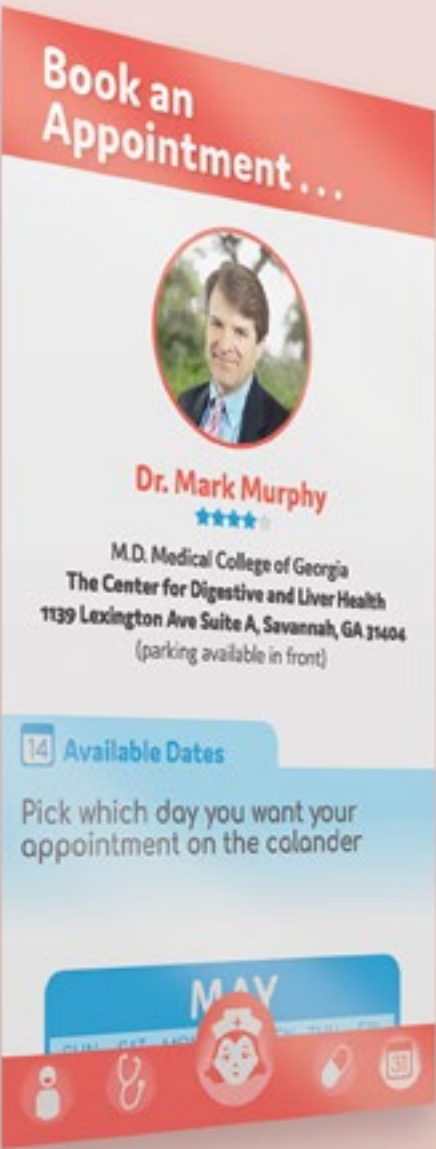
The doctor ends up being kind and helpful. They tell Shani they'll send test results and an appointment breakdown to Asa so she does not need to bother with another patient portal.

When Shani returns home she looks at her appointment breakdown and reads her doctors notes and receives a notification that her prescription is ready at her local pharmacy.

happy

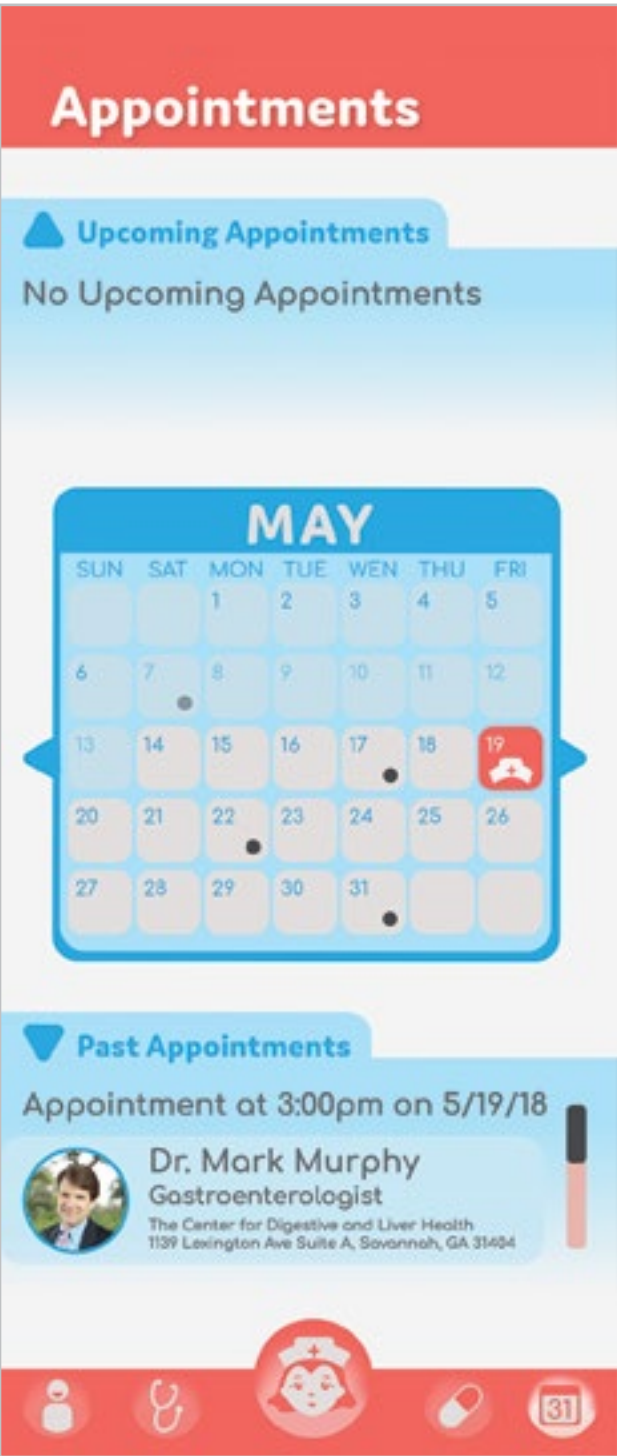
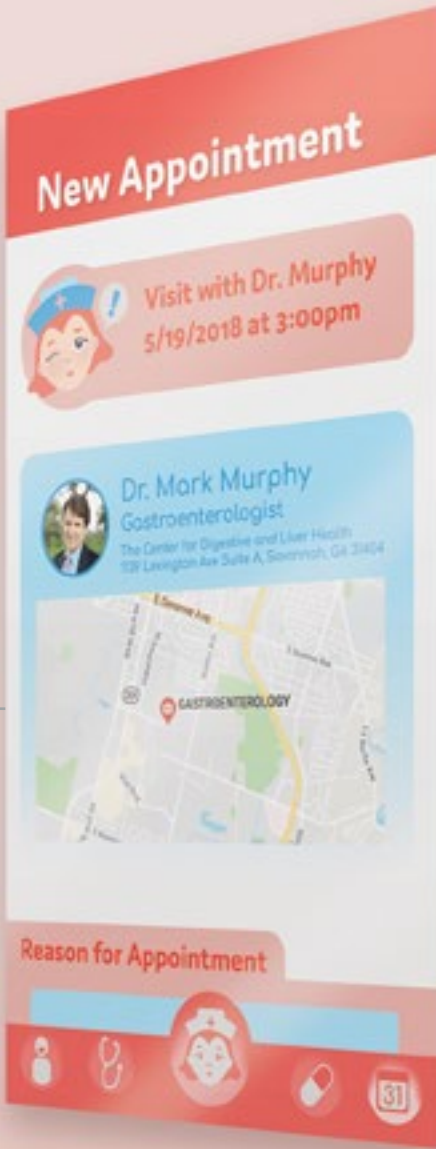
sad

evaluation

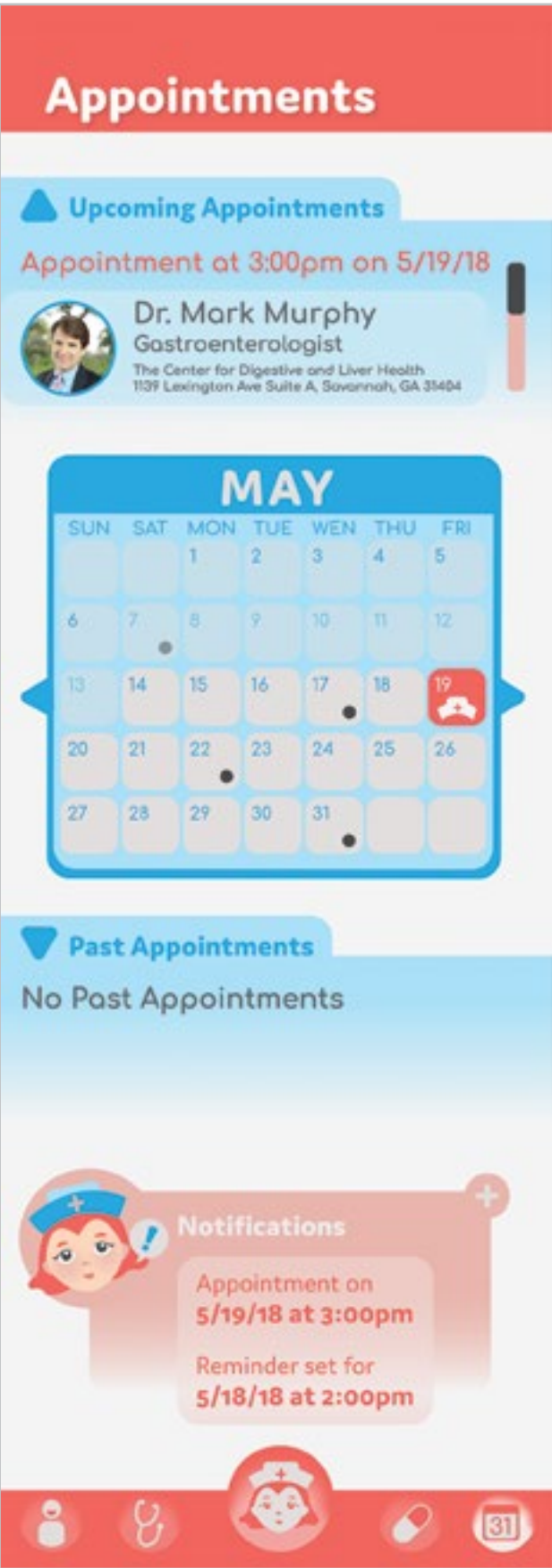


The user can set up an appointment with an appropriate doctor after they search through the app using the filter and rating system.

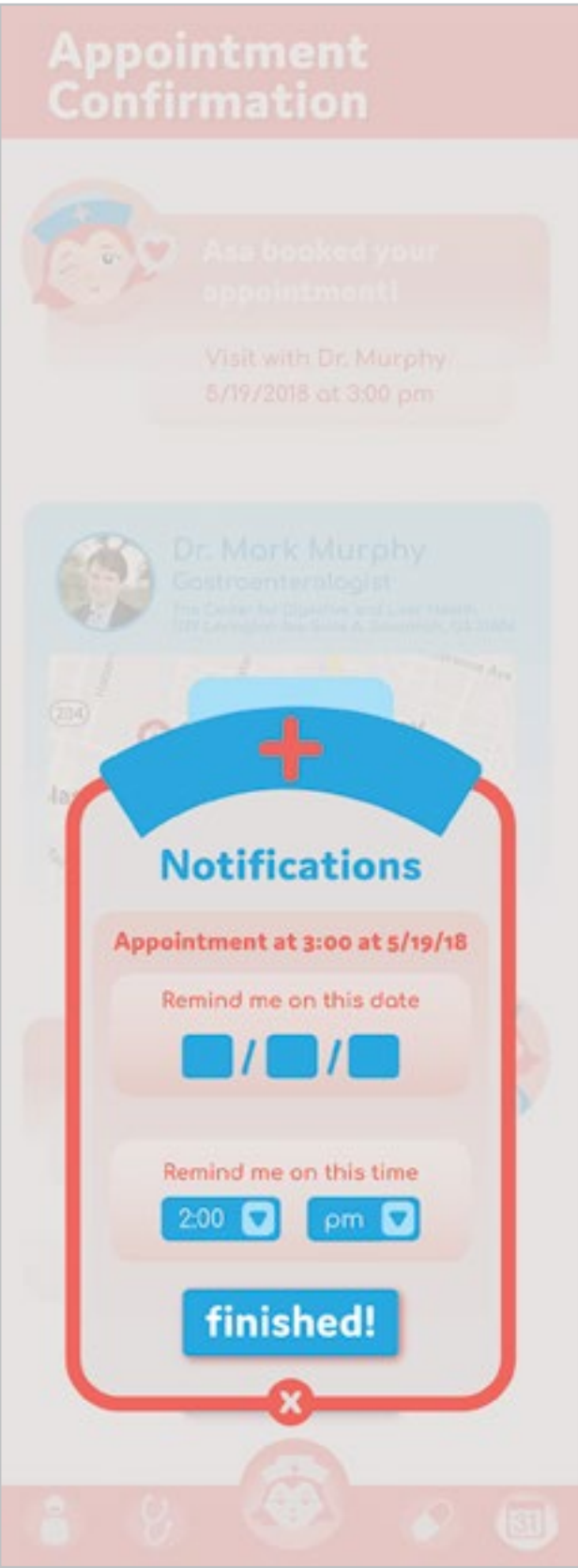
After the user confirms the meeting's time, they can book the appointment. They can state the reason for the appointment before they confirm their booking.



The appointments page lists all the user's booked appointments. This includes both past and upcoming appointments.



From the appointment page, the user can set up notifications to help remind them of their upcoming appointments.



In order to set up an appointment notification, the user adds the date & time on which they would like be reminded of their appointment.

第六

alternativeats

magazine

Alternativeats is a food magazine aimed toward those who need or prefer specialty diets. This includes those with food allergies, asthma, or require gluten-free foods. The magazine's content includes articles on topics such as how restaurant kitchens safely serve customers with allergies and how to create a budget-friendly vegan grocery list.

The magazine uses a combination of photography and illustration to create a clean but home grown feeling. This is because many people with alternative eating habits use specific requirements for their dietary needs, of which usually requires precise directions for food preparation, thus body copy using sanserif type along with very orderly and clean spread layouts were used to achieve this feeling. On the other hand, those with dietary preferences like vegans, typically favor ingredients such as fresh whole foods for their meals. To create the tasty look of home-grown foods, decorative fonts were used along with natural but bright colors such as green and red.

The project encompassed the magazine's cover and five spreads. This included the layout and typography, along with the digital illustration on the spread that is about shopping for a vegan lifestyle.







第七

rest rescuer

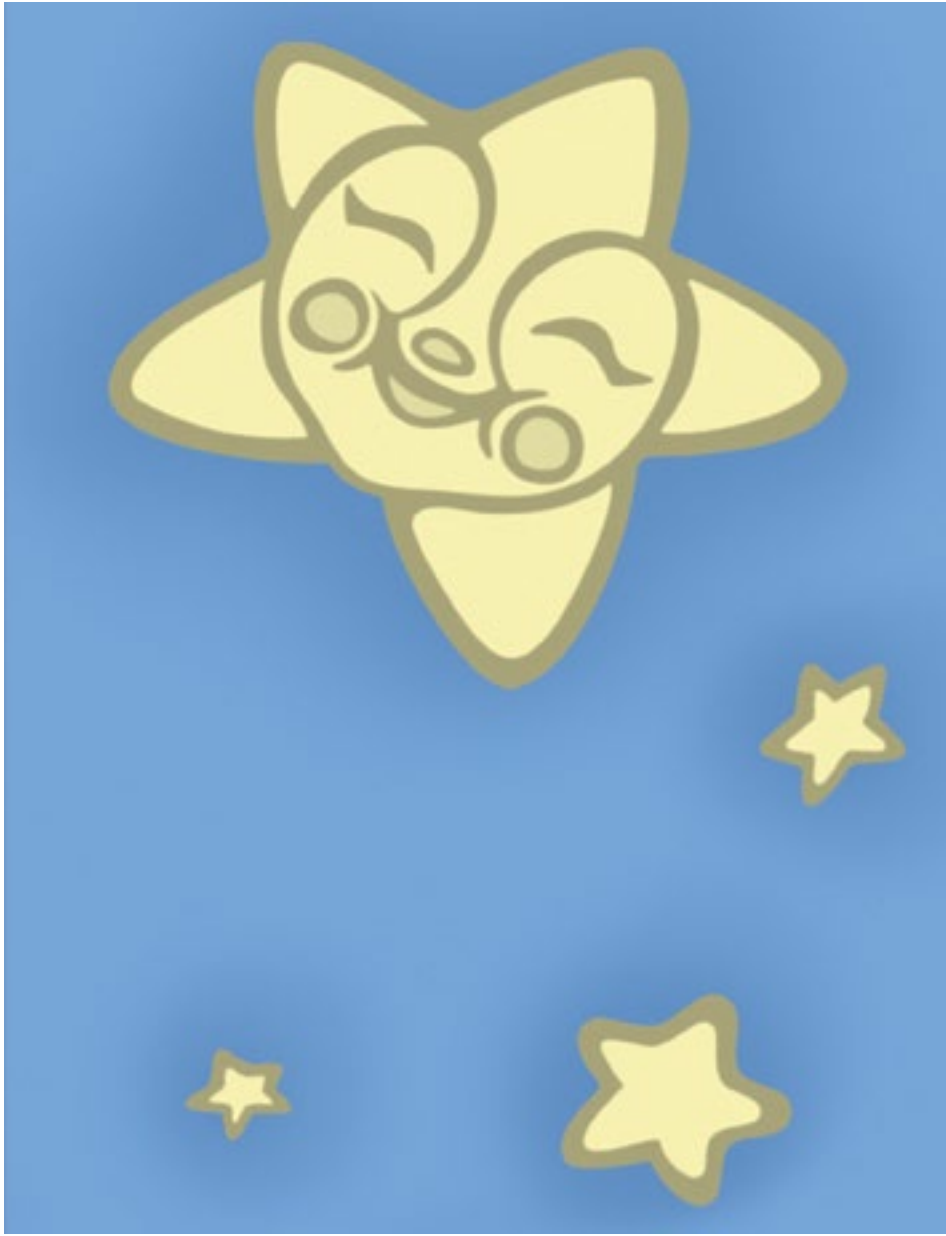
packaging

Rest Rescuer is a kit that helps young children that may have difficulty going to sleep, are often scared at night, or suffer from nightmares. Rest Rescuer provides an aeromatherapeutic spray filled with lavender, to help calm and relax the child as they go to bed. Simply disperse the star spray around the child's room to help them feel more safe and get a good night's rest. The kit includes one spray bottle and two refill bottles.

The packaging for this product includes the character design for the 'Rest Rescuer'. Conceptually this character is there to embody the feelings of being safe and protected. He is made to look a bit older than the younger target audience, as to seem relatable to them while maintaining the secure standing an older child holds to a younger children. He is wearing pajama-like clothing to represent restfulness, while holding his long sleeping cap that he uses to capture all the child's bad dreams and fears. Accompanying characters are also there to help him, such as the sun, moon, and stars. They are predominately placed on the labels for the spray and refill bottles, which have been dubbed the 'Star Spray'. This was done to represent the morning star, symbolizing how the child will be able to sleep peacefully through the night to be greeted the next day by the morning star. The accompanying characters are drawn in a similar style to the main character, with rounded edges and cartoon-like proportions, to maintain a playful nature that would be stimulating to a child.

The project includes the packaging for the kit's box, along with the three labels for the spray and refills. Vector illustration was used to illustrate the characters and a bold sanserif rounded font was used to create a fun and bubbly appearance. Variants of blue were used due to its association with the night and sleep, while saturated colors were used to remain fun and playful.







第八

one size does not fit all

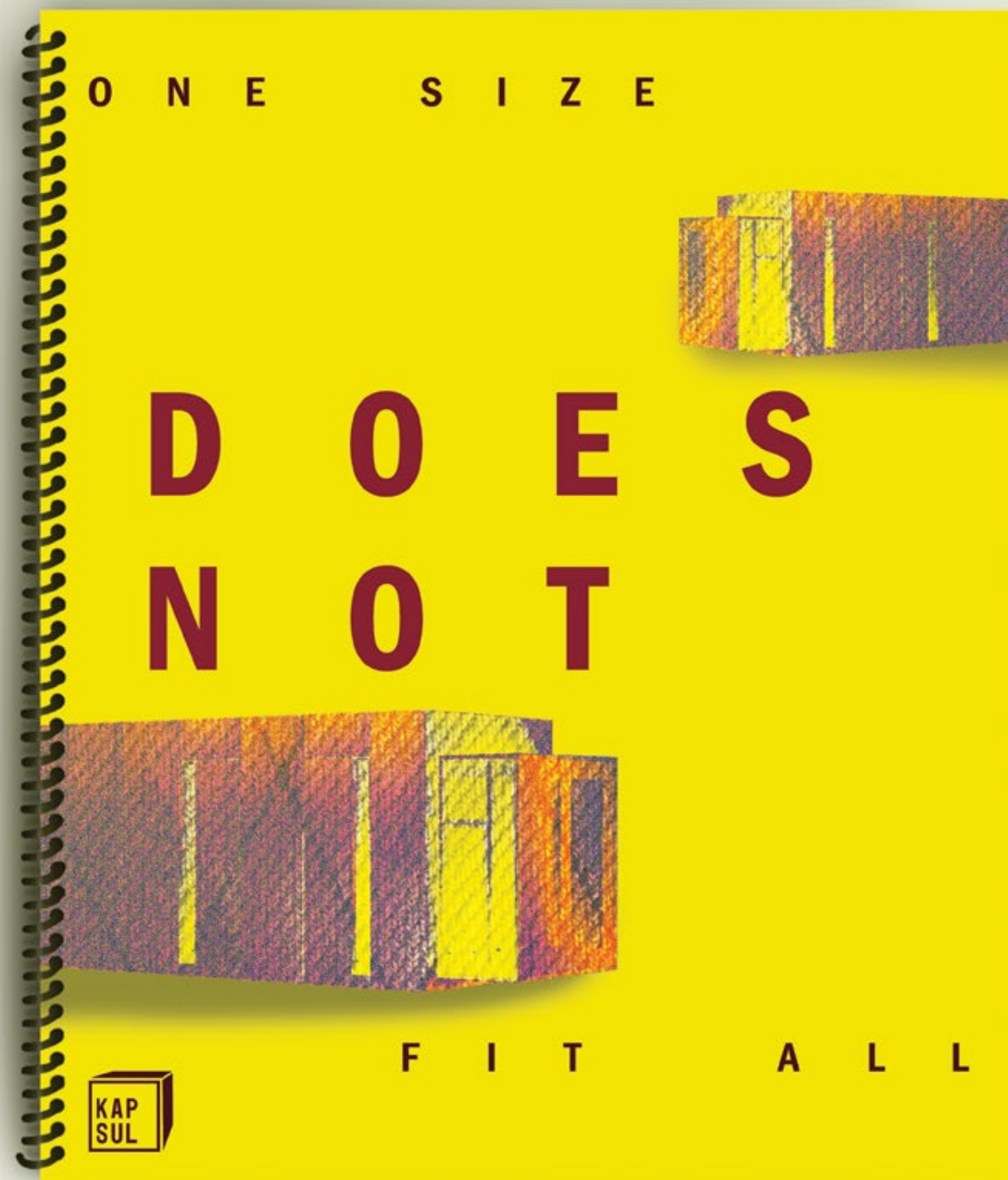
condo brochure & promotional items

One Size Does Not Fit All is a condo brochure made for Kapsul, a modular living system that emphasizes sustainability and making the most out of a minimal living space. Kapsul emphasizes using less to live more.

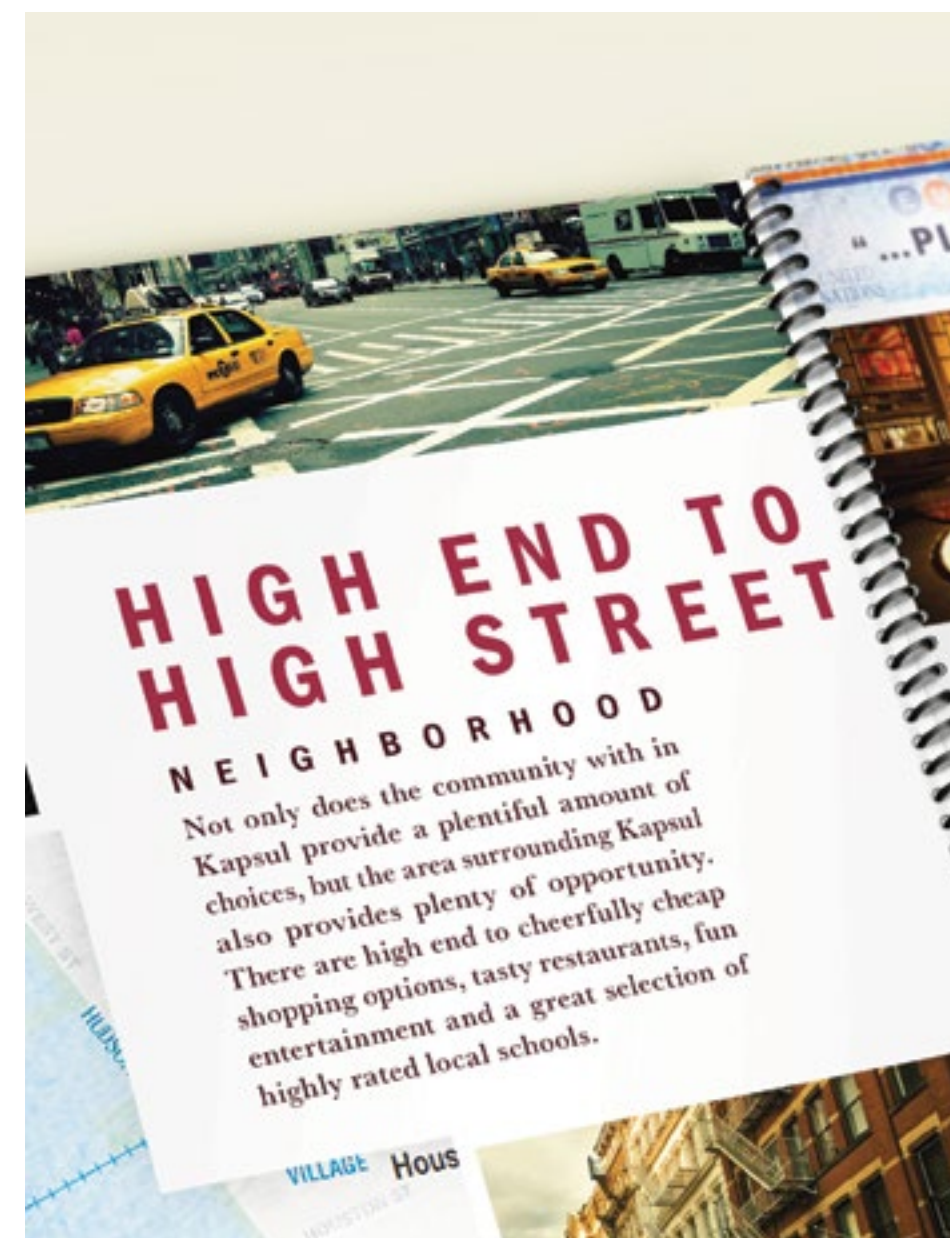
The brochure mixes futuristic and retro sixties imagery and type, since both eras focused on technology. During the sixties, America was enamored with science and new technological advancements, and Kapsul emphasizes how future technology can help humans live more essentially, both in the physical and sustainable sense. The combination of retro imagery with highly saturated colors and geometric sanserif type with more traditional serif type helps to convey this juxtaposition of old and new. Imagery such as rockets and popular actors of that time were used to hearken back to the sixties era, while imagery of Kapsul's modular living spaces are representative of the future.

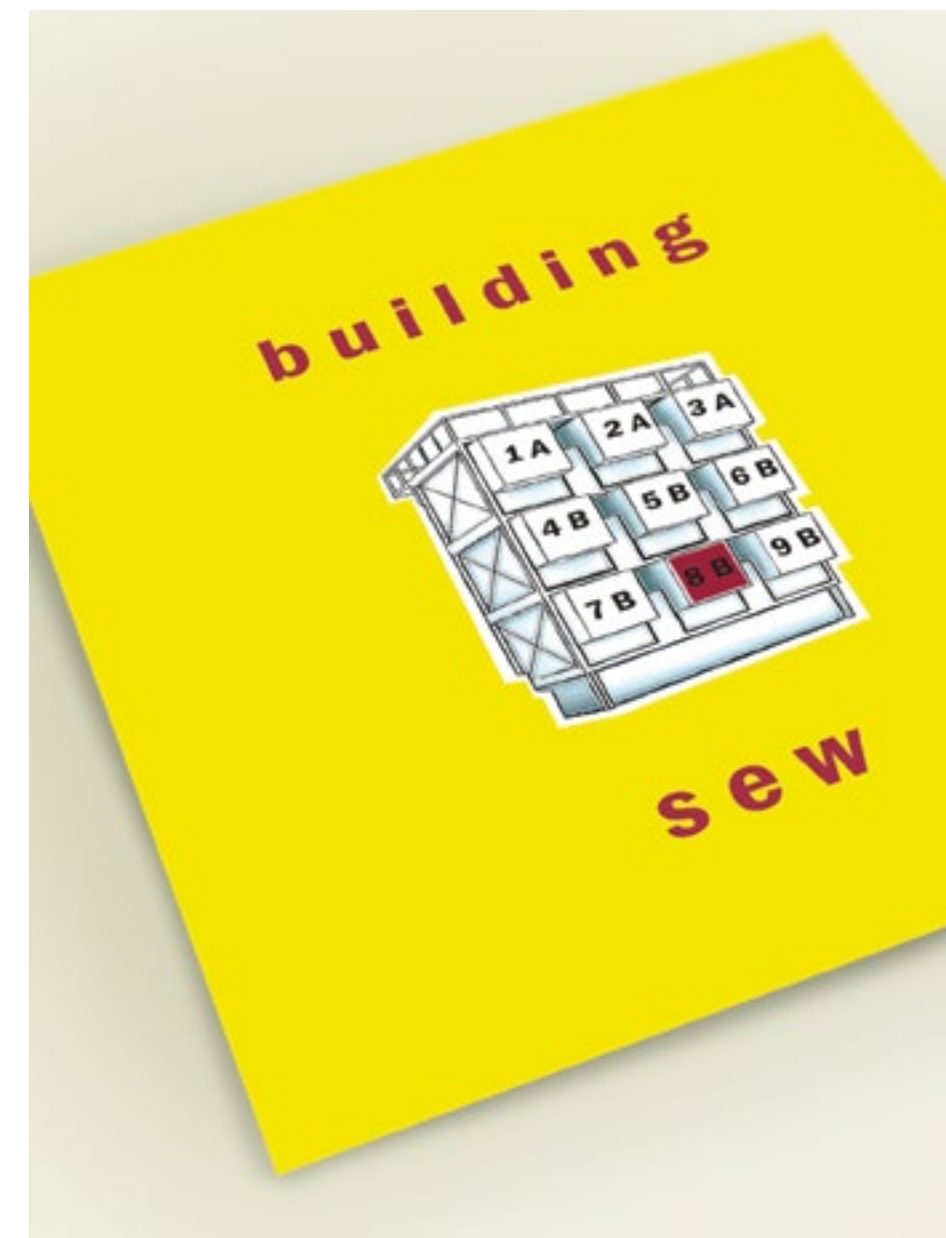
Additionally, the brochure plays on the idea of size, as a modular living system with variable floor plans relates to the variety of clothing sizes available. This is exemplified with the language used throughout the brochure, using wording such as "tailored to your style" or "from small to large". The texture of different clothing materials, such as knits, are also used throughout the brochure to emphasize this idea.

This project includes a brochure with eleven spreads, a folder with a business card and two floor plans.









第九

the workers of the wall

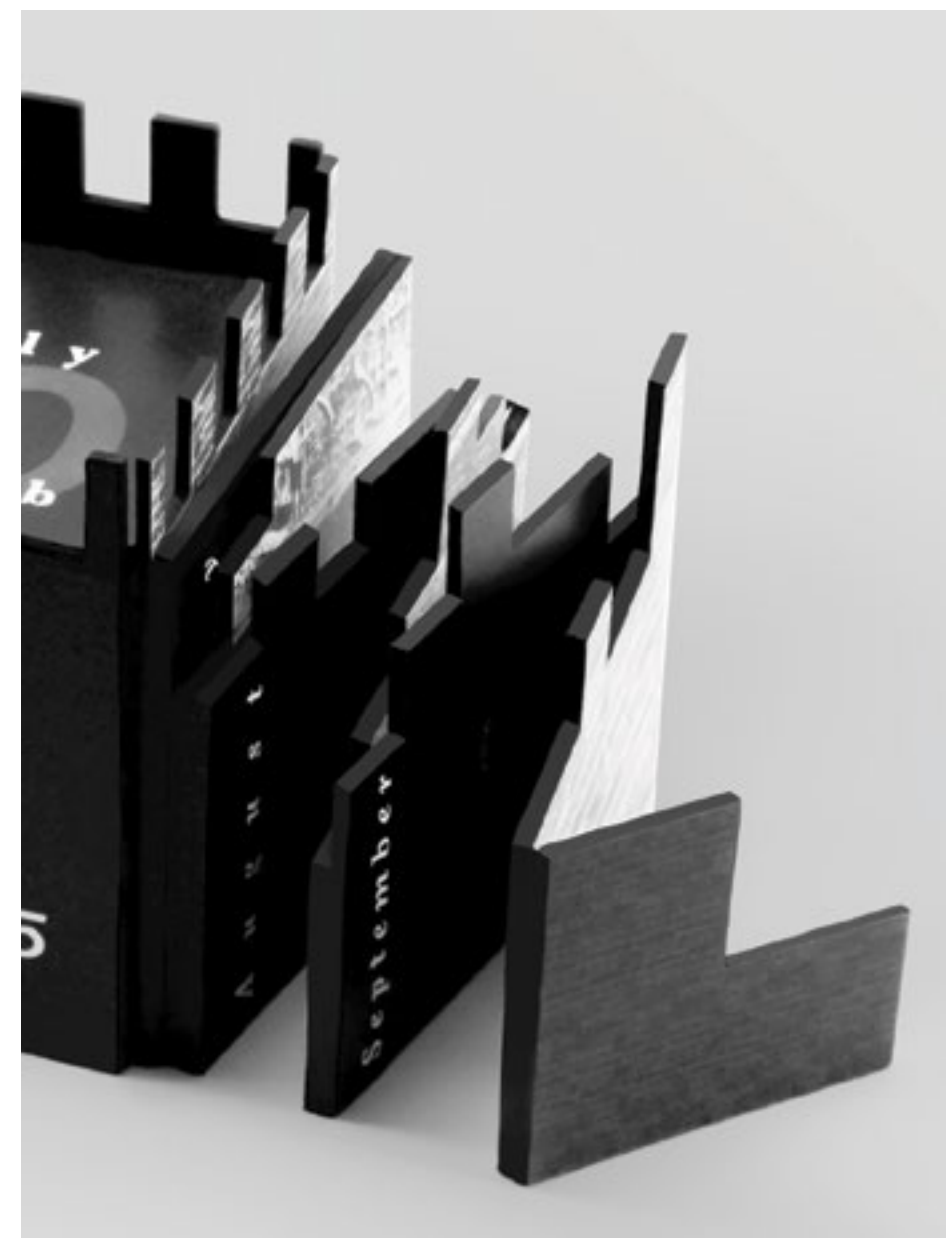
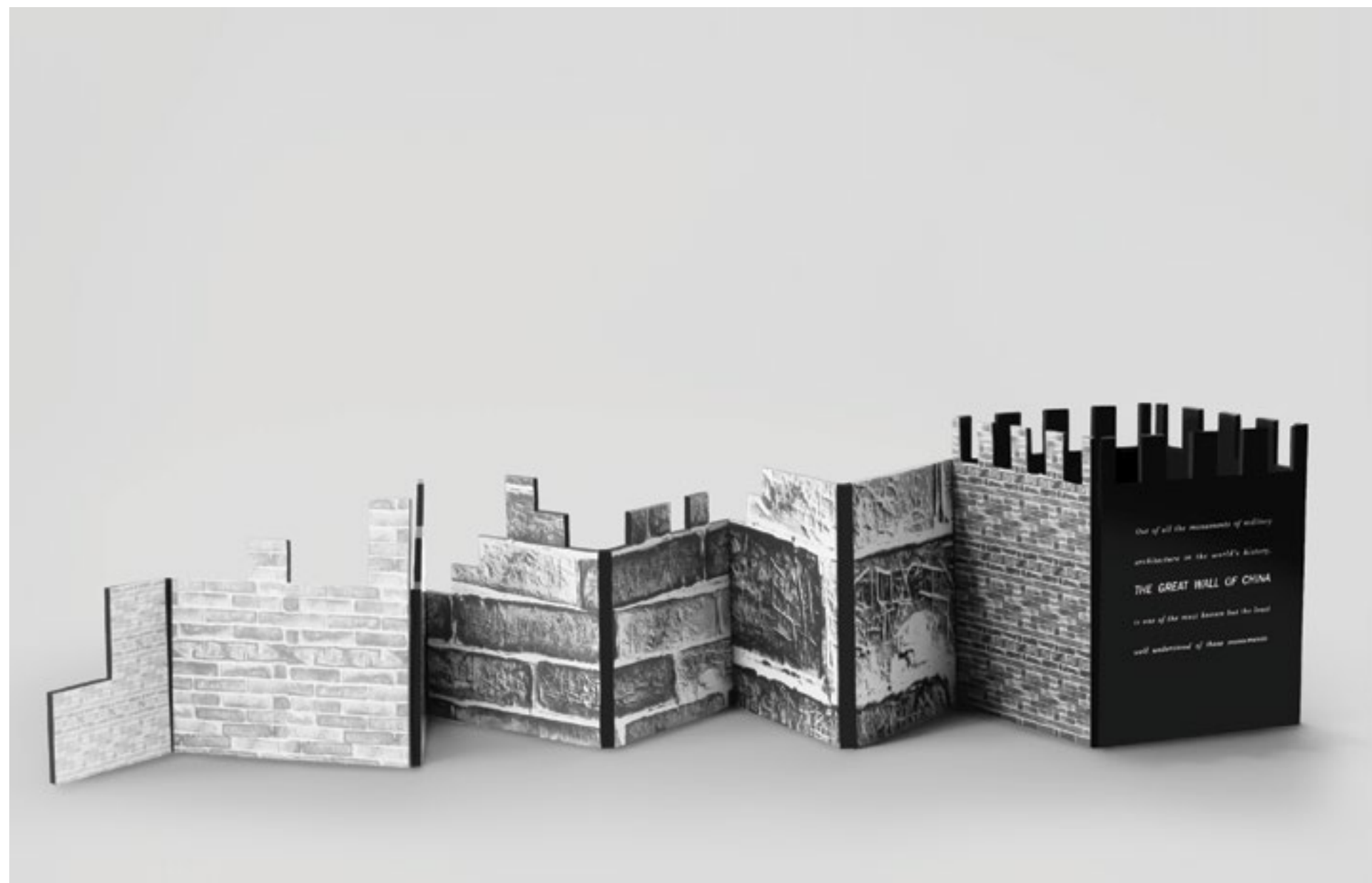
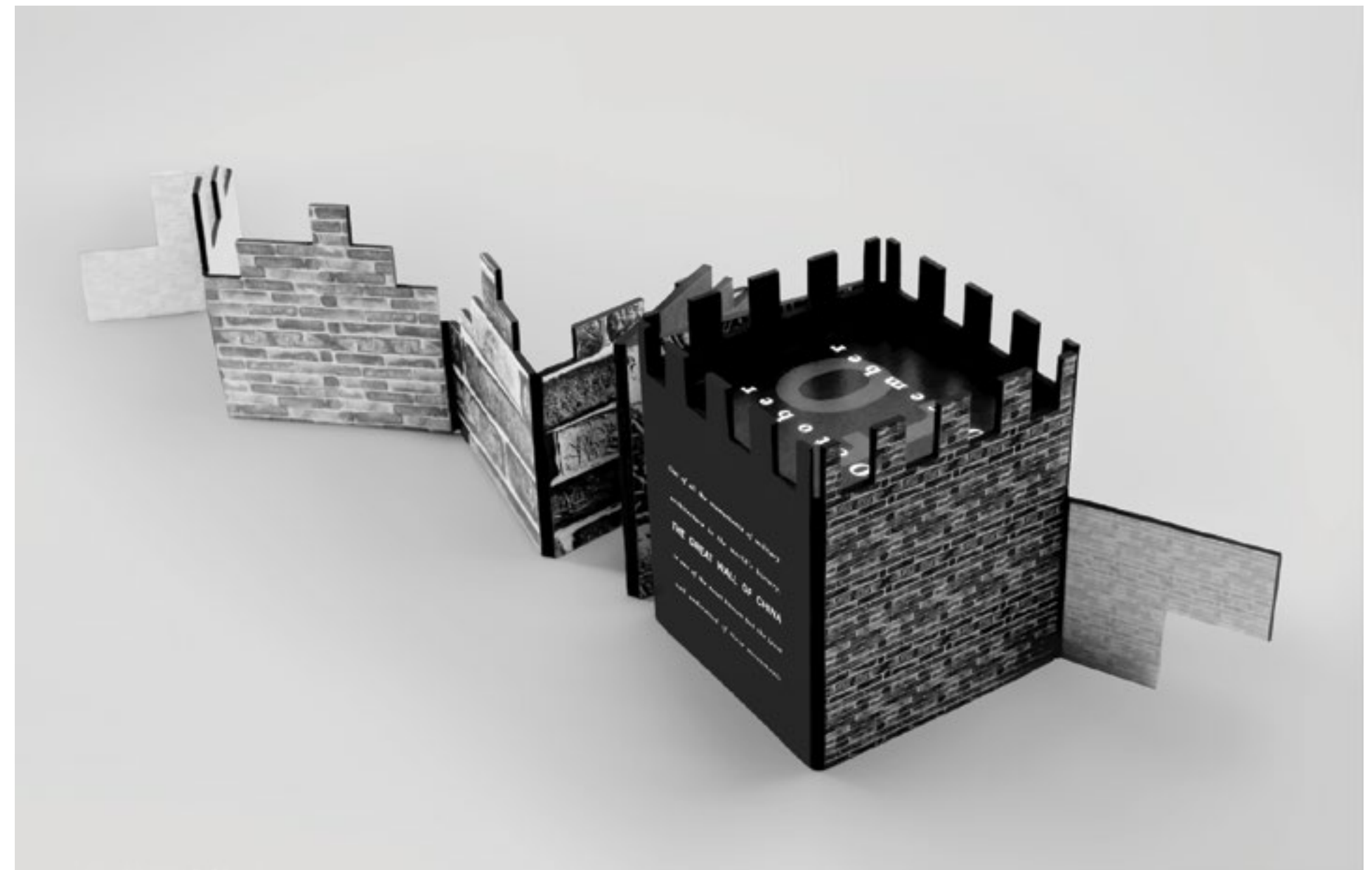
calendar packaging & poster series

This project is a calendar and poster series. Conceptually, it has to do with the Great Wall of China and the people who were forced to work on it. Many people, most of which were criminals, spent the rest of their lives building the wall. The calendar and posters are concerned with the passage of time for the workers as they built the wall.

The calendars are divided into the four seasons and are shaped similarly to the towers of the wall and have the year the wall was finished, 1215, on them. The calendars are monochrome to represent the bleakness of the workers' situation. The outstretched arms of the towers are the months of the calendar. The arms have images of bricks from the wall that contain the signatures of the workers, who had graffiti their names onto the bricks while they were working. The arms decrease in shape and image as the months go on to demonstrate the decay of time.

The posters are similarly concerned with the passage of time for the workers of the wall. The type on the poster includes a famous poem describing the skeletons of the workers that would pile up around the wall. The type also shows the passage of time as the words change in placement or size as they move down on the posters. Unlike the calendars, the posters are in color. The first one uses shades of grayish-blue to represent the cold circumstances of the workers as they were forced to build in harsh and cold weather. The second one is in yellow, as yellow represents high status and the riches of gold in Chinese culture, of which is what the workers were creating for the emperor at their own cost.





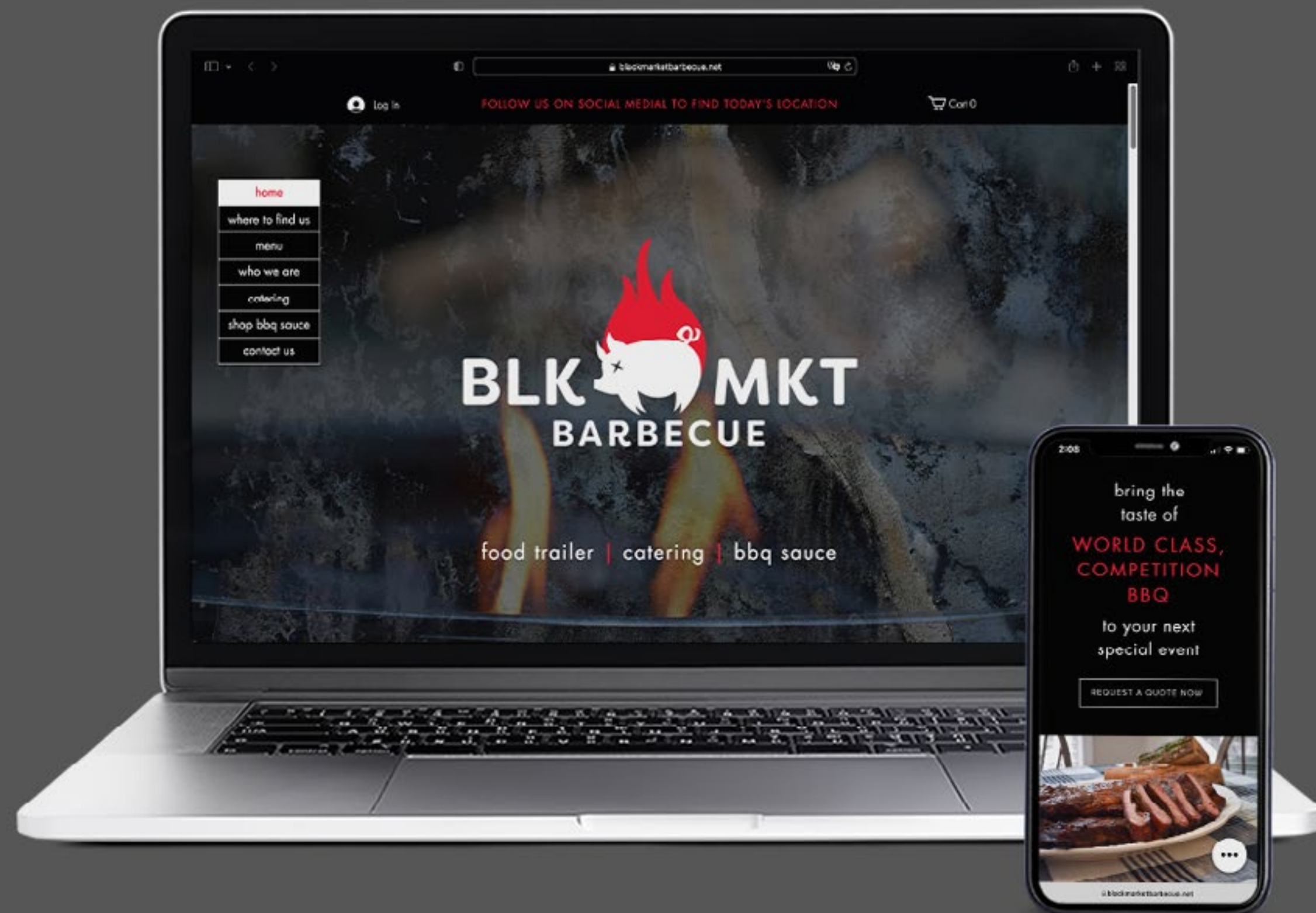


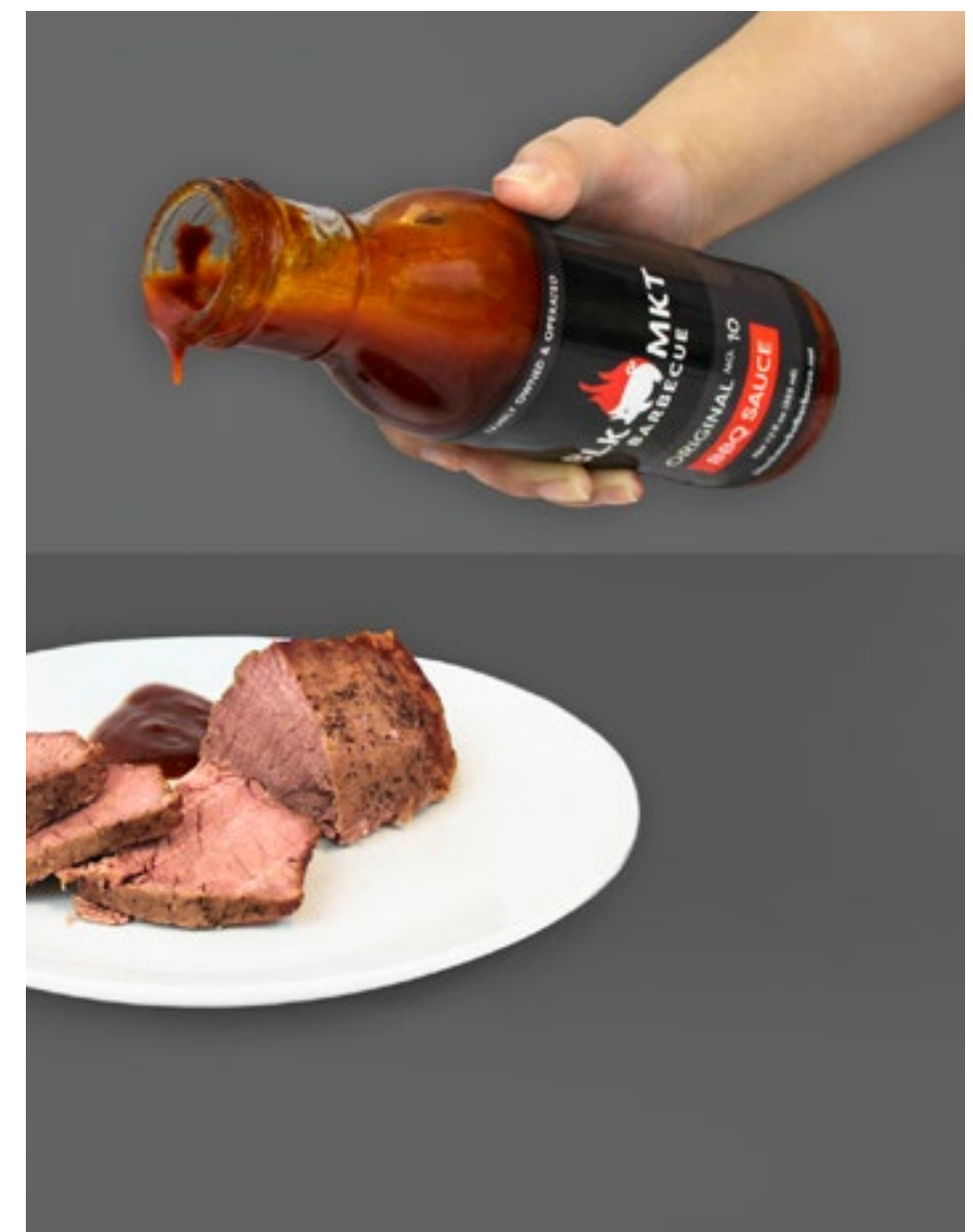
第十

black market barbecue

identity design, website design & product packaging

While working with the startup food trailer and catering company Black Market Barbecue, I created an identity design which included the brand's logo, color palette, standards and guidelines. For the logo, I included imagery of a pig and fire to fit the motifs associated with barbecue as well as scratched out eyes and an edgier red and black color palette to harken back to the brand's rougher origin story of selling barbecue under the table. Additionally, I designed the brand's website, business cards, and sauce bottle packaging.





第十一

relax the back buckhead

stationery, print & motion media ads & social media

During my internship and freelance experience with the Relax the Back Buckhead I designed several deliverables for them. This included printed stationery such as business cards, a thank you card, and envelope. I also created forms for the store, which encompassed a return page, delivery page, customer referral card, and customer information card. I have also created gift certificates, a motion media ad, and several magazine ads. Additionally, I have helped manage and create content for their social media presence on Instagram, Facebook, and Twitter. All of which was done according to the brand's pre-established standards and guidelines. Here is just a sample of some of the work I've done while working with Relax the Back Buckhead.



BUCKHEAD'S PREMIER BACK PAIN SOLUTION CENTER



REASONS TO LOVE RELAX THE BACK

Experienced, expert consultants
Financing, delivery & on-site configuration
Largest selection of back care solutions in Atlanta
Recommended by chiropractors & physical therapists

3330 Piedmont Rd. NE, #2
Atlanta, GA 30305
404-848-7977
<https://stores.relaxtheback.com/Atlanta-Buckhead>



DELIVERY ORDER



delivery date delivery time

CUSTOMER INFORMATION

customer name email
street address
phone/mobile

DELIVERY INFORMATION

product to be delivered
special instructions

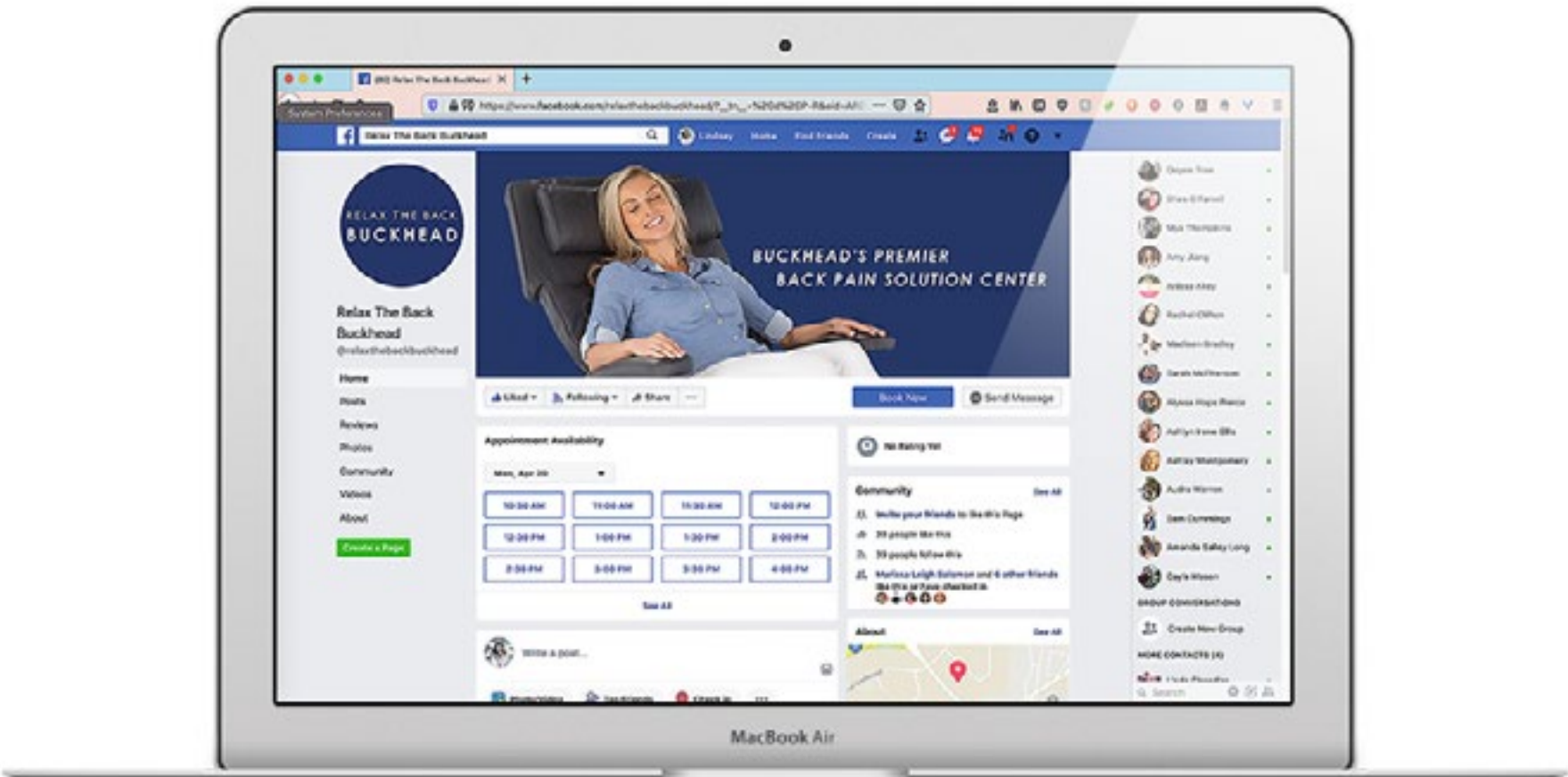
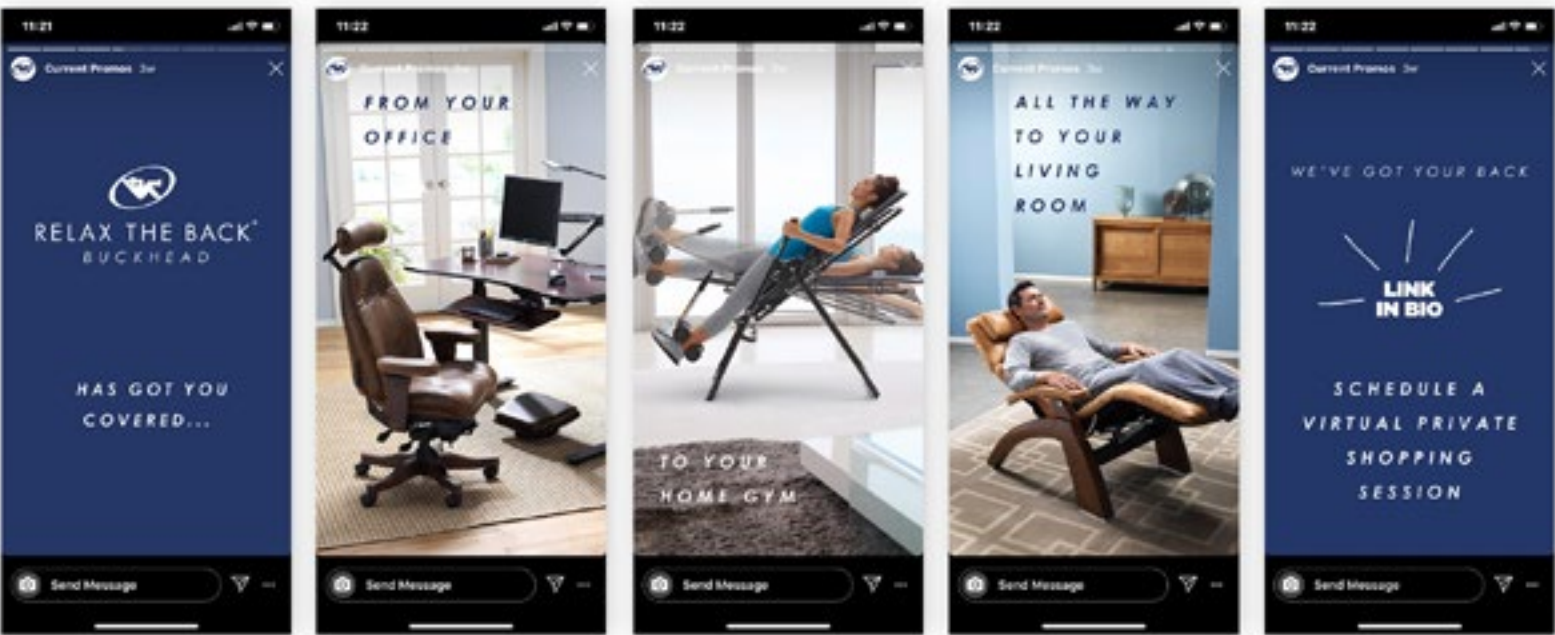
ADDITIONAL SERVICES

ANY OTHER SERVICES PERFORMED AT THE TIME OF DELIVERY WILL BE CHARGED BY THE DELIVERY COMPANY

- ☐ \$65 headboard attachment
- ☐ \$40 bed & foundation removal
- ☐ \$25 breakdown/move bed or furniture
- ☐ \$35 per piece move other furniture from one room to another
- number of pieces
- ☐ miscellaneous moving services

SIGNATURE ON DELIVERY

delivered by date time



REFERRED CUSTOMER CARD

SAVE 10%
OFF YOUR FIRST PURCHASE



PATIENT'S NAME

3330 Piedmont Rd. NE, #2
Atlanta, GA 30305

REFERRED BY

Store Hours
Monday-Saturday 10am-6:30pm
Sunday 1pm-5pm
404-848-7977
www.relaxtheback.com



NAME
ADDRESS
CITY STATE ZIP
EMAIL FOR EXCLUSIVE OFFERS & SALE NOTIFICATIONS
HOW DID YOU HEAR ABOUT US?

第十二

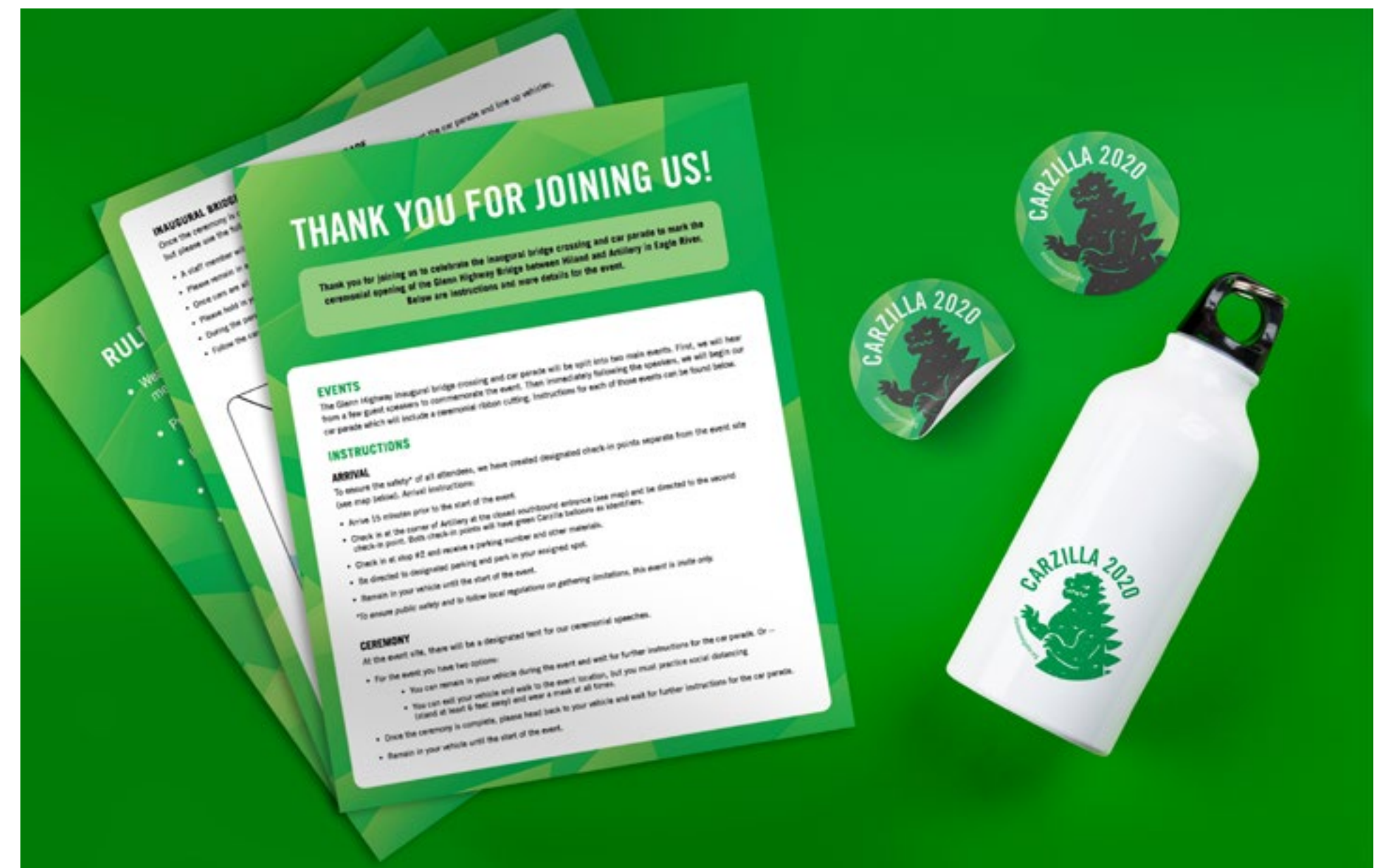
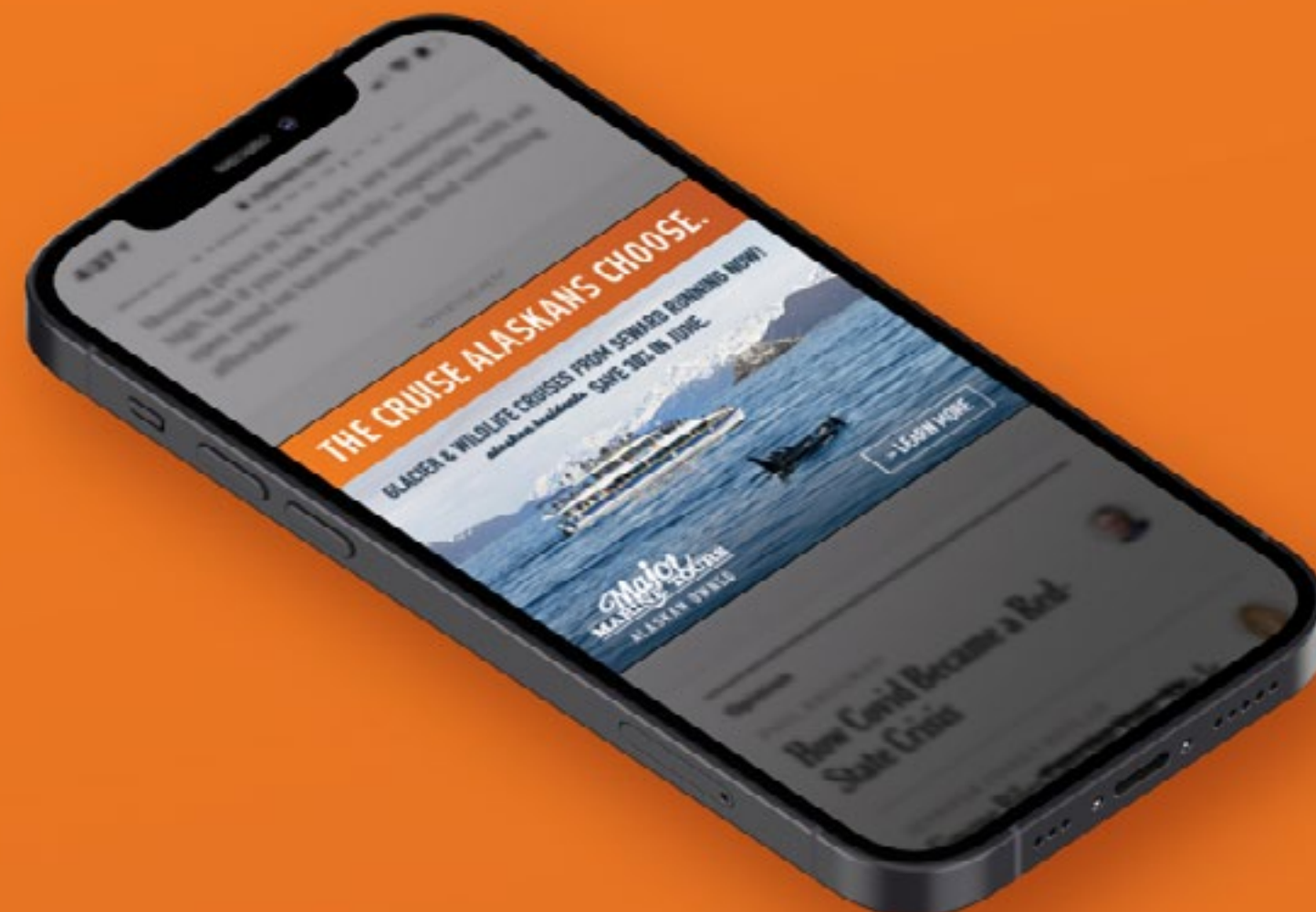
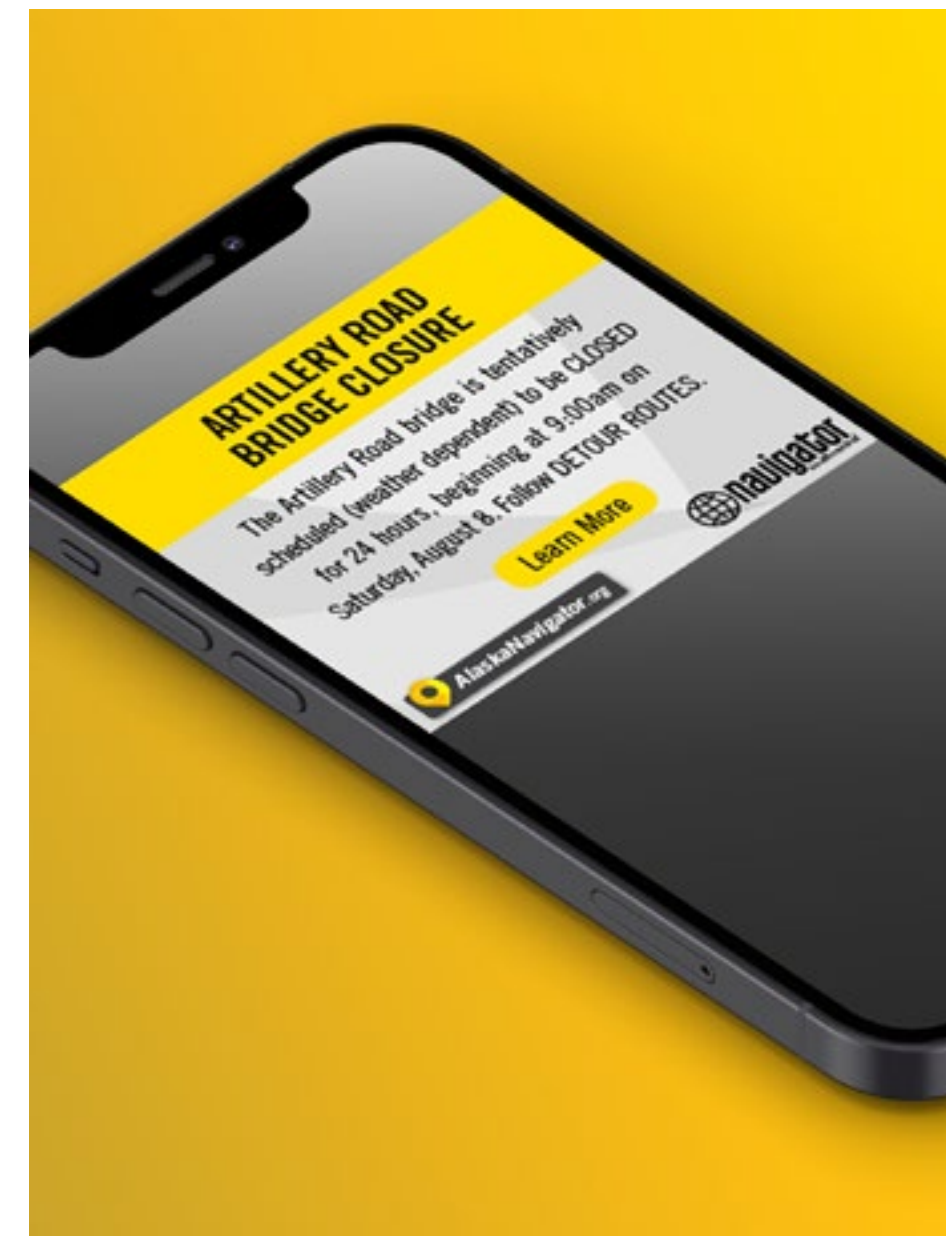
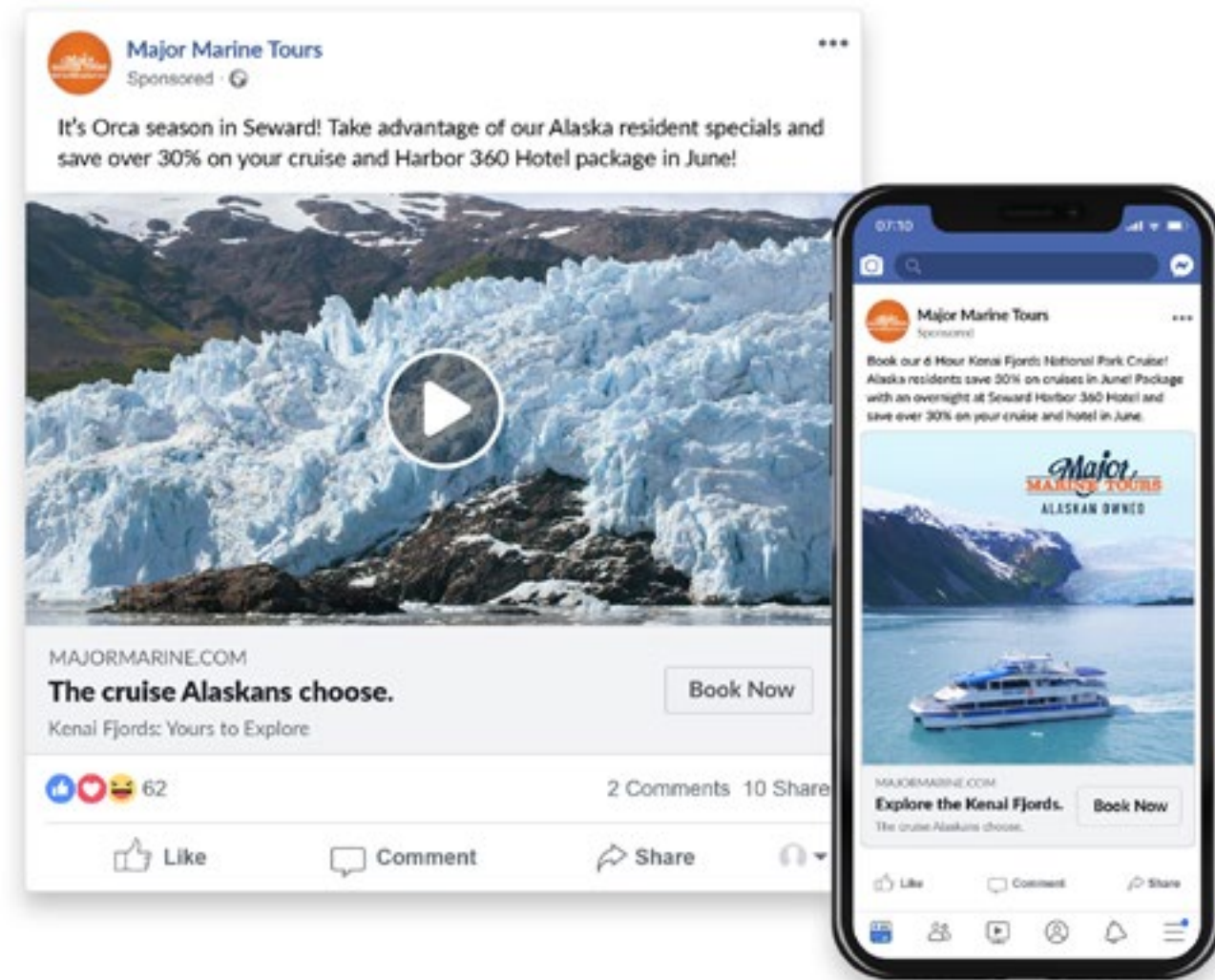
spawn ideas

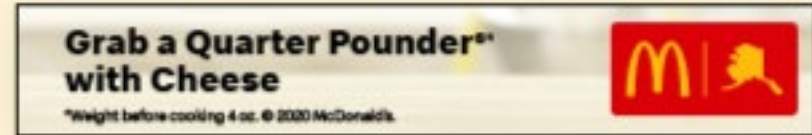
signage, print & digital ads, print collateral & illustration

During my design internship with the Alaska-based advertising agency Spawn Ideas, I collaborated with the agency's creative and account management team to create a variety of different deliverables. My responsibilities included production work and file archival, along with creative concepting and illustration. I designed deliverables for Alaskan companies such as Major Marine, the Alaskan Department of Transportation, Alaska McDonald's, the Alaska Club, the Alyeska Pipeline Service Company, and General Communication Inc.

I collaborated with art directors and copywriters from the agency to create ads that promoted the Alaskan tour company Major Marine through magazines, websites, and social media while implementing the company's pre-established branding. For the Alaska Department of Transportation, I used my knowledge of Adobe Creative Cloud to create print and digital collateral for general construction work, as well as for larger construction events. My technical skills in production art were used to create these various deliverables varying from print, digital, and promotional items. For Alaska McDonald's, I created various sizes of digital ads according to the brand's standards and guidelines to promote the Quarter Pounder with Cheese. Additionally, my skills in digital illustration were used to create the illustrations that would be used in promotional videos for the reopening of the Alaska Club gym following the worldwide pandemic. My digital illustration skills were also utilized to create the Alyeska Pipeline Service Company's annual artist sticker. I also created printed newsletters and print ads using my production and layout skills. For General Communication Inc., I collaborated with the creative team to work on various projects. This included producing final files for store signage, as well as designing print collateral, and contributing to new visual concepts.







300x50



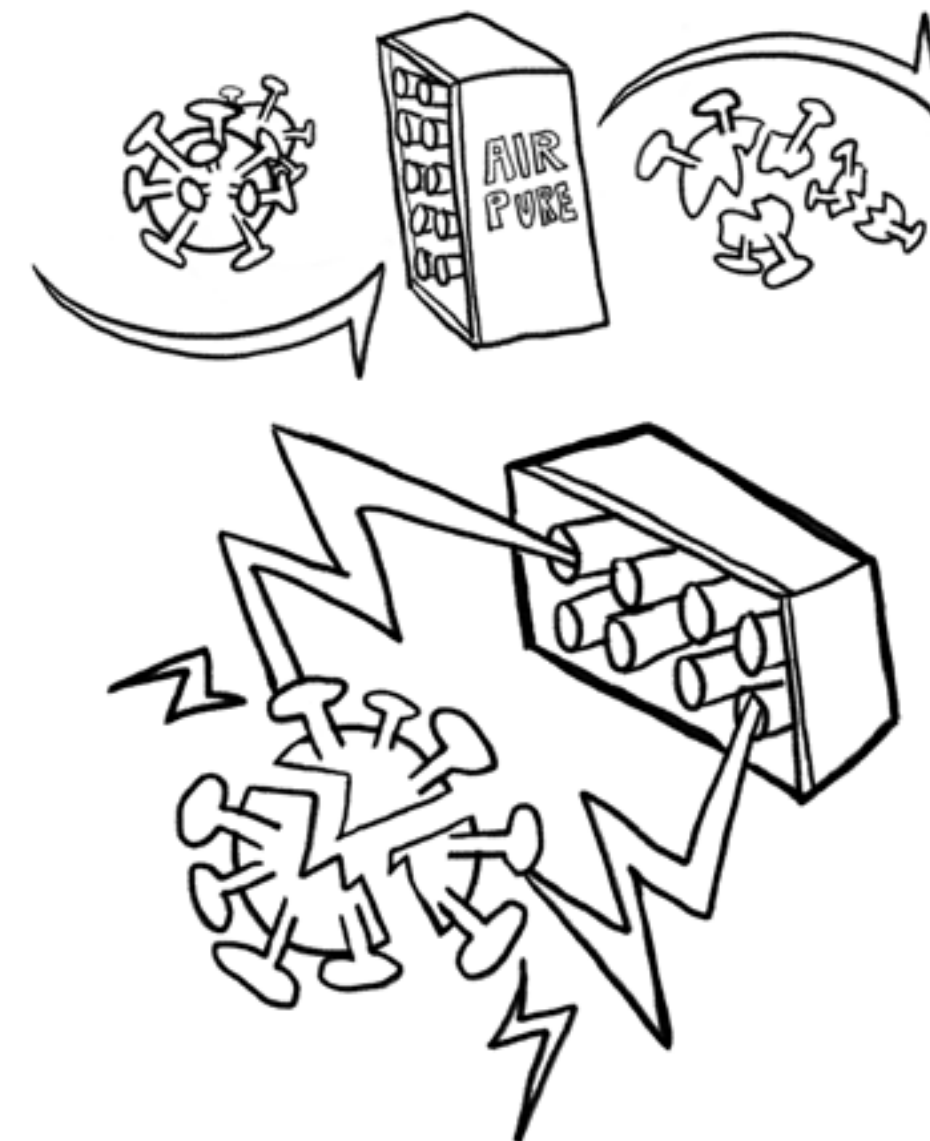
300x60



320x50



300x250





book covers



Making It Count

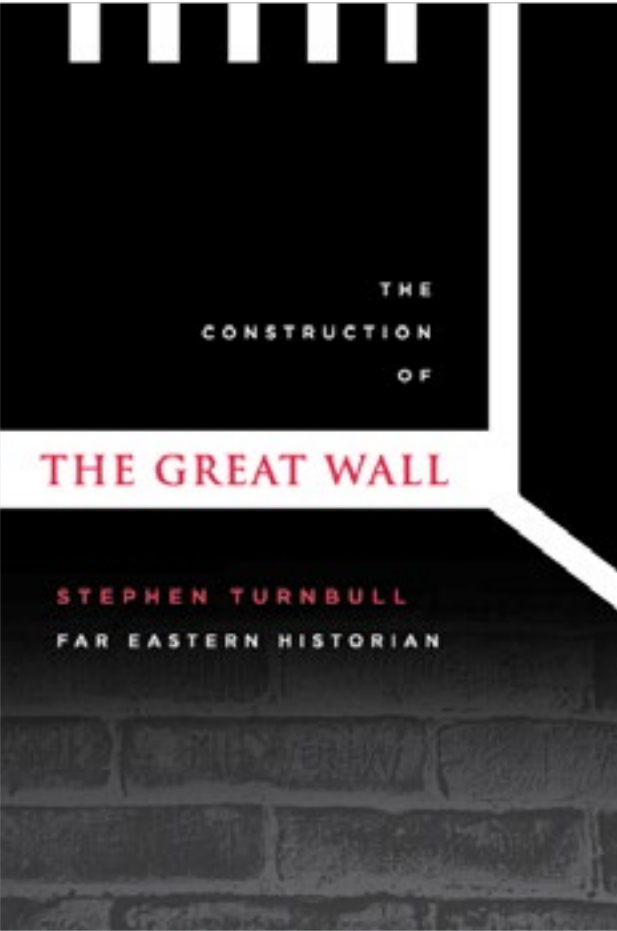
A family financial planning book

The Construction of the Great Wall

A Chinese history book about the Great Wall

The Hands of Orlac

A fantasy horror novel about a pianist who receives hand transplants from a man guillotined for murder



logo stack



Shark Lab

Shark Lab is an aquaculture business that breeds fish, specifically sharks

Black Market Barbecue

Black Market Barbecue is a catering service that provides competition quality barbecue

Cyndi’s Custom Designs

Cyndi’s Custom Designs is a bussiness that creates and sells personalized glitter tumblers

Willow

Willow is a cosemetics brand made for a project



770 265 3690
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jennagerman.com

770 265 3690

jennalinger@gmail.com

jennagerman.com