



Brianna McCormick GRAPHIC DESIGN & ILLUSTRATION

L I O



The project, entitled, "Southwest Airline Ticket" displays a ticket design to the left that shows a before application. The ticket to the right is the newly designed UX ticket.

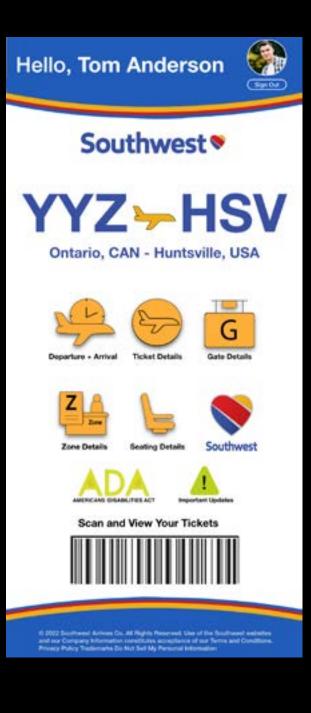
The idea is to convey a connection to Southwest using their current color system in a new and innovative way.

The design is organized with newly designed icons which work as buttons to link to the corresponding information.



BEFORE REDESIGN

Southwest **S** Sign In Account ID of Email Pauwott Southwes





AFTER REDESIGN



Logo design is something I am passianate about.

The following logos are professional logos I have designed both in school and at my marketing design job at the Ice Sports Center.









PRINT MATERIALS

My summer internship at the Village of Prmoise gave me so many amazing oppurtunies. On the next few pages you will see several designs I created in my time working for VoP, a non profit organization that helps local families get services they need to thrive.

My boss at VoP provided me with a canva account, which is what i used to create much of the work I did for them.

Seen on the next few pages are a couple spreads from a 24-page spread Annual Report iIwas tasked with designing.





2023 ANNUAL REPORT



Empowering others through education and social services. Advancing families out of poverty.

PAGE 02

ANNUAL REPORT

SERVING FAMILIES, SERVING HOPE

ANNUAL REPORT

PAGE 03

BROCHURE

Village of Promise Tri-fold brochure

Here is the front and back of a Trifold brouchure. This Village of Promise brochure was designed with customer in mind. The goal of this brochure being to educate prospective families and individuals about the services offered at VoP.

My design focus was to maintain the look and feel of VoP's branding while also fitting in all required information our target audience would require from the brochure.



Our Mission is to empower familie to advance out of poverty using a multigenerational approach, promising support through a continuum of services and inspirin them to achieve their goals and contribute to their community.



SUPPORT THE VILLAGE

- Visit our website for our Amazon wishlists and donate an item.
- Donate gift cards to help our families with meals, groceries, and essentials.
- Visit our website or scan the QR code below to sign up for one-time or monthly financial support!



We cannot do this without you!

CONTACT US 2700 Fairbanks Street

Huntsville, Alabama 35816 Email: info@villageofpromise.org Phone: (256) 536-8052

www.villageofpromise.org

United Way of Madison County www.adiconcountry.org



VILLAGE OF PROMISE

A FAMILY ADVANCEMENT CENTER



Working to break the cycle of poverty, one family at a time

ABOUT

The Village of Promise

s a Family Advancement Cente founded to address the needs of children and families in distressed, high-poverty neighborhoods. Together with our community partners, and investors, we provide a continuum of educational programs and services from birth to career.



Promise Preparatory Programs (For Children)

Early Childhood

Free to aualified families

- Infant (6weeks 18mo) · Toddler 1 (18mo- 21/2 years)

Freedom School

A 6-week literacy-based summer program that uses of the CDF Integrated Reading Curriculum (IRC) which provides culturally relevant books and hands-on enrichment activities. Scholars focus on weekly themes centered around "I can make a difference in myself, family, community, country and world with hope, education and action."

Elementary Success

A mentoring program that provides enrichment, tutoring, and leadership skill development for students in grades K-5. Through weekly engagement and established partnerships with parents, school personnel and success tutors, scholars will learn to confidently navigate their K-5 educational journey.

Reading Intervention Program

Intensive reading instruction is provided for scholars who demonstrate significant deficits in reading. Scholars are provided weekly small group instruction in phonics and reading development skills using research-based strategies.

 Toddler 2 (2 1/2- 4 years) PreK 4 (2 classes available)

Promise Institute Programs (For Adults)

Infant University

An eight-class course that covers infant, child, and maternal health care, immunizations, safety, health hazards, and other subjects for parents/expectant parents of children ages 0 to 4.

Family Connections

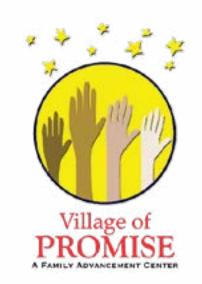
A multi-generation family literacy program that promotes strengthening the family unit through Parent Time workshops, Parent and Child Time Together (PACT), Family Mentoring, and Family Service Learning Components.

Next Steps

Provides instruction and coursework for non-high school degreed adults preparing to take the General Equivalency Diploma (GED) exam, English as Second Language, Adult Literacy, and WorkForce/Career Development.



BOOKLET



one table HUNTSVILLE

SPONSORSHIPS

BIG SPRING PARK November 20th, 2023 11:30am-1:30pm

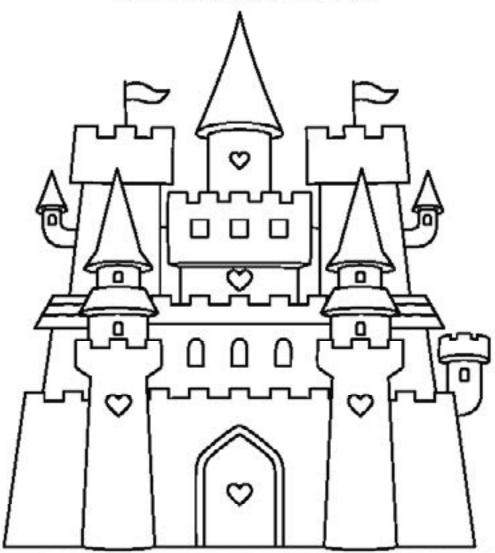
CREATIVE PROJECT

This is a coloring page I created for the Village of Promise. The page was for handout at a local event, "Stomp Out HIV".

The result is a handdrawn coloring page designed to align to the VoP brand ID.

Village of Promise

Village of Promise (VoP) is a place of hope, a place where foundations can be restored, and families can be equipped for success in an ever-changing world. VoP serves the community through daycare, Pre-K, parent training, and family success planning programs.



Empowering families to break the cycle of poverty, Viliage of Promise uses a targeted, multigenerational approach that provides age-based and need-related programming so families can conquer challenges, achieve dreams, and contribute to their community.



Village of Promise
Village of Promise
@@villageofpromisehuntsvillle
www.villageofpromise.org



Name:

DIGITAL DESIGNS

This spread showcases my digital work for the VoP. I began by creating a corporate letter template. I then followed up by creating 24 E-signatures to be used by each employee at the end of their business emails.

On my downttime i was given the freedom to come up with my own project so I created a background photo to help the brand stand out on their LinkedIn page.



PROMISE

LinkedIn background photo



E Signature Card



CO-FOUNDER Bobby Bradley

CEO Dana M. Gillis

CHAIR Beth B. Richardson, DMin

BOARD OF DIRECTORS Russ Alexander, Ph.D. Marshanne Castro Jane Daniel Kandy Gardner Dr. Violet Gilbert, PMHNP, BC Alice Lanier Larry Lewis Emily Moody Rev. Jaymes R. Mooney Albert Mwangi Lewis Price Lynne Berry Vallely Wendy Yang

SPEAKER SERIES CO-CHAIRS Brenda Martin Karen Stanley JUNE 1, 2023

MS. DELORES ALSUP SMOTHERS 157 MYSTIC ARBOR DR. HARVEST, AL 35749

Dear Delores,

I hope this letter finds you well. On behalf of our board of directors, staff, families, and event co-chairs, we thank you so much for your recent support of Village of Promise as a Speaker Series sponsor - what a phenomenal evening of learning, led by our keynote speaker former NASA astronaut Leland Melvin.

At Village of Promise, our mission is to empower families to advance out of poverty using a multigenerational approach as we promise support through a continuum of services and inspiration for families to achieve their goals and contribute to their community.

We do not take it lightly that you have chosen to invest in our organization

and our families. Your generosity reflects the sentiment of the African proverb,

'It takes a village...' and is instrumental to our mission. We promise to remain fiscally vigilant to ensure your support makes a positive impact for years to come.

Again, thank you. We are honored you chose to partner with us for Speaker Series and appreciate your generous support of Village of Promise as we 'Transform Lives – One Family at a Time.'

All our best, Dana M. Gillis CEO

Danielle Hart Dir. of Development & Marketing

256-536-8052

www.villageofpromise.org

Q 2700 Fairbanks St. NW Huntsville, AL 35816

Brand focused Letter template

PHOTOGRAPHY

Displayed here are some photographs taken of myself and others. I ran these images through Adobe Photoshop to edit.







