



Brianna McCormick
GRAPHIC DESIGN & ILLUSTRATION

P O R T

F O

L I O

UX

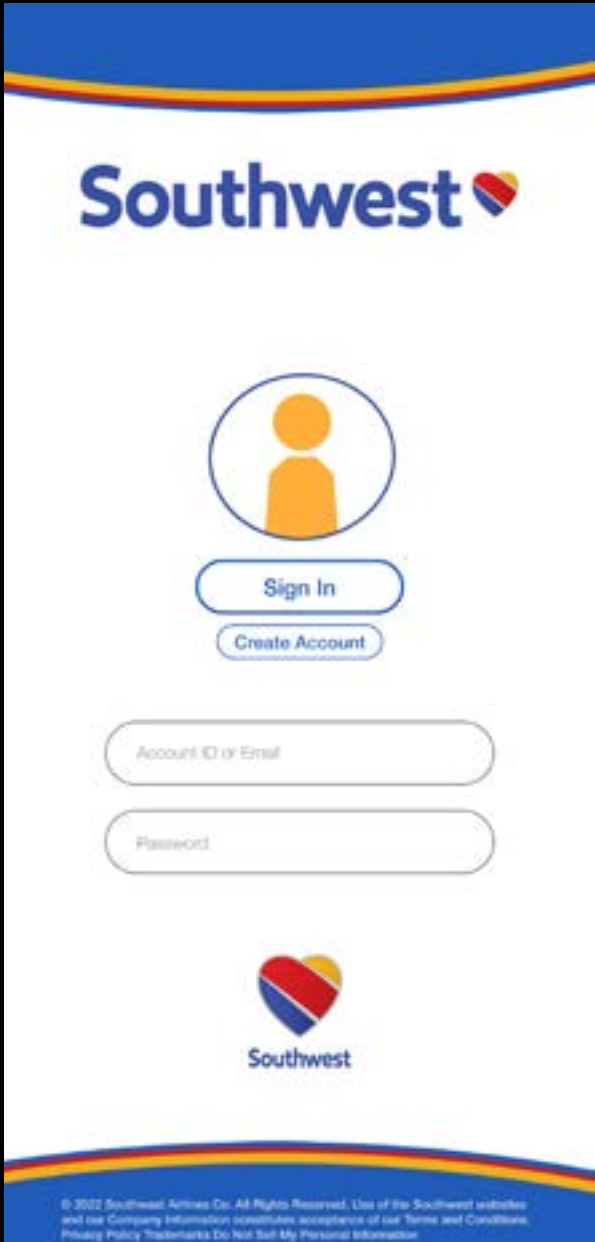
The project, entitled, “Southwest Airline Ticket” displays a ticket design to the left that shows a before application. The ticket to the right is the newly designed UX ticket.

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



AFTER REDESIGN

UX

LOGO

Logo design is something I am passionate about.

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





LOGO

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 ilwas tasked with designing.



BROCHURE

Village of Promise Tri-fold brochure

Here is the front and back of a Trifold brochure. 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 families to advance out of poverty using a multigenerational approach, promising support through a continuum of services and inspiring 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

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VILLAGE OF PROMISE

A FAMILY ADVANCEMENT CENTER



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

A B O U T

The Village of Promise

Is a Family Advancement Center 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 qualified families

- Infant (6weeks - 18mo)
- Toddler 1 (18mo- 2 1/2 years)
- Toddler 2 (2 1/2- 4 years)
- PreK 4 (2 classes available)

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.

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



Village of
PROMISE
A FAMILY ADVANCEMENT CENTER

one table
HUNTSVILLE

SPONSORSHIPS

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

CREATIVE PROJECT

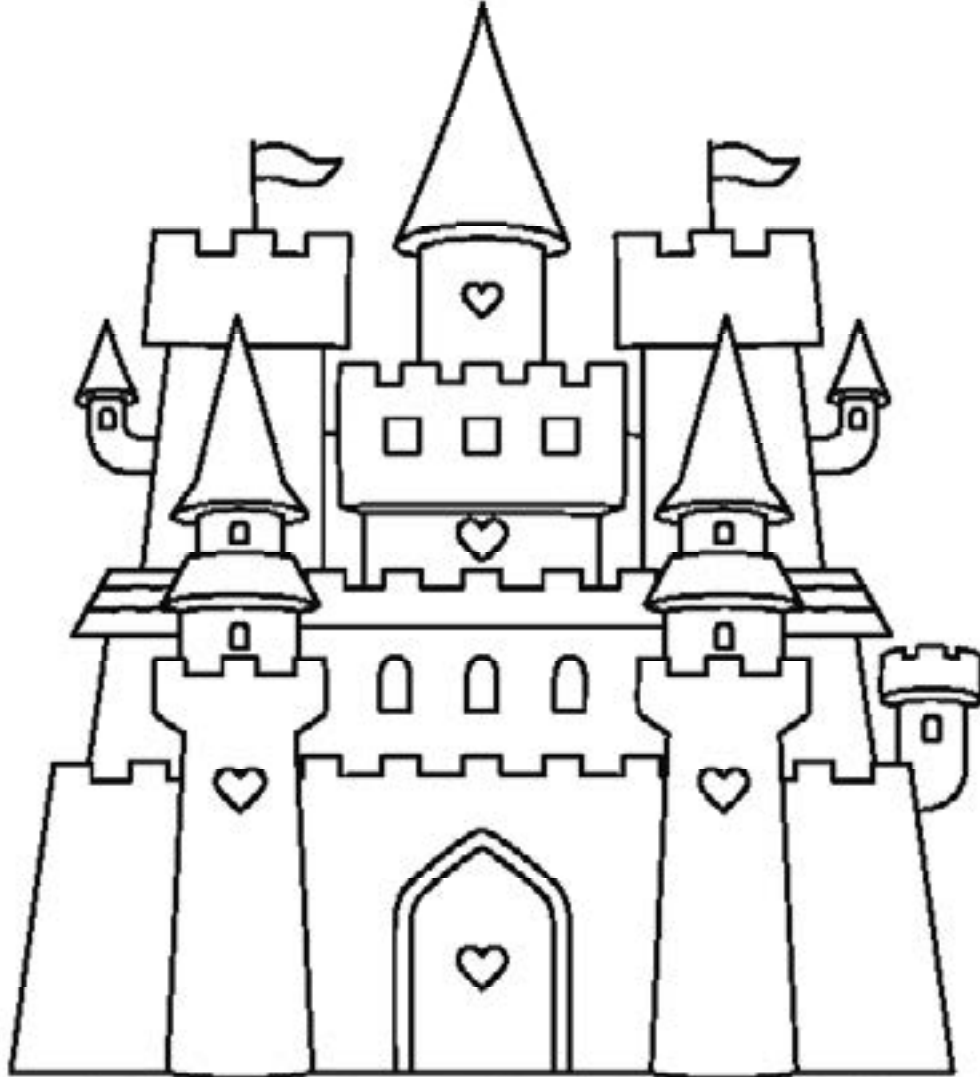
This is a coloring page I created for the Village of Promise. The page was for handout at a local event, "Stomp Out HIV".

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

Name: _____




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, Village 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
A Family Advancement Center

 Village of Promise
 @villageofpromisehuntsville
 www.villageofpromise.org



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.



LinkedIn background photo



E Signature Card



Brand focused Letter template

PHOTOGRAPHY

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





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