

Layout Design | Typesetting | Illustration

Digital Portfolio



Album Re-designs

Digital Illustration, Layout Design, Package Design

Album Re-designs

Fascinated with redesigning existing content, I took a large number of my favorite records and set out to design the covers my own way. I limited myself to 3 colors for each cover to force myself to do more with less. This project greatly improved my ability to combine my illustration and design, as well as further develop my personal style.





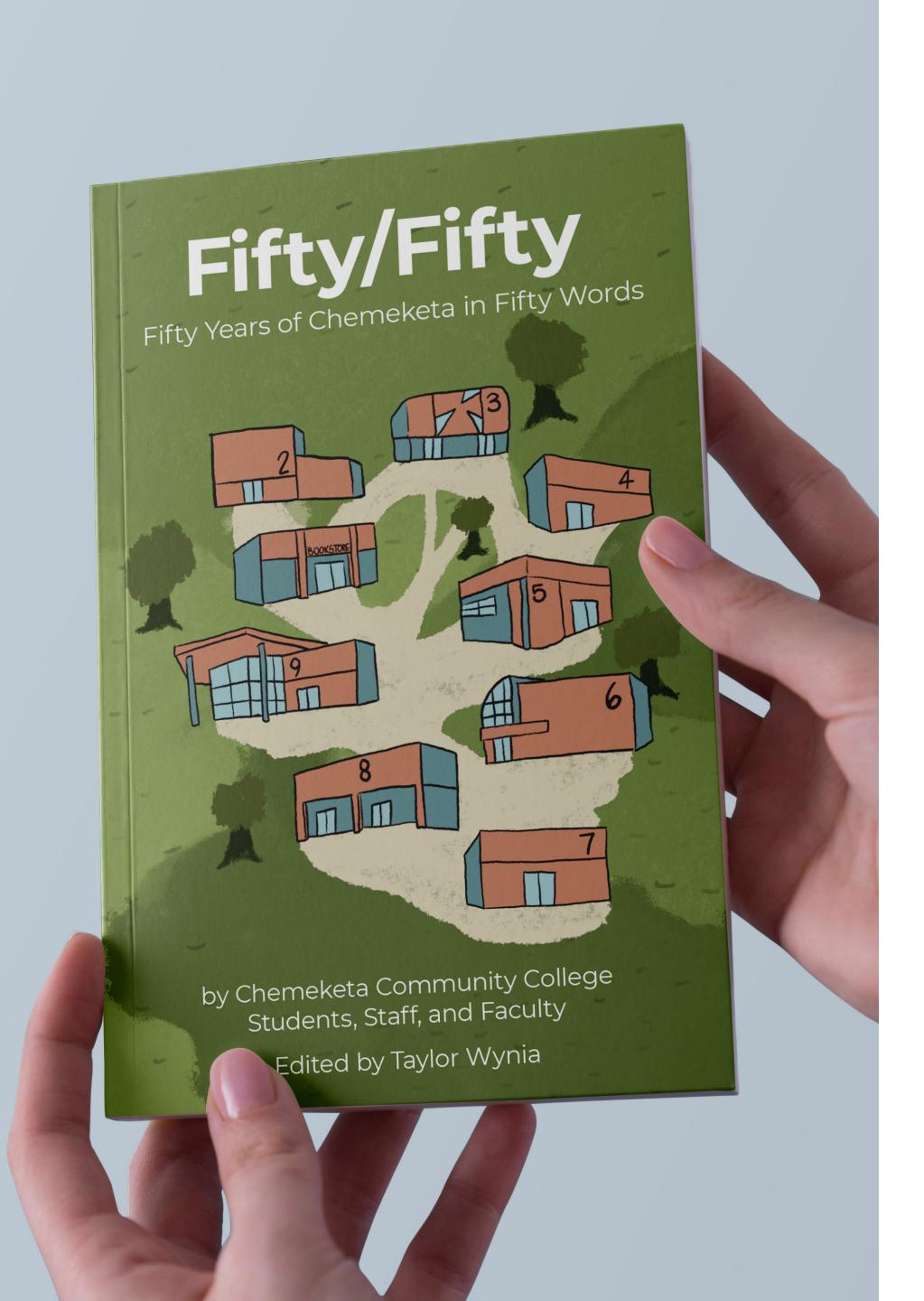
Earth Day Campaign

Layout Design, Illustration

Earth Day Campaign

This was a small personal campaign project I created to celebrate Earth Day, 2021. I focused on the resilience of life on earth, especially during such a difficult time. The last 12 months have been full of chaos for ourselves and nature, and my design emphasises how we have all gone through growth and change.





Fifty/Fifty: Fifty Years of Chemeketa in Fifty Words

Layout Design, Cover Design, Typesetting, Illustration

Fifty/Fifty: Fifty Years of Chemeketa in Fifty Words

I had the honor of working with the Chemeketa Press on 'Fifty/Fifty: Fifty Years of Chemeketa in Fifty Words'. It is a book of short, 50 word stories and anecdotes from current/former students and faculty about their memories of Chemeketa and what the school means to them. I designed the front and back cover as well as the typesetting of the interior. My cover art highlights the unique map and buildings of the main Salem campus. Several of these buildings have interesting designs that make them iconic and memorable. I really enjoyed working with the Chemeketa Press during the design and publication process.

Procreate | Adobe Illustrator | Adobe InDesign





Pride Candy Stickers

Illustration

Pride Candy Stickers

For this project, I had a lot of fun playing with the different pride flags and their color combinations. As a member of the LGBT community, it was important to me that there wasn't just the classic rainbow flag represented, but others as well, such as transgender, lesbian, and bisexual. These stickers were created to celebrate pride month, June 2021.





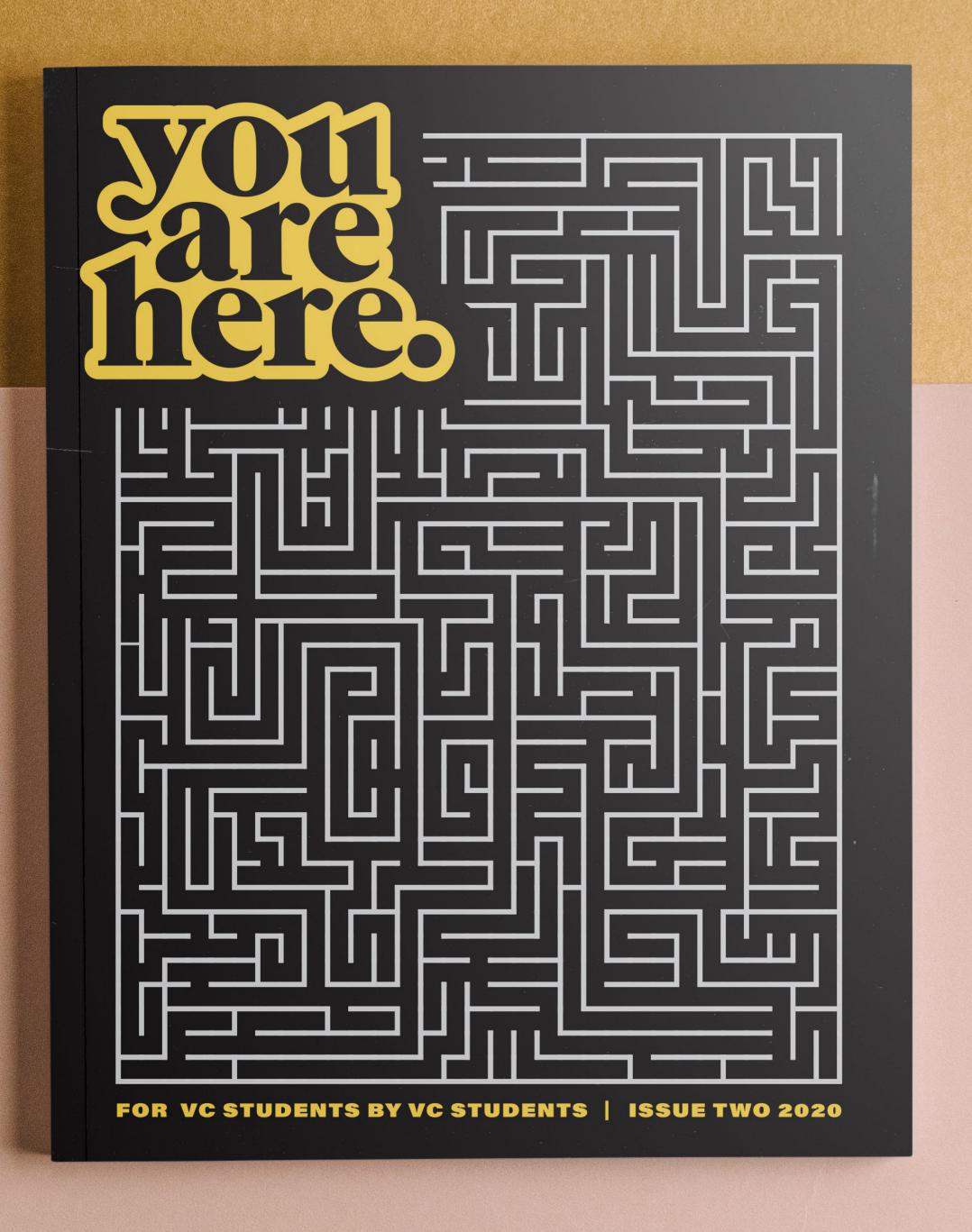
Craftwork Beer

Package Design, Layout Design, Illustration

Craftwork Beer

Craftwork is a Portland based brewery project. I designed the logo and all three label variations. My concept was for the company to have a simple but whimsical feel. I played around with a lot of different illustration solutions for this project, and as I progressed through different versions, they got more and more simplistic. The solution I've landed on here makes the beer approachable to the younger adult demographic I was aiming for while still remaining sophisticated.





You Are Here Magazine

Layout Design, Typesetting, Illustration

The Team

Spencer Hamilton - Editor -in- Chief

Brice Spreadbury - Layout Editor

T. Bates - Production Manager

Catalina Soeil - Advertising Director

You Are Here Magazine

In 2020, I worked on the second edition of the Visual Communications magazine with a group of three others. This magazine was started in 2019 as a guide for incoming VC students to give them the best start possible. Because the years here go by so fast, we wanted to equip students with tips that helped us succeed. My role in this project was the editor-in-chief, so I made most of the final decisions and led my team to success. I organized the workflow of my teammates, had a hand in designing several spreads, and kept everyone connected. There is a lot of overlap throughout the spreads, and we all had a part in almost every page.

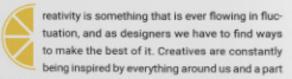
Adobe InDesign | Adobe Illustrator | Procreate

24

Keep

The college experience might be getting you down — but it doesn't have to! With the stress of classes and dead-lines, you may find yourself prioritizing this over exercising your creative muscles. Personal work and exposure to your medium is crucial to keeping your ideas fresh, new, and fun.

Written by Leonel Martinez



of our job is to be able to dictate what inspirations we need to take in. Being creative outside of the workplace can sometimes seem like a challenge because you are not in the typical space where your mind is automatically used to working on creative projects with—or sometimes without—a creative team. Finding out what works to help keep your creativity going while in your daily life can not only enrich personal projects, but it can also help elevate the work you do in the workplace.

A great way to get creative is to physically surround yourself in an environment that is flooding with creative and artist atmospheric energy. A great place to visit could be your local art gallery or museum. Art museums and galleries are great spaces that are filled with meticulously curated anthologies that can help inspire future piecesthat you produce. Not only will there be great work to appreciate and look at, gallery spaces bring in some interesting people. The arts have a great diverse group of people that adore and cherish work, so I personally find that even just sketching people in different attire can be enticing.

A creative and inspiring environment doesn't have to be so far away either. Simply redecorating your room or stude space can do wonders for your creative energy. In an article entitled "10 Ways to Make Your Environment More Creative" for Ideas to Go, writer Rebecca McCrore urgs for people to include lots of visual stimulation in the room. When there are things that inspire you near you, people tend to feel a boost in their creative mood. I personally love having at least two or three magazines with me at all times in order to flip through them and find something interesting. Another thing that I love to do is have some sort of audio playing in the background while I work. If I'm ever working in a public setting I typically enjoy the background noise of people talking and other noises, but when I'm working at home I personally enjoy looking over my options of what I can play while I work. I usually gravitate to playing music. Vinyl is my preferred method of choice just because it gives me an extra amount of creative feel when I work. In addition, I guite enjoy listening to the occasions podcast. Podcast types can vary, though being able to listen to podcasts that correlate with the subject of design can be helpful because you can grow your knowledge at the same time that you are producing pieces of work.

Visual aids—like magazines—allow for you to actively immerse yourself in visual design. This can extend into much more like billboards on buildings and even your Instagram feed. Collecting visual aids can help you keep tabs on things you might want to try later: a color paidtle, drawing a pose, or even replicating a similar editorial

"It is hard to constantly generate ideas for design and execute them every day at a work setting, so let yourself experiment with the creation of other types of design."

style Gathering inspiration is such a big component of the creative process. Developing work is something that can at times come naturally with a riveting collection of ideas, but having a collection of stuff that inspires you can aid you when it comes to trying out new techniques and styles that you may not have tried before. While at work or school you may be experiencing that in most cases you are having to generate work that is specifically catering to a client's needs or to secure a good grade, but your work outside of those circumstances should be composed of things that you would like to fashion.

In addition to the great things you'll surround yourself with, try and be as comfortable as you possibly can be. Wear comfortable clothing that you feel like you can sit in for a while. Wearing clothes that you feel comfortable in will allow you to sit and follow through with a concept into a finalized product. Nothing is worse than feeling inspired and then not being able to continually work because you are uncomfortable.

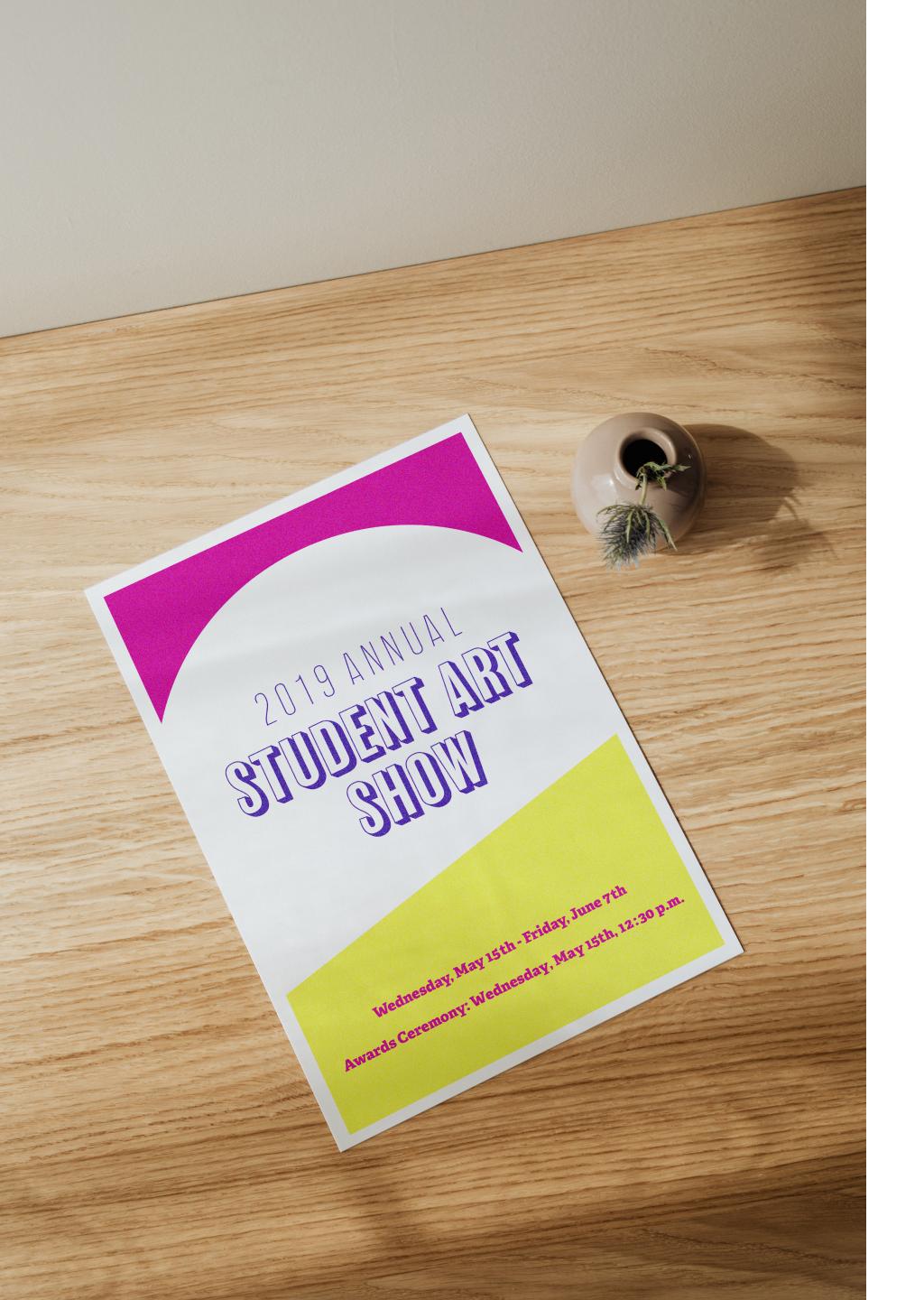
Personal work is something that is, you know, personal. Being creative in your personal fabrication of work should be something that is interesting to you and makes you want to work. You have to want to produce the work. The creation of work, by all means, is not to be limited to the creation of visual design. Make whatever helps you stay creative, it is hard to constantly generate ideas for design and execute them every day at a work setting, so let yourself experiment with the creation of other types of design.

25

I personally do a lot of other types of design that is not digital when I'm out of class in order to prevent me from ever feeling too drained when it comes to the digital realm of production. I personally allow myself to be creative with the use of traditional visual art and with sewing. The use of traditional media can be a jarring juxtaposition to the usual use of digital media. Analog material brings in a lot of other components of design work into mind that are usually glossed over in the design process of digital products.

A great skill that helps produce ideas quickly is the ability to produce a mind map or list. Being able to quickly and effectively list out ideas is a skill that allows designers to lay out thoughts so that they can get started on working on a thorough plan. Mind maps are especially helpful because you can break down many ideas into smaller components so that you can explore a lot of different versions of larger components.

At the end of the day a lot of different strategies will help you find and explore different ways to produce creative thoughts and ideas. It is important to determine what will personally help you, because being creative is a different process for everyone.



Student Art Show Campaign

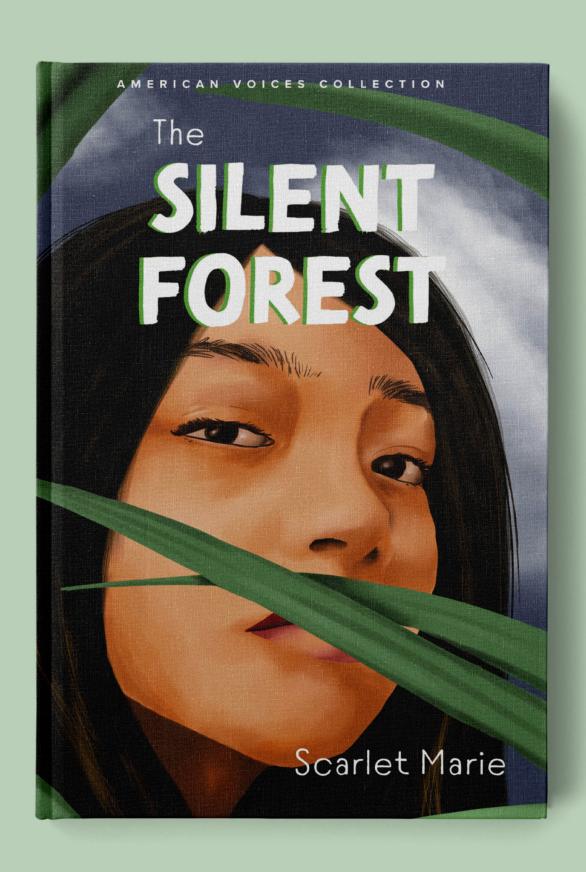
Layout Design, Branding, Illustration

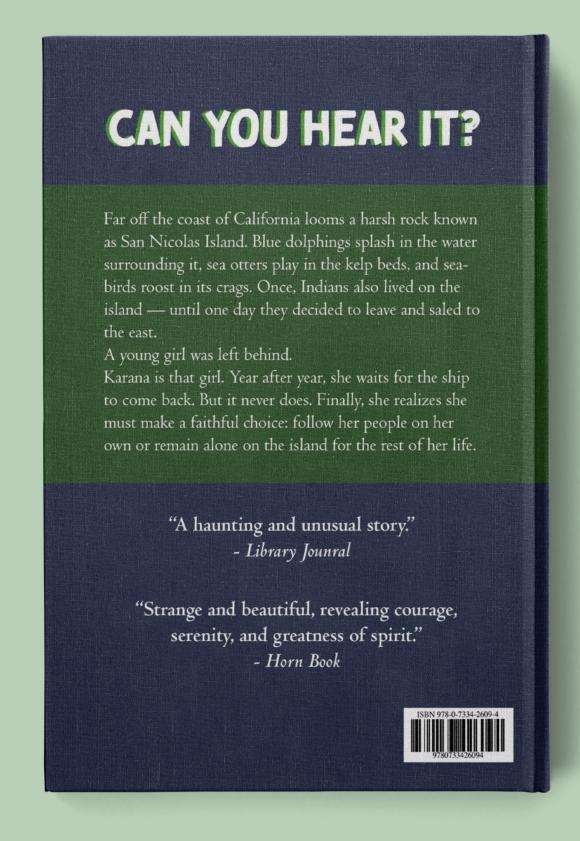
Student Art Show Campaign

Chemeketa Community College holds an annual student art show in the spring. Here we have some branding I designed for the 2019 event. My concept is heavily inspired by 90's graphic design styles and techniques. The design has a pop culture feel that is vibrant and fun, representing the many talented artists at Chemeketa.

Adobe Illustrator | Adobe Photoshop







The Silent Forest

Layout Design, Cover Design, Typesetting, Illustration

The Silent Forest

'The Silent Forest' is a book project created to demonstrate my love for typesetting and cover designing. The cover art evolved from a different project, and I felt that the illustration was very fitting for a young adult novel, so that is the direction I went with. The placeholder text for the back cover and interior is from 'Island of Blue Dolphins', a young adult novel by Scott O'Dell.

Adobe Photoshop | Adobe InDesign

- The Silent Forest

other things as well - for someone was always watching from the cliffs while they were hunting, or from the ravine when they were in camp.

Ramo, for instance, brought news about Captain Orlov.

"In the morning when he crawls out of his tent he sits on a rock and combs until the beard shines like a cormorant's wing," Ramo said.

My sister Ulape, who was two years older than I, gathered the most curious news of all. She swore that there was an Aleut girl among the hunters.

"She is dressed in skins just like the men," Ulape said. "But she wears a fur cap and under the cap she has thick hair that falls to her waist."

No one believed Ulape. Everyone laughed at the idea that hunters would bother to bring their wives with them.

The Aleuts also watched our village, otherwise they would not have known about the good fortune which befell us soon after they came.

It happened in this way. Early spring is a poor season for fishing. The heavy seas and winds of winter drive the fish into deep water where they stay until the weather is settled and where they are hard to catch. During this time the village eats sparingly, mostly from stores of seeds harvested in autumn.

Word of our good fortune came on a stormy afternoon, brought by Ulape, who was never idle. She had gone to a ledge on the eastern part of the island hoping to gather shellfish. She was climbing a cliff on the way home when she heard a loud noise behind her.

110 1

At first she did not see what had caused the noise. She thought that it was the wind echoing through one of the caves and was about to leave when she noticed silvery shapes on the floor of the cove. The shapes moved and she saw that it was a school of large white bass, each one as big as she was. Pursued by killer whales, which prey upon them when seals are not to be found, the bass had tried to escape by swimming towards shore. But in

been tossed on to the rocky ledge.

Ulape dropped her basket of shellfish and set out for the village, arriving there so out of breath that she could only point in the direction of the shore. The women were cooking supper but all of them stopped and gathered around her, waiting for her to

their terror they had mistaken the depth of the water and had

"A school of white bass," she finally said.

"Where? Where?" everyone asked.

"On the rocks. A dozen of them. Perhaps more than a dozen."

Before Ulape had finished speaking, we were running towards the shore, hoping that we would get there in time, that the fish had not hopped back into the sea, or that a chance wave had not washed them away.

We came to the cliff and looked down. The school of white bass was still on the ledge, glistening in the sun. But since the tide was high and the biggest waves were already lapping at the fish, there was no time to lose. One by one we hauled them out of reach of the tide. Then, two women carrying a single fish, for they were all of about the same size and heavy, we lifted them up the cliff and brought them home.

9



Who is Spencer?

I am a young graphic designer and illustrator from Jefferson, Oregon. I have recently completed my associates degree in the Visual Communications program at Chemeketa Community College. I enjoy all kinds of print design, whether it be editorial, publishing, or packaging.

I'm drawn to bright, vibrant colors, bold shapes, and simplicity. I find myself inspired by retro gimmicks and 90's design. The big blocks of colors and simple shapes really stand out to me. I like the idea of doing more with less and combining modernity with nostalgia.

Outside of art and design, I'm also passionate about video games, picture framing, and cats.

Thank you!

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