

KEEP
ON!



CREATIVE

**Request for Proposal:
Pentacle Theatre
Theatrical Poster Design**

INTRODUCTION

Hello. My name is Rowan Wright and I am a graphic designer based in Salem, working with my brand Keep On! Creative.

Please accept this as my submission for the RFP to design Pentacle Theatre's 2020 season posters, which includes design of nine production posters, program cover, teaser art and digital advertisements/images.

My resume, and case studies with examples, follows.

My proposed budget for each poster, with coordinated deliverables, is \$400. The proposed total budget for nine posters of \$3600.

As a designer, I take great pride in my work, aiming to create every asset of a project when I have the opportunity. The graphic components of my brand, Keep On! Creative, are all original creations. For example, in this document I created the header font and brush strokes for file cohesion and to present a viewing experience.

I strive to create a strong graphic presence in Salem. I am invested in our community and want to contribute to its growth, especially through thoughtful, engaging, bold design. I have a genuine love for graphics. It brings me joy whenever I see a smart piece of design or some cool street art around town. I want to contribute to that here in Salem and add a colorful splash whenever I can.

I would enjoy working with Pentacle, contributing my graphic abilities to support your productions, promote your brand and help convey your message. I have a sincere interest in design, especially when it comes to print posters, and believe I would be a great asset for your business.

I look forward to hearing back from you and I hope to be working with you soon!

Sincerely,
Rowan Wright



Rowan Wright

I am a graphic designer with an enthusiasm for branding and iconography. Keep On! is the mantra I use when designing, I persist until I get the desired results which is nothing less than 100%.

Skills

Branding
Layout
File Prep
Typography
Iconography
Photography
Prepress
Illustration

Software

Illustrator
InDesign
Photoshop

Machinery

Brother GT-3
Silhouette Cameo

Past times

Pettin' Dogs 'n'
Takin' Names

Education

Associates of Applied Science, Graphic Design
Chemeketa Community College, 2015

Work Experience

Graphic Design Intern | Straub Environmental Center, 2015 – 2016
Logo redesign, brochure layout, event photography

Graphic Design Intern | Willamette Heritage Center, 2015 – 2016
Logo redesign, marketing materials, magazine production

Floor Supervisor | Neatoshop, 2016 – Current
T-shirt production, lead printer, machine maintenance, shipping, training, prepress, shirt design

Clients

Chemeketa Community College, 2015
T-shirt design

Ceili of the Valley Society, 2016
Marketing materials

TEDxSalem, 2016 – 2018
Branding, photography, posters, and scout book

Make Music Day Salem, 2016
Poster design

References

Bob Reinhardt: Internship Coordinator, Boise State University, 208- 426-1367

Elise Chandler: Ceili of the Valley, Treasurer, 602-316-0825

Brian Hart: TEDxSalem, Co-Curator, 503-851-4028

CASE STUDY CEILI CONCERT SERIES



Client Background:

Ceili of the Valley Society is a cultural organization “dedicated to promoting and perpetuating Irish heritage and culture in the Willamette Valley primarily through social events that included music and dance.”

Objective:

Create a series of posters for bands performing at the society’s monthly dance events.

Audience:

Males and females from 18 to 65 years old, with a strong focus up to age 30, who are interested in cultural activities, community events and/or live music.

Tone:

Pulling on elements of the Celtic traditional, create something contemporary that will attract a youthful crowd.

Medium:

Print

Elements:

Supplied photo and minimal/general text.

Execution:

As music was at the center of this project, I used the band image as the focal point, with a clean overlay of text. I selected a typeface with an updated Celtic aesthetic. In this instance I chose Monarcha. Being that this was for a series, I wanted to give the posters a branded feel, so I started with “The Ceili Concert Series Presents” at the top, followed by the group name directly beneath in larger bolder type, filling the negative space towards the top of each photo. Through this composition, the eyes are drawn to the top of the page with the most important information then the photo leads you to the important body copy and event details. This creates an effective hierarchy that conveys the message to the viewer. This clean, modern poster was exactly what the Ceili of the Valley Society was looking for.

CASE STUDY REVOLUTIONS



Client Background:

TED, which stands for Technology, Entertainment and Design, is an organization that aims to share “ideas worth spreading.” TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, live speakers present talks of 18 minutes of less aiming to spark deep discussion and connection. My client was TEDxSalem, which has been organizing events in our local community since 2013 through the nonprofit organization The Moxie Initiative.

Objective:

To create an event poster and collectible Scout Book from supplied logos.

Audience:

People of all ages who seek to enrich themselves with knowledge.

Tone:

Drawing from the constructivist Russian movement of the late 1800s and early 1900s.

Medium:

Print

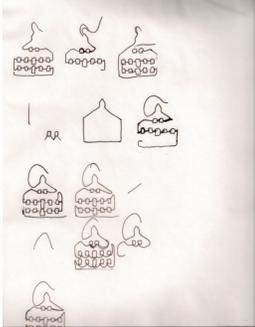
Elements:

Supplied logos with minimal/general text.

Execution:

As a TEDx event is licensed through TED, there was a standard for information that needed to be included on the event poster, such as the TEDxSalem logo, and it had to be in the authorized color. As it was the most important piece of the poster (for license purposes), I opted to display the logo front and center. To connect with the local aspect and community, I wanted to add an iconic Salem component so opted to highlight the Gold Man of the Oregon State Capitol. I took a photo of the Capitol and used this as the basis for my drawing. The theme of the event was to be “Revolutions” so in a nod to constructivist style, I made the Gold Man grayscale. For the font, I selected Futura, which is angular and contributes to the desired look. To draw the eye to the center, I added graphic and geometric elements creating a focal point. The important body copy was placed at the bottom of the page and due to the geometry of the elements once the eye leads down the type, it moves back up because of the other elements, which create a visually stimulating piece that keeps the viewer looking at the poster. I used these same principles when creating the Scout Book but as I did not have to list all event details, I focused on creating a visually interesting, graphicly unique image that makes a fun and functional momento for the event.

CASE STUDY MAGIC AT THE MILL



Client Background:

The Willamette Heritage Center connects generations by preserving and interpreting the history of the Mid-Willamette Valley. The fourteen historic structures on site house permanent and changing exhibits, a research library and archive, textile learning center, and rentable event spaces. The five-acre campus is also home to retail shops, art galleries, cooperative artist studios, and offices run by our partner organizations.

Objective:

To redesign logo for annual Magic at the Mill event and create a poster, postcard, flyers and banner.

Audience:

Families and couples looking for a way to celebrate both the holidays and Salem's heritage.

Tone:

Family-friendly to capture the wonderment of the season.

Medium:

Print

Elements:

Supplied photography with minimal/general text and previous logo.

Execution:

I began the design by selecting a photo that conveyed an inviting feeling and had a composition that work for the variety of needs. The railing in the photo leads the eye around the body copy which then leads the eye back to the photo creating an infinity effect that keeps the viewer captivated. To help draw the eye, I created layer with bokeh texture, which also assisted in making a background so the text would be more legible. For the text, I worked with the organization's established typeface, Gill Sans. For reworking the logo, I simplified it and using the font Galifreya as a base, gave it a more elegant, holiday feeling. Once establishing the new logo design, I placed it within the composition of the poster as to not lose the infinity effect that I had previously worked for. From the poster design, I created various deliverables including a banner and flyer. The Willamette Heritage Center was ecstatic to receive the final designs. It was truly the holiday wonderment composition they were looking for.

**THANK
YOU!**

**Contact:
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