

STUDENT WORK

Douglas Borton





COURSE: Portfolio Practicum – Personal Identity Design



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Accommodation - Where to stay for recreation or relaxation



Attraction - University of Michigan, museums, night life ... and our fairy doors!



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COURSE: Web Design II



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- Sed quis nunc fermentum, pretium ipsum a, efficitur leo. Aenean sit amet magna nec enim vulputate maximus.
- In porta, magna nec ultricies scelerisque, urna sapien molestie nunc, a pharetra diam elit in leo, dolor sit amet, consectetur adipiscing elit.
- Proin aliquam molestie tincidunt. Nunc non interdum diam. Nam efficitur felis tellus, ut mollis mi viverra sit amet. Fusce bibendum sodales ultrices.



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- Sed quis nunc fermentum, pretium ipsum a, efficitur leo. Aenean sit amet magna nec enim vulputate maximus.
- In porta, magna nec ultricies scelerisque, urna sapien molestie nunc, a pharetra diam elit in leo, dolor sit amet, consectetur adipiscing elit.



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Imperdiet nulla

Vestibulum sit amet vulputate magna, vitae tincidunt mi. Donec sit amet nisl sapien. Nam aliquam quam in ligula imperdiet, venenatis eleifend leo consequat. Sed et imperdiet nulla, sed scelerisque metus. Sed massa est, suscipit ut dapibus non, varius ut tellus. Morbi a urna augue.



Phasellus ornare

Phasellus ornare risus diam, tristique vestibulum neque convallis nec. Integer at cursus erat, eu bibendum mauris. Vivamus a tincidunt tellus. Aliquam pretium nec enim nec placerat. Aenean congue sed nulla eget blandit. Pellentesque eget risus sodales, fringilla dui at, bibendum eros. Maecenas scelerisque.



Quisque Leiu

In suscipit, augue quis tempus dapibus, turpis tortor efficitur felis, sed gravida odio enim quis nibh. Nullam ut luctus ante. In nec justo non lacus tristique condimentum. Aenean non neque laoreet, finibus metus ac, vehicula mi. Maecenas fringilla condimentum arcu. Curabitur quis pellentesque lectus.

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COURSE: Web Design

Shannon Moore



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ART WELDING

RMTC
REGIONAL MANUFACTURING TECHNOLOGY CENTER

COURSE: Advertising Design II- Publication Design

mycanvasdirect.com

Customer Journey Map

STAGES

AWARENESS

COMPARISON

ENGAGEMENT

PURCHASE

ADVOCACY

TOUCHPOINTS

word of mouth, facebook page, Paint Nite Advocates, word of mouth, Paint Nite Forums, mycanvasdirect.com, membership offers, direct shipping, subscription, loyal member, reviews and ratings, email blast, e-commerce, member

DOING



I need to buy canvases ...AGAIN.

PAINT NITE FORUM



THE BASICS
"This is the simplest way to save money on canvases."

MEMBERSHIP



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"Membership keeps you in the loop."

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THE BENEFITS
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REVIEWS AND RATINGS



IT'S SO EASY
"Consistently on budget and on time. MCD makes planning so easy."

SUBSCRIBE



THE BUY IN
"You choose your canvas type, your amount, and frequency."

THINKING

satisfaction

This website is awesome. Is this company for real? my canvas direct seems like a great fit for me. Reviews show that subscriptions save time and money. Prices might not always be the lowest but reviews show people are happy. Truth in advertising! I'm telling the world

FEELING

anxiety

But is it the *best* fit?

Should I commit to a full year?

Too good to be true?





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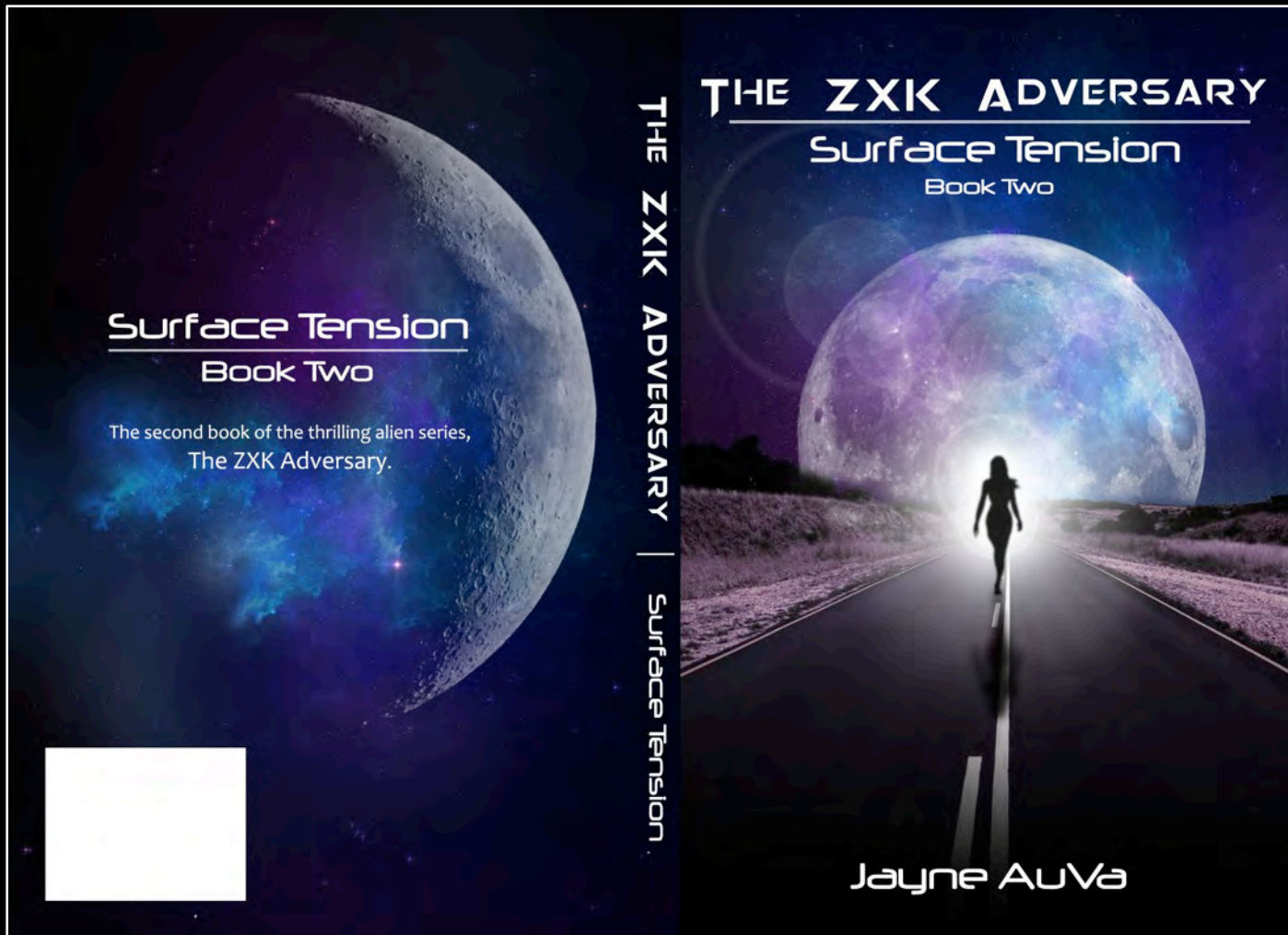
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COURSE: InDesign – Poster Design Project



COURSE: InDesign – Book Cover Design Project

INTRODUCING
tC The 2005



SCION

IT'S WHAT MOVES YOU

With a Lexus inspired design and the proven track record of Toyota reliability, the tC is as fun to drive as it is classy. The 2.4L power plant, which is mated with a 5 speed manual or 4 speed automatic transmission (optional) puts down a respectable 160hp and 163 ft lbs of torque, all while maintaining 26 mpg highway / 23 mpg city.



The roomy interior of the tC is complimented with a first of its kind all glass panoramic power sunroof with retractable shades for front and rear seat passengers. With the intuitive design of the Scion tC's interior, the very stylish Japanese rice-paper textured dash, and brushed aluminum accents, you'll be quick to question the tC's \$16,995 base price.

In addition standard power sunroof, power door locks, power windows, power brakes with traction



assist steering, the tC comes standard with an aggressive front fascia, BMW 6-series style halogen headlamps, and split 6-spoke 17" cast aluminum alloy wheels with Bridgestone Potenza tires - the same as found on the Lexus IS300.

The dash of the tC is treated with many brushed aluminum accents and a sleek and ergonomic design that is both modern and functional. The standard Pioneer AM/FM/CD/MP3 6-speaker stereo system, with satellite radio (optional) is as easy to use as it is on the senses. With large 6.5" woofers up front and in the rear, and 1" tweeters mounted flush to the front door panels, you'll be immersed in amazing sound.

SPECIFICATIONS

Dimension Specifications

Length: 174 inches Wheel Base: 106.5 inches
Height: 55.7 inches Curb Weight: 2905 pounds
Width: 69.1 inches Gr. Clearance: 5.2 inches

Engine Specifications

Horsepower: 160 fwhp Max hp: 6000 rpm
Torque: 163 ft lbs fwhp Max tq: 4200 rpm
Engine Size: 2.4L Drive Type: FWD
Engine Type: Front transverse mount inline 4

Fuel Data

Fuel Tank Capacity: 14.5 gal
EPA City Mileage: 22 mpg
EPA Highway Mileage: 26 mpg
Range in Miles City: 210 mi.
Range in Miles Highway: 400.3 mi.

Performance Specification

0-30 mph: 3.2 seconds 0-60 mph: 6.9 seconds
1/4 mile ET: 15.7 seconds 1/4 mile speed: 89 mph

0-60 figures are estimates from manufacturers. Actual performance may vary due to many factors. All figures are estimates. Actual performance may vary due to many factors. All figures are estimates.

INTRODUCING
The 2005
tC



Why say luxury has to cost a fortune?
Well equipped at \$16,995

SCION

BILLY HAWKINS

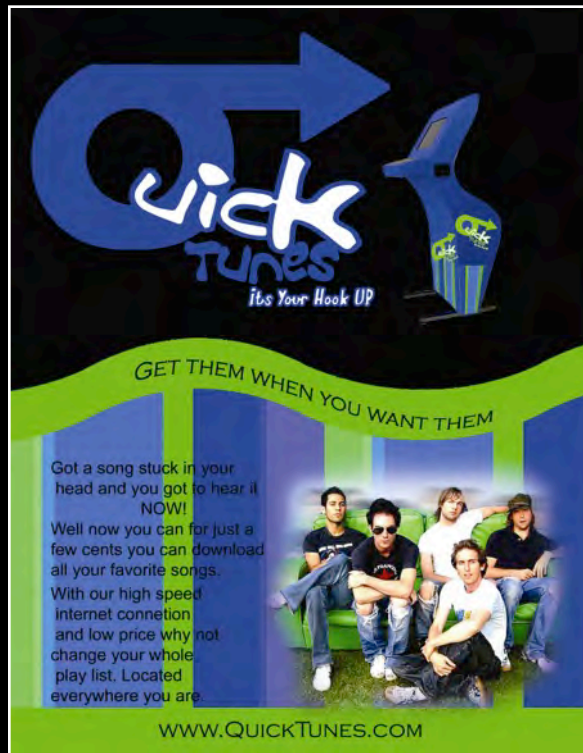
JOURNEY MAP



3 LITTLE PIGS

BIRD CONDOS





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COURSE: Advertising Design II - Advertising Campaign Project

F.R.E.D.S. - Commercial	Client	FREDS	Title	Eat At Freds
	Spot	FREDS	Job #	123456



Shot 1: Busy At Work
Busy Dad and Mom are at work.



Shot 2: Mom Calls Dad about Dinner
Mom calls Dad about dinner, Dad: "No Time", Mom: I guess we'll have to go out



Shot 3: Dad gets on FREDs website
Dad sees FREDs and then offers to take care of dinner. Mom is shocked.



Shot 4: Order from FREDs
Dad orders, "That was easy!"



Shot 5: Order sent to restaurant
Order sent to FREDs and restaurant. FREDs gets into gear.



Shot 6: The FRED-mobile
FREDs Delivery is on the way!

Benny Benassi



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COURSE: Graphic Design I – Poster Design & Copywriting

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carotene, vitamin c
and B12,
echinacea,
chamomile,
natural fruit
flavors and
electrolytes.

Rainé carbonated
water; now in cheré
[cherry], strawberé
[strawberry], peaché
[peach], meloné
[melon], citrisé
[citrus-lime] and
naturale (plain).
wberestraberé (st



COURSE: Graphic Design II – Black & White Ad & Copywriting Design

TARGET MARKET

People on the go
Business'
Third shift workers
Large Corporations

Large Corporations
People with a crazy schedule
Work-a-holics
People that don't take breaks



Recipe for:
JANICE

*"THERE IS HARDLY EVER TIME FOR
BREAKS—WE ARE JUST TOO BUSY."*

Oven Temperature: 32 years old

Ingredients:

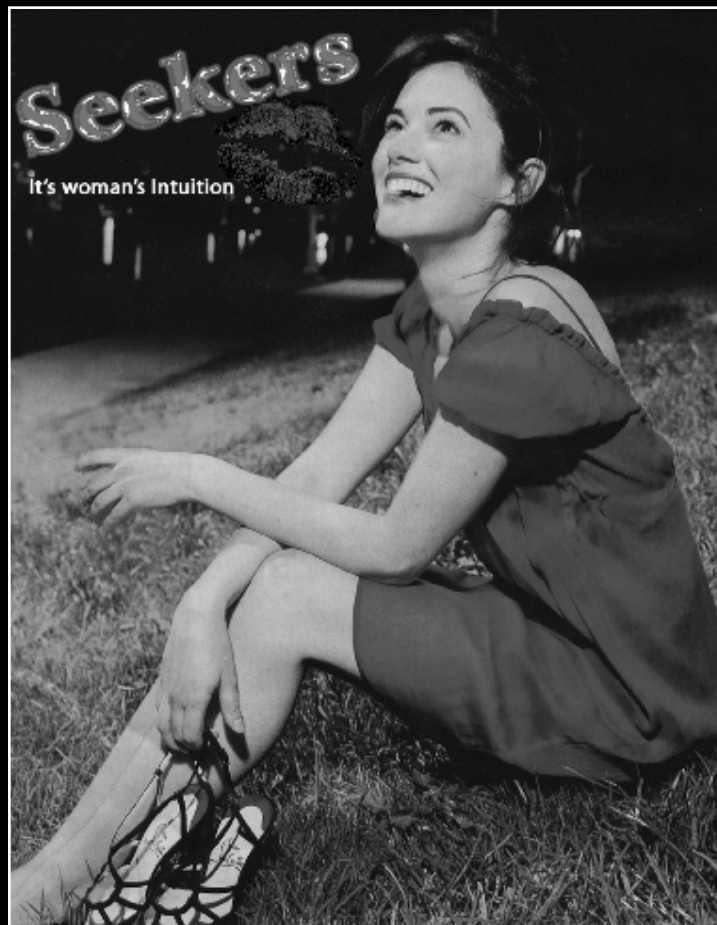
- Female
- Born in Trinidad; or Caribbean
- Married
- No children-yet! (Optional)
- 1 dog
- 2 chinchillas
- Lives in Grand Rapids, Michigan
- CEO at Perrigo
- \$452k per year
- Voted for Trump

Time: Fastest Route

Serves: 4 meetings
per month.

Instructions:

- A work-a-holic; she typically never has time for extra activities; Rush hour in the morning and rushing home.
- Breakfast is extremely important to her and is her favorite meal of the day.
- Extrovert, reliable-but is always running behind.
- Frequently shops online; Amazon Prime-2 day delivery, Jimmy Johns freaky fast delivery.
- Picky and likes things to run fast and smooth.
- Attends art festivals and enjoys jazz music.
- Communicates through mainly email, and group texts.
- A trendy perfectionist.



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COURSE: Graphic Design II – Black & White Ad & Copywriting Design



COURSE: Typography – Poster Design