



**BRICE SPREADBURY**

I'm a multifaceted graphic designer from Monmouth, Oregon. I graduated from Chemeketa Community College's Visual Communications Program with two Associate of Applied Science degrees in Graphic Design and Interactive Media. I'm a trained designer who utilizes creative thinking in graphic design and front-end web development to consistently deliver work that is refined yet exploratory. I'm inspired by the analog approaches of the past and driven by current design trends. My interests are all things vintage, skateboarding, and my 1979 Toyota pickup.

GOOD NOTION  
EDITORIAL LAYOUT

The goal of this project was to conduct an interview with a local design leader to provide insight on what they look for in new hires. The interview was intended to guide incoming Visual Communication students from Chemeketa Community College. I was tasked to set up an interview, record & transcribe, copy edit, and design a layout for the interview. It was important to me to ensure that Good Notion was being accurately portrayed in the design.











**NIKE GO SKATE DAY  
ONLINE EVENT BRANDING**

This concept came to me during the pandemic. The goal was to bring the event's sense of community into a digital space. This was done through the use of tagged locations, digital stickers, and a promotional video. I am heavily inspired by the past, and in this project, I mixed my inspiration with my passion—skateboarding.

The mascot design is an adaption of a character used by Nike since the late 70's. A retro typeface and cohesive colors bring a upbeat mood to the overall design.







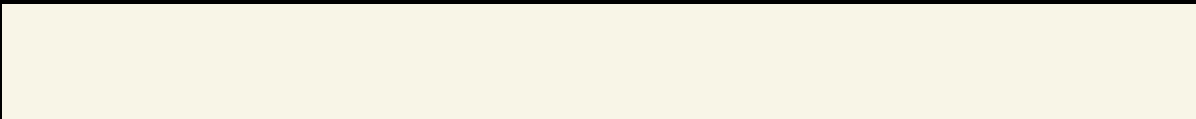
**BRICE  
POP**

**Brice Black**

**Brice SemiBold**

**Brice Bold Expanded**

**Brice SemiBold Semi Expanded**



Off White  
#f8f5e7



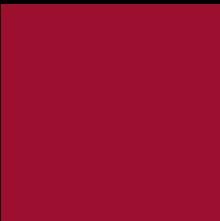
Yellow  
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Green  
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Blue  
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Red  
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Olive  
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Purple  
#2c1952





**YOU ARE HERE  
MAGAZINE**

Designed with Visual Communication students in mind, *You Are Here* helps guide new students through life as a VC student; whether that be studying tips and how to stay inspired or what the VC facilities have to offer.

The maze design on the cover symbolizes navigation and represents how the content within this magazine will lead you through your first year in VC.





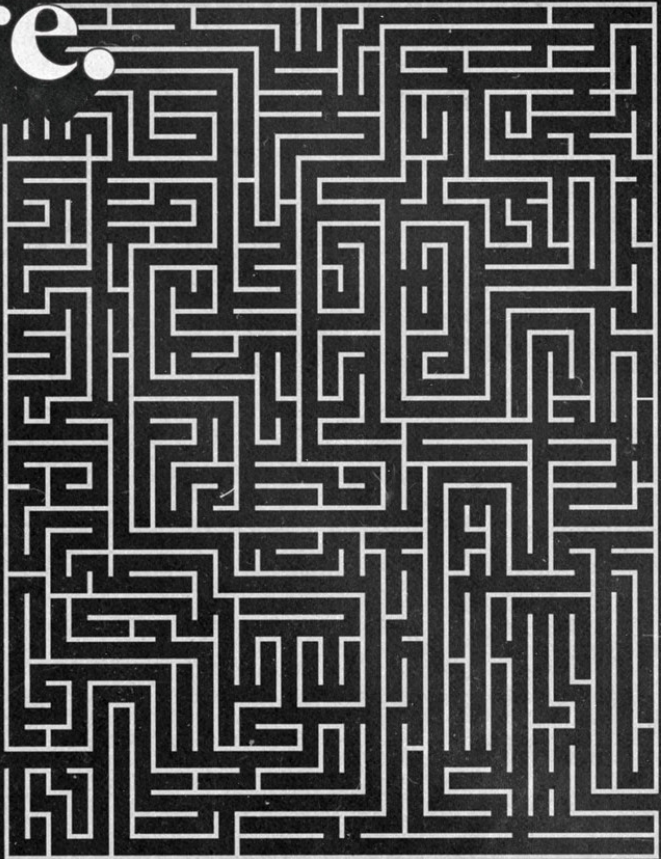
VOL. TWO

OCTOBER 2020

you  
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You are Here:  
Vol. 2, Issue 1



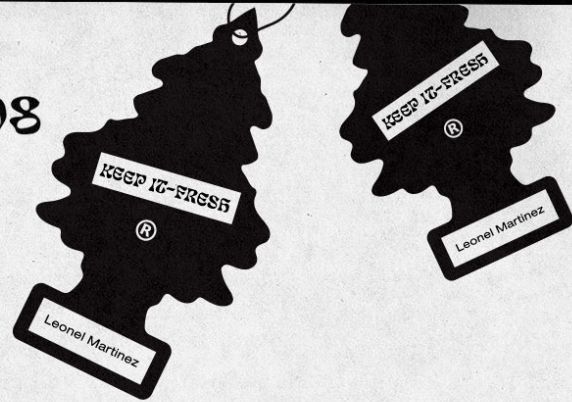
Good Notion:  
Feature Interview  
p. 16-23

Pomodoro technique:  
Alejandro Garfias  
p. 5-7

VOL. 2



08



# Keep it fresh!

creativity is something that is ever flowing in fluctuation, and as designers we have to find ways to make the most of it. Creatives are constantly being inspired by everything around us and a part 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

The college experience might be getting you down—but it doesn't have to! With the stress of classes and deadlines, 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

curated anthologies that can help inspire future pieces that 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 studio 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 McCrone urges 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 quite enjoy listening to the occasional 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 palette, drawing a pose, or even replicating a similar editorial 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. 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.

09

You are Here | Keep It Fresh



# The Pomodoro Technique

By Alejandro Garfias

You might be asking yourself, what is The Pomodoro Technique? It is a time management method created in the 1980s by Francesco Cirillo who was an entrepreneur and software developer. Like most of us, Francesco also struggled with managing time. He developed this technique by working for 10 minutes straight with no interruptions. Eventually, that led him to increase the amount of time he would work as far as 25 minutes. He named this method after a tomato-shaped timer he had in his kitchen that he used to keep himself productive and focused as a university student. The way it works is simple. The Pomodoro Technique is a time management system that breaks your workload into 25 minute chunks separated by five minute breaks. After doing four sessions of Pomodoros you would take another break that would last between 15 to 20 minutes; however, you do not have to stick with these increments since you are able to customize the amount of time you want to work or take a break. If you do decide to customize your workflow, make sure not to go past 30 minutes of work time and 25 minutes for a break or else you will find yourself not being productive enough.

You might feel skeptical at first and think that this method is not for you, but do not worry. I felt the exact same way. Before I started doing Pomodoros I would just sit at my desk and try to knock out as much homework as I could for countless hours. After an hour or two I would feel burnt out and I would tell myself that I would only take a 30-minute break. This did not work out because I would often find myself procrastinating and putting my work aside until the last minute. And, by last minute I mean really late at night! This style of working was not great because I would have to stay up until 1 or 2 a.m. occasionally even 3 a.m. just to finish my homework. Sometimes I would not even finish it so it was wasted time and effort. And at that point, ideas were executed in panic and did not turn out well. After getting frustrated and tired of not being able to concentrate and do the stuff I was assigned I searched for good time management techniques.

Luckily, I came across an article about The Pomodoro Technique. After I read what it was and how it worked, I decided to give it a shot. The website I was using was

07

**"After my fourth Pomodoro, I was done with all the work for one class and it only took an hour and 50 minutes."**

tomato-timer and it had a preset timer for 25 minutes. I first made a list of the assignments I needed to get done. After that, I cleared myself of all distractions and was ready to go. After 3 sessions of Pomodoros and breaks in between, I did not realize how much more engaged and creative I was with my work. I was able to finish most of the homework I had in one class in about an hour and 15 minutes. After my fourth Pomodoro, I was done with all the work for one class and it only took an hour and 50 minutes. Those breaks in between that I had set for 10 minutes rather than 5 really helped me quite a lot. It would remind me to get up and stretch, go use the restroom, or simply get a quick snack in because when I worked for hours straight I would often forget to do those

things unless I was feeling really burnt out. The reason why I feel The Pomodoro Technique clicked and worked so well for me is that I was more likely to work with a sense of focus. 25 minutes was not as long as an hour, but not too short either so I was excited to see how far I could get in that allotted time. There are days where I ignore the timer and continued working through my break time just because I am into the zone, but I limit myself to 5 extra minutes just so I do put myself back into a state where I work longer than I should have.

I would highly recommend pairing this with an app you can download on your computer called Cold Turkey. It locks you out from going on websites that could distract you. It already comes with preloaded

sites that are blocked. But, you could also add any other websites that you think would be great to block for either a few hours or days. The great thing about this app is that it does not matter if you reset your computer or close the program it will not let you visit those sites until the timer you set has passed. That is a technique that I also use when managing my time because, let's face it, social media is a huge distraction. Thinking about it now as a third year student, I wish someone would have told me about a time management method like this during my first year because it would have definitely helped. I encourage you to go give it a try if you find yourself struggling to control your time. It has definitely made a difference in my experience creativity and work experience!



# YOU ARE HERE MAGAZINE

With the interior layouts of *You Are Here*, I took the opportunity to explore boundaries of type and imagery. I kept the body copy to allow more room to play with unconventional graphics, images, and headlines.

You are Here | Keep It Fresh

You are Here | The Pomodoro Technique

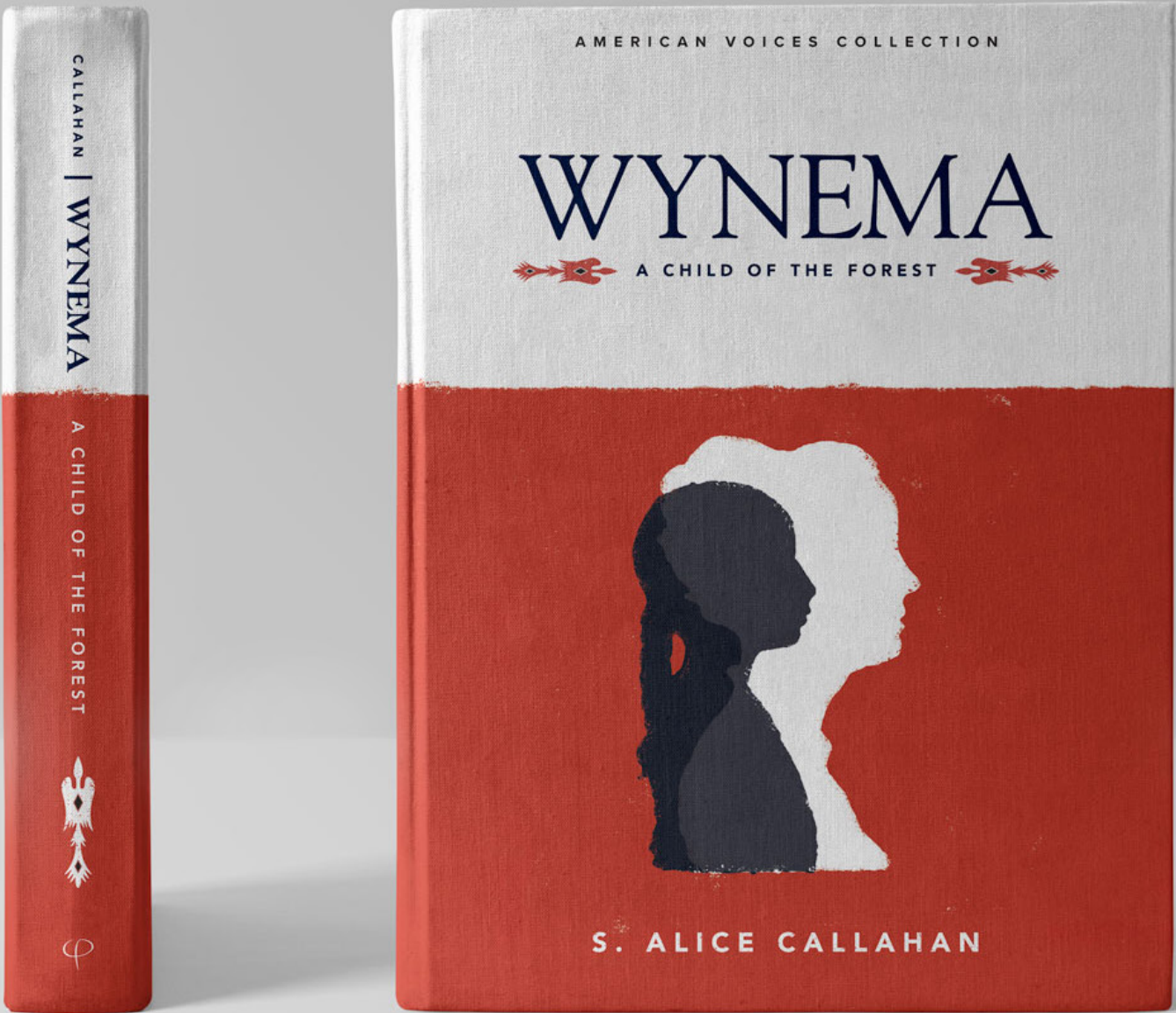
You are Here | The Pomodoro Technique



WYNEMA  
BOOK COVER

I worked with Chemeketa Press and the College of the Muscogee Nation to design a cover for the re-publishing of the novel, Wynema: A Child of the Forest. Wynema, A Child of the Forest is the first novel known to have been written by a woman of American Indian descent. The project highlights my ability to meet the needs of multiple stakeholders associated with the assignment. It also exemplifies my capability to design in a contemporary style while maintaining cultural sensitivity.

The concept of a venn diagram was utilized when creating the overlapping silhouettes to symbolize the main characters who, although different, grow together throughout the story.





# BLACK RABBIT BREWING COMPANY

## BLACK RABBIT BREWING CO. PACKAGE DESIGN

Black Rabbit is a local brewing company that provides classic flavors with iconic taste. Their brand statement says it all: “Just like the black rabbit, our beer outlasts its competitors”. This message of strength and resilience is conveyed through bold type, simple hierarchy, and pops of color that remain constant between each flavor.



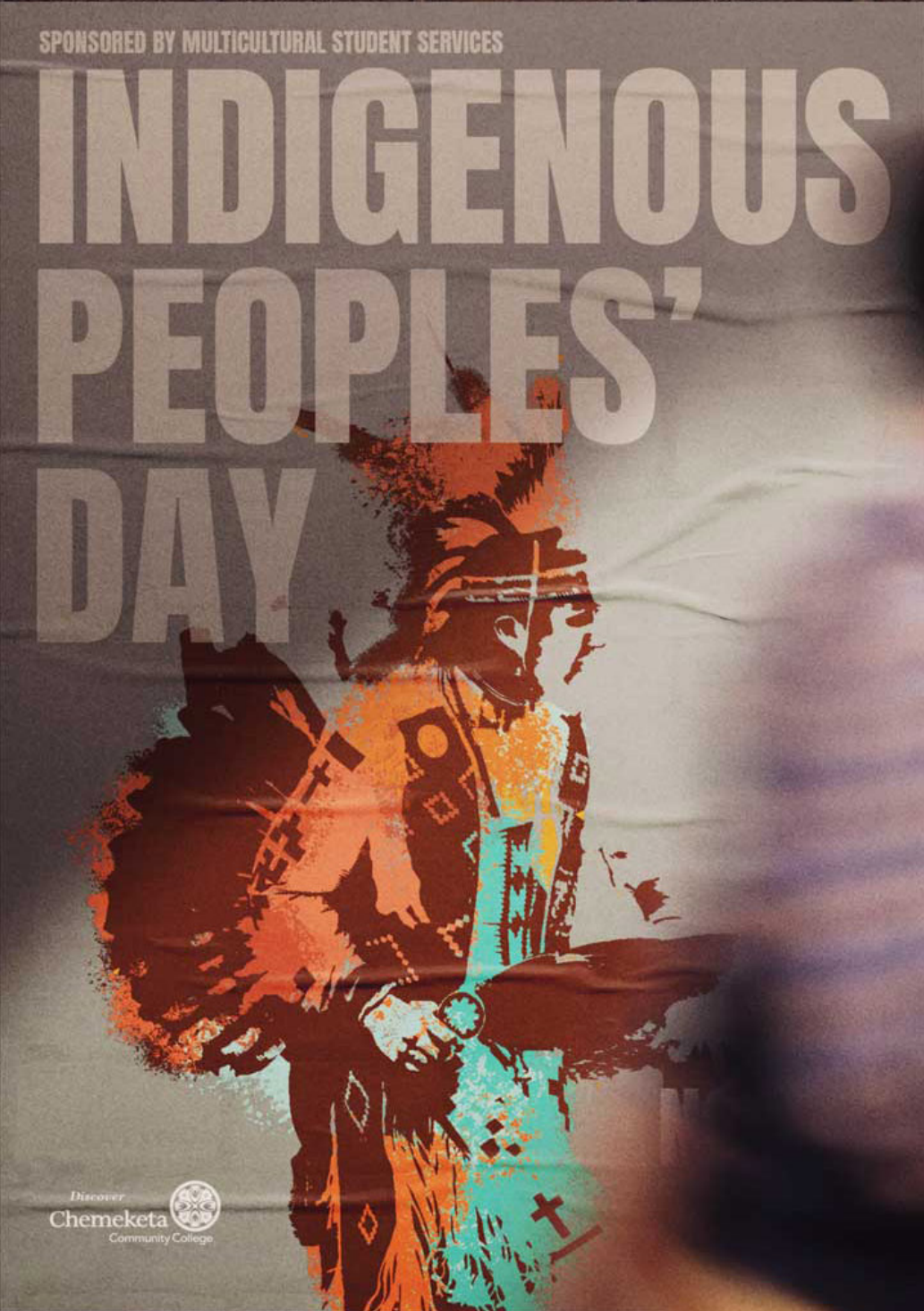
**BLACK RABBIT**  
BREWING COMPANY



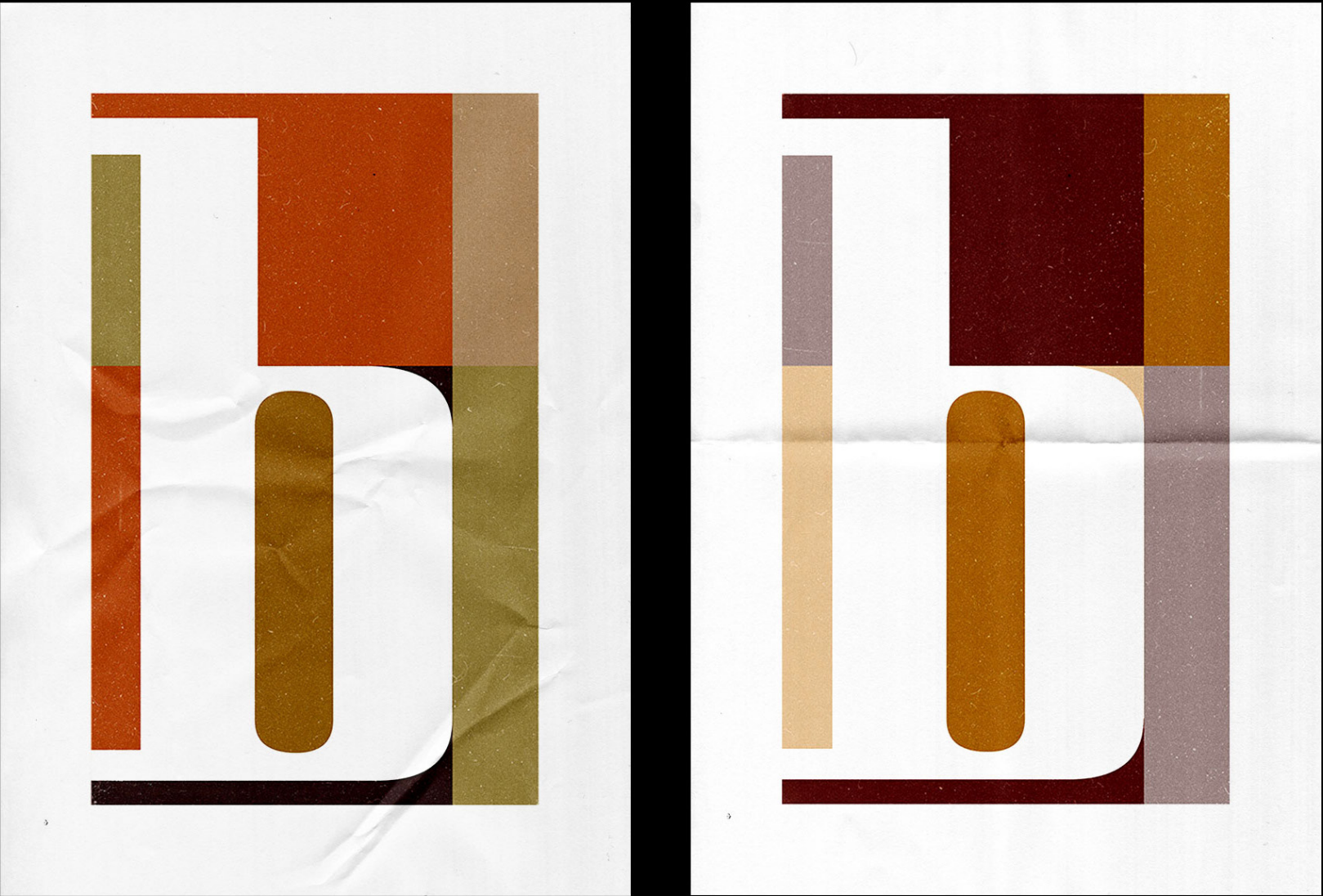


**INDIGENOUS PEOPLES' DAY  
EVENT POSTER**

While working for Chemeketa as a student designer, I created a promotional event poster for Indigenous Peoples' Day. The client requested that a picture of a local Native American person be present in the design. I chose to incorporate bright, saturated colors into the silhouette and bold typography to grab the viewers' attention.



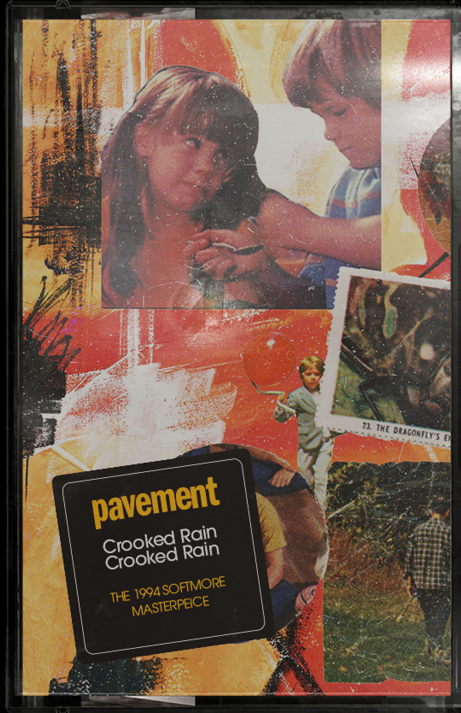




TYPOGRAPHIC STUDY

I took the lower case “b” from the typeface Eden designed by Robert Hunter Middleton and explored color blocking from the extended tangents produced from the letter form. I created a pair to showcase an overarching visual theme supported by color.





**PAVEMENT  
ALBUM COVER**

Album cover design for Pavement's 1994 sophomore album, *Crooked Rain Crooked Rain*. When redesigning this album cover, I had the raw energy and playful spirit Pavement carries in mind. To convey this, I began with an analog approach by creating an expressive painting while listening to the album, then sourced images from vintage magazines to create a youthful collage. Pavement is represented in the contrast between the background and images.





PROCESS

Hand painted backgrounds and magazine cut-outs





PLAYING FROM PLAYLIST  
Playlist Name



Gold Soundz  
Pavement

0:29  2:56

MAIN

Browse

Activity

Radio

YOUR MUSIC

Songs

Albums

Artists

Local Files

PLAYLISTS

Playlist name

Songs

Playlist



1994

Crooked Rain, Crooked Rain

Pavement • 1994 • 12 Songs. 42 Min 18 Sec

PAUSE

SAVE

#	SONG		
	<div><div></div><div>+</div><div>Silence Kid</div></div>	3:01	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
2	<div><div></div><div>+</div><div>Elevate Me Later</div></div>	2:51	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
3	<div><div></div><div>+</div><div>Stop Breathin</div></div>	4:28	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
4	<div><div></div><div>+</div><div>Cut Your Hair</div></div>	3:07	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
5	<div><div></div><div>+</div><div>Newark Wilder</div></div>	3:54	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
6	<div><div></div><div>+</div><div>Unfair</div></div>	2:33	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
7	<div><div></div><div>+</div><div>Gold Soundz</div></div>	2:40	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
8	<div><div></div><div>+</div><div>5 - 4 = Unity</div></div>	2:10	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
9	<div><div></div><div>+</div><div>Range Life</div></div>	4:55	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
10	<div><div></div><div>+</div><div>Heaven Is a Truck</div></div>	2:31	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>

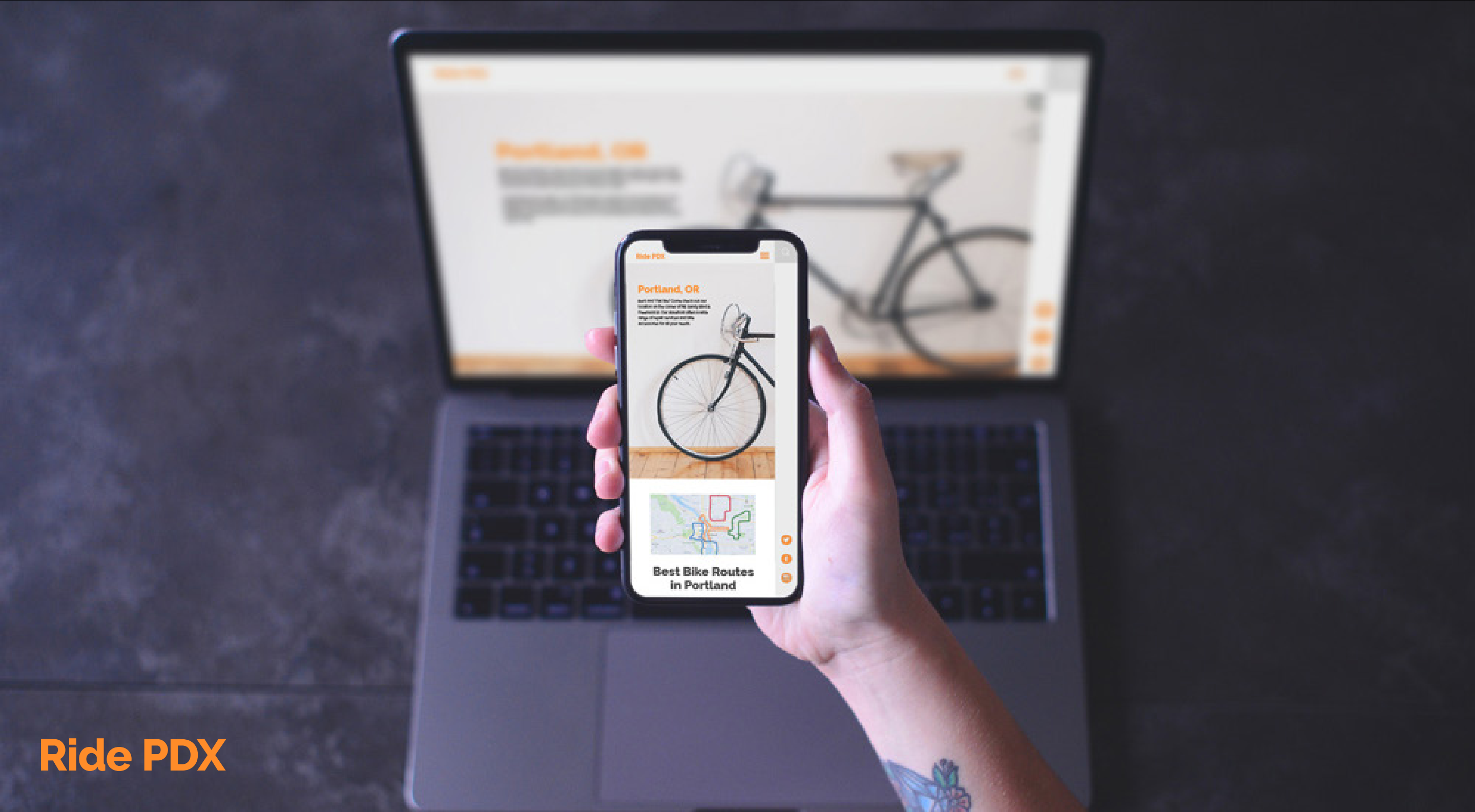
Silence Kid  
Pavement

+

2:56  3:01

Silence Kid Tak



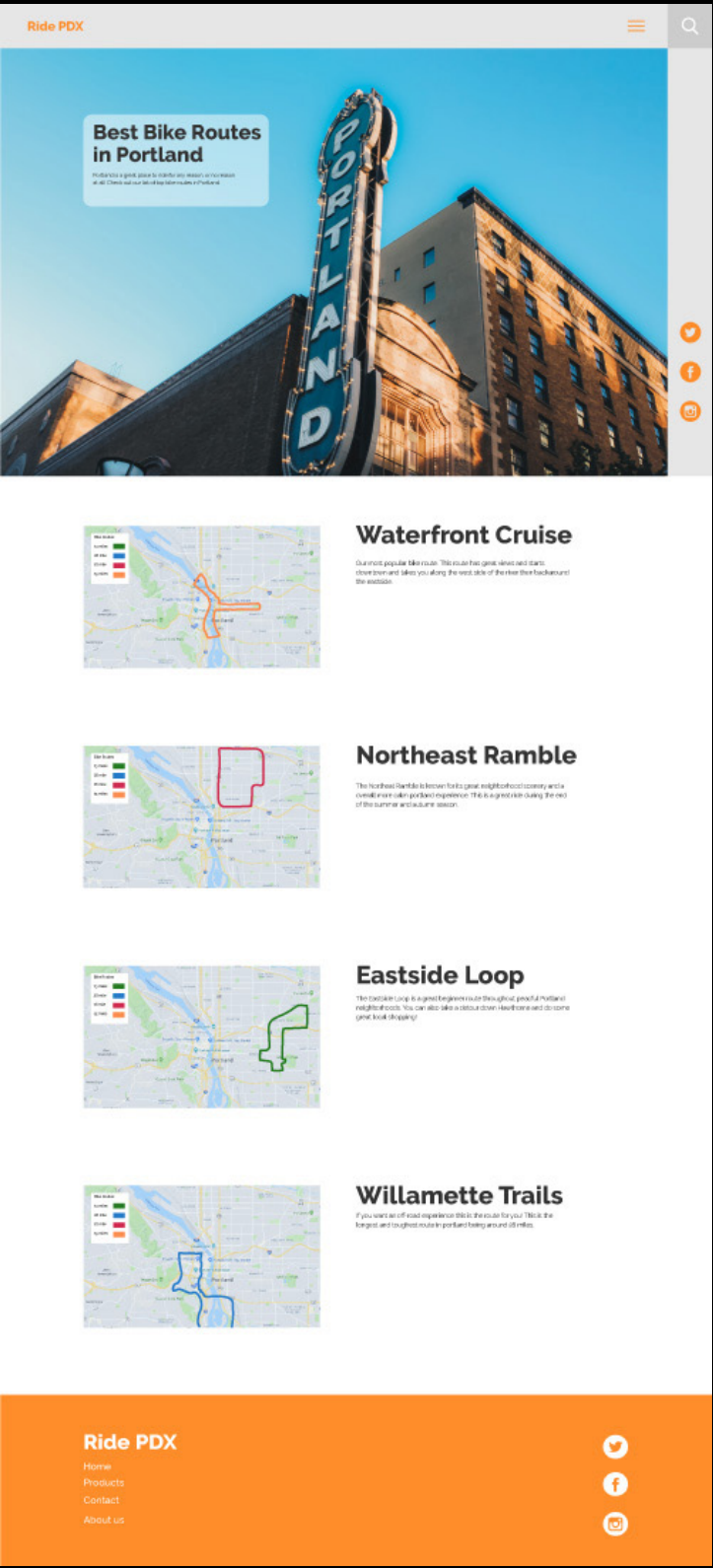
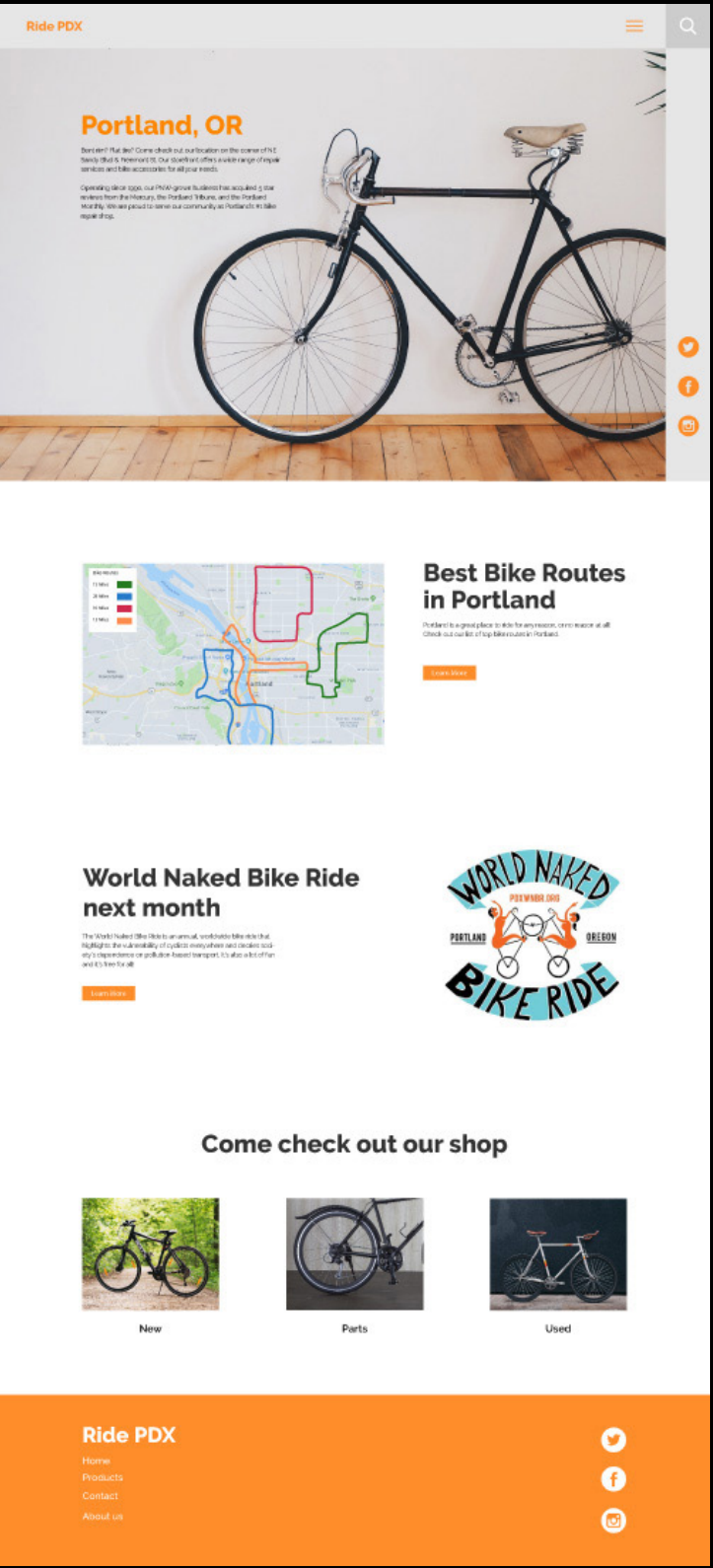






## RIDE PDX UI/UX INTERFACE

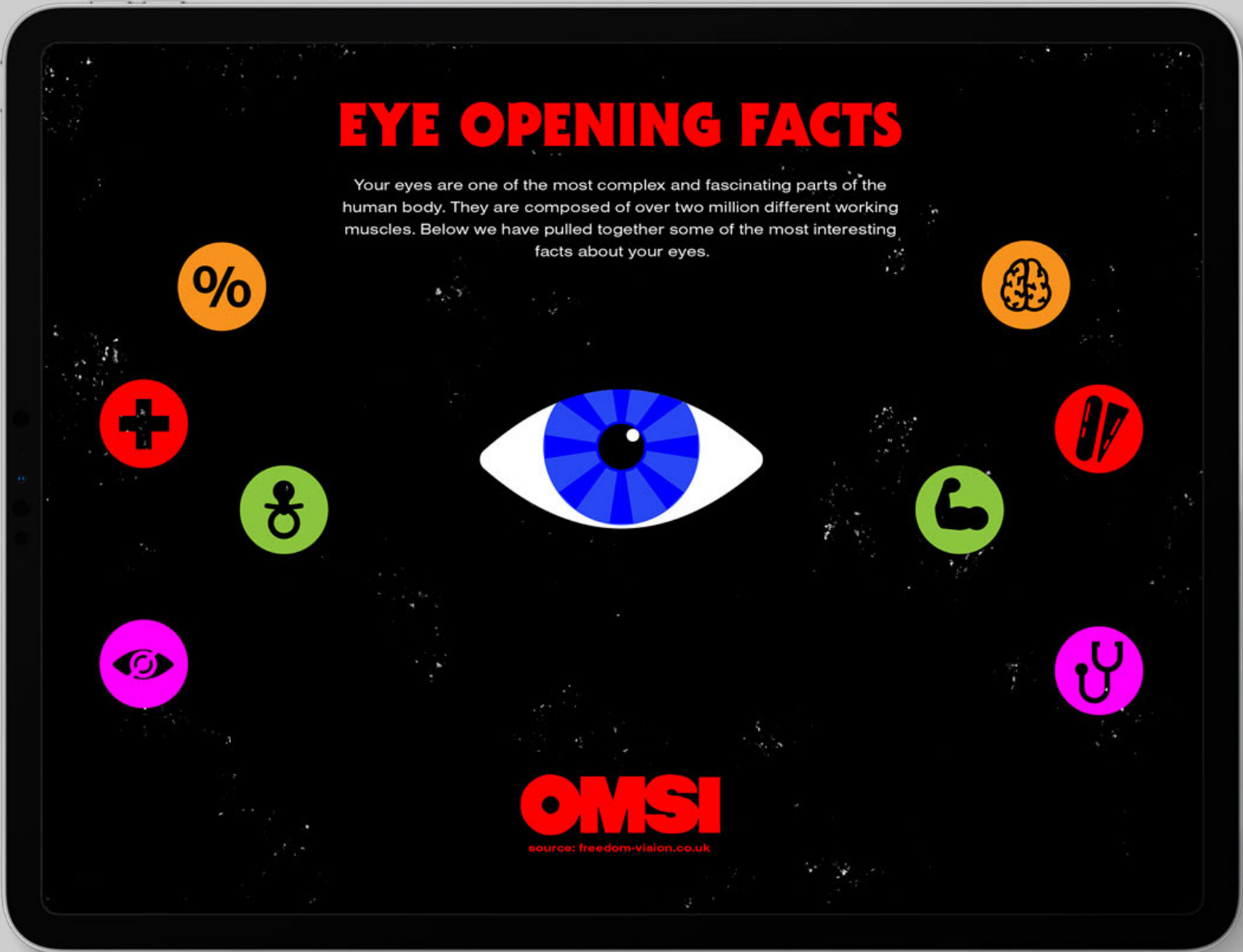
Ride PDX is a UI/UX interface intended to help guide the cycling experience in Portland, OR. Ride PDX is not interested in providing an e-commerce experience. Instead, they aim to serve as an online tool to support the bike community in Portland and direct users to their store front. With this in mind, I focused on emphasizing the *Best Bike Routes* feature and making sure social media links were easily accessible via a sticky navigation to enhance the user experience.



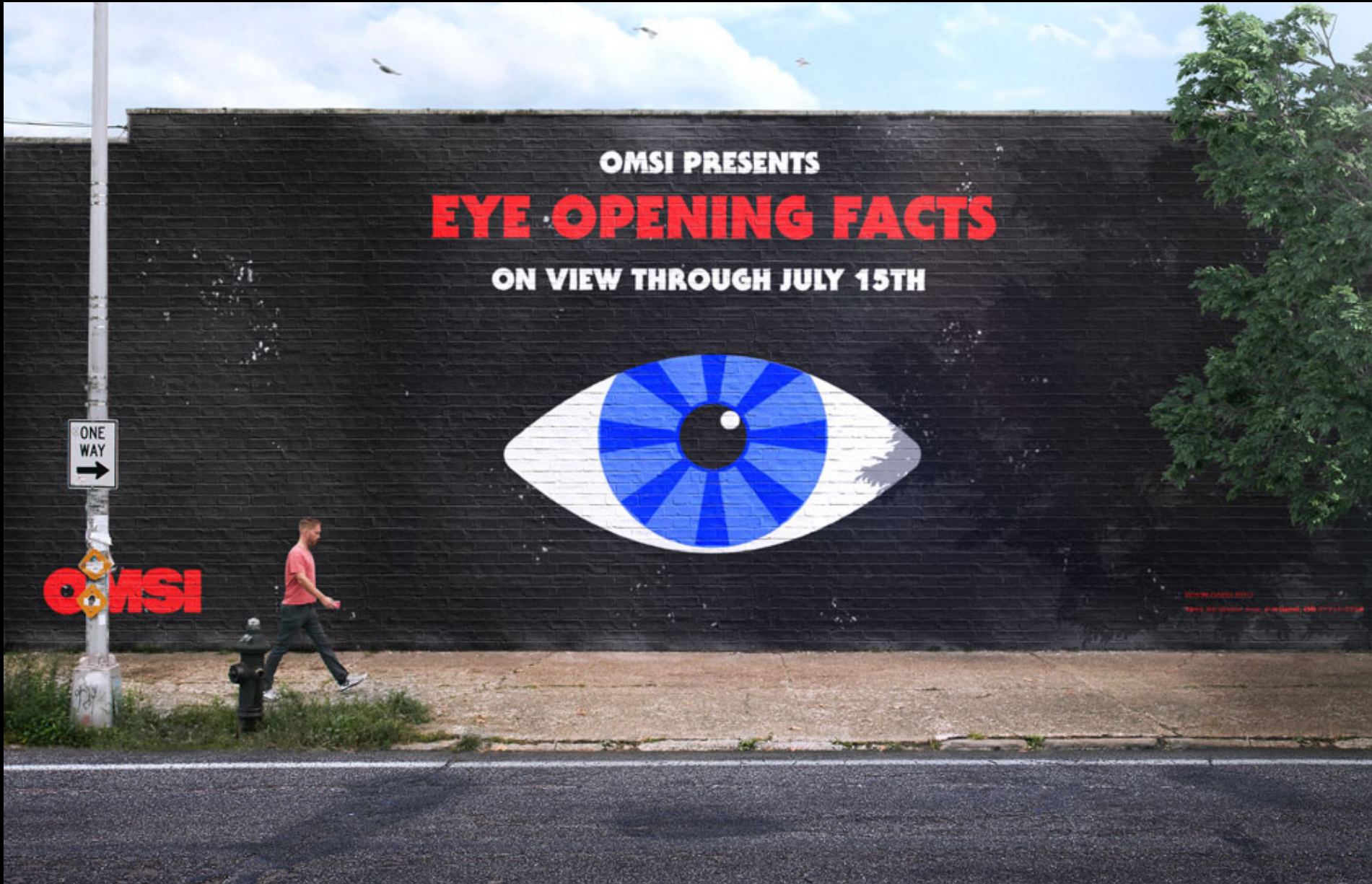


**EYE OPENING FACTS  
INTERACTIVE INFOGRAPHIC**

Eye Opening Facts is an interactive infographic concept for OMSI. A cohesive icon set was created for users to interact with on screen, with each icon representing its own unique fact. For this project, I also envisioned a simplified version of the infographic being used as large-scale promotional material for the event.









THANK YOU!

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CREDITS

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