



Yuèliàng

Perfect As The Full Moon



The name Yueliang originated from Chinese meaning Moon. Yueliang's main product was the Chinese Mooncake for the Mid-Autumn Festival, also known as the Chinese Moon Festival. The Lotus design for the logo represents one of the main ingredients for mooncakes and the Chinese lotus symbolizes the perfection and purity of the heart and mind. The color palette for the logo and label design were inspired by the colorful paper lanterns that fill the streets during the festival.



Cryptic Lab

Cosplay



This logo was created for a small cosplay group which showcased their favored cryptids, Mothman and a traditional gray alien. The alien ship's tracker beam and the lighter tint of purple symbolized the cosplay contests they perform in. Mothman was designed to be in flight, with the beam and diamonds creating the illusion of dancing and performing within the night sky. The evergreen used in the foreground is a nod to their Pacific Northwest location. The pink and purple are secondary markers and the signature color for each of the two cosplayers. The font took inspiration from government documents to play off the idea of investigations into cryptozoology as a whole.



Cryptic Lab
Cosplay

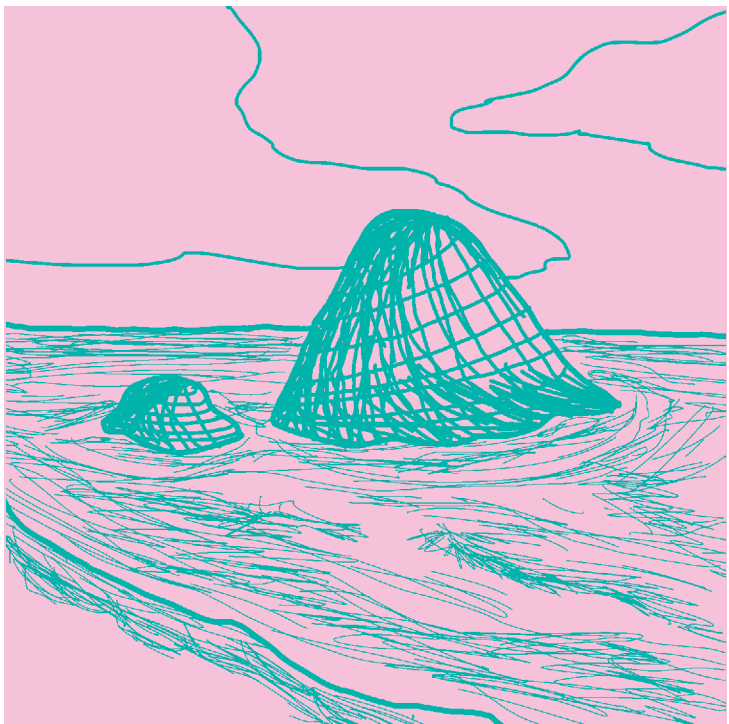
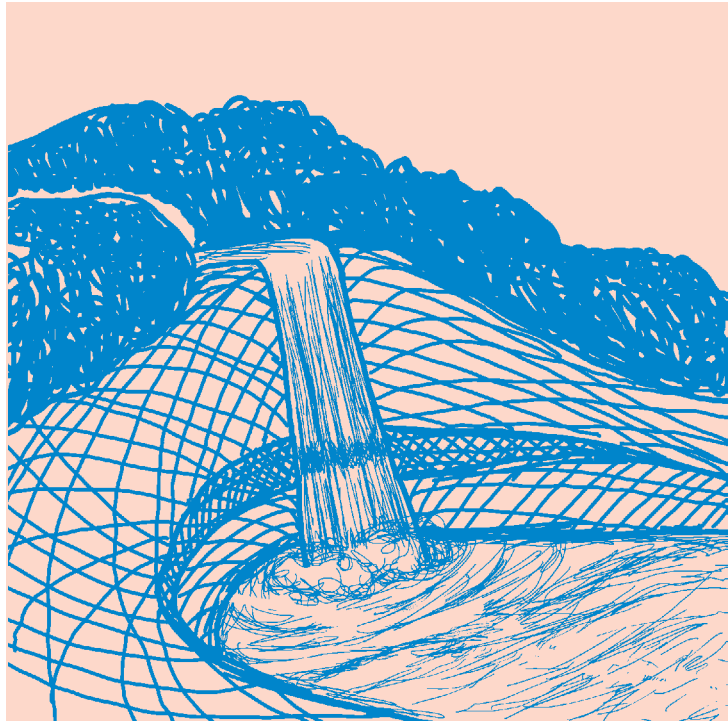
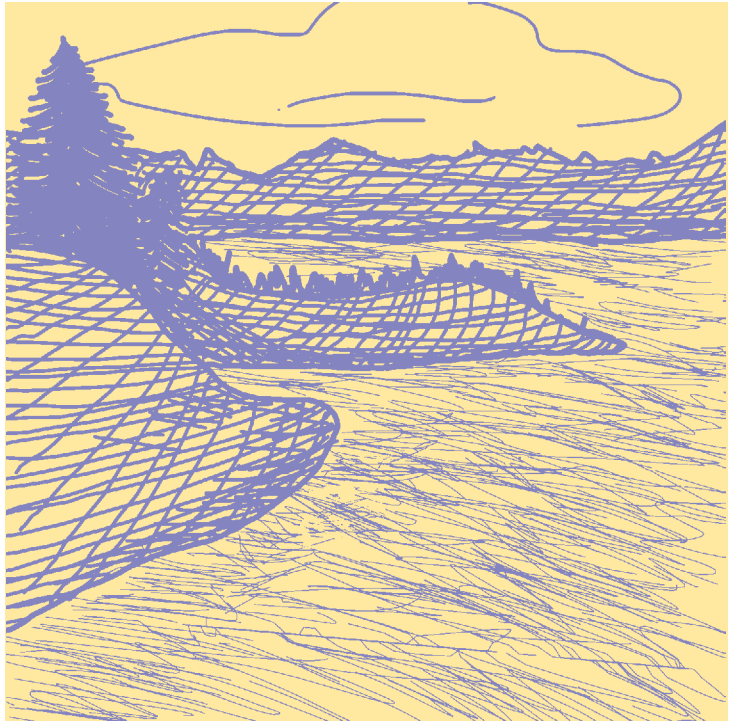


Sunstone

SodaPop

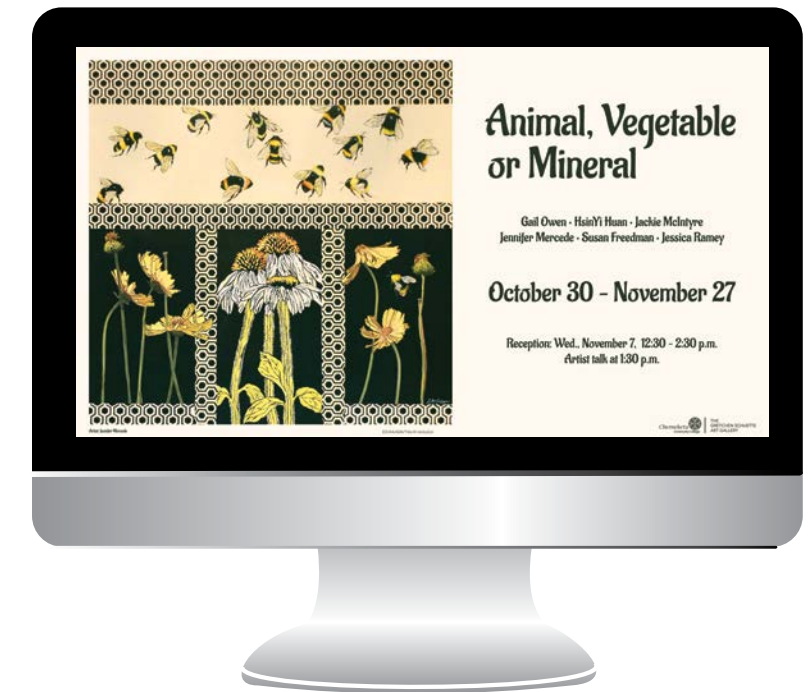
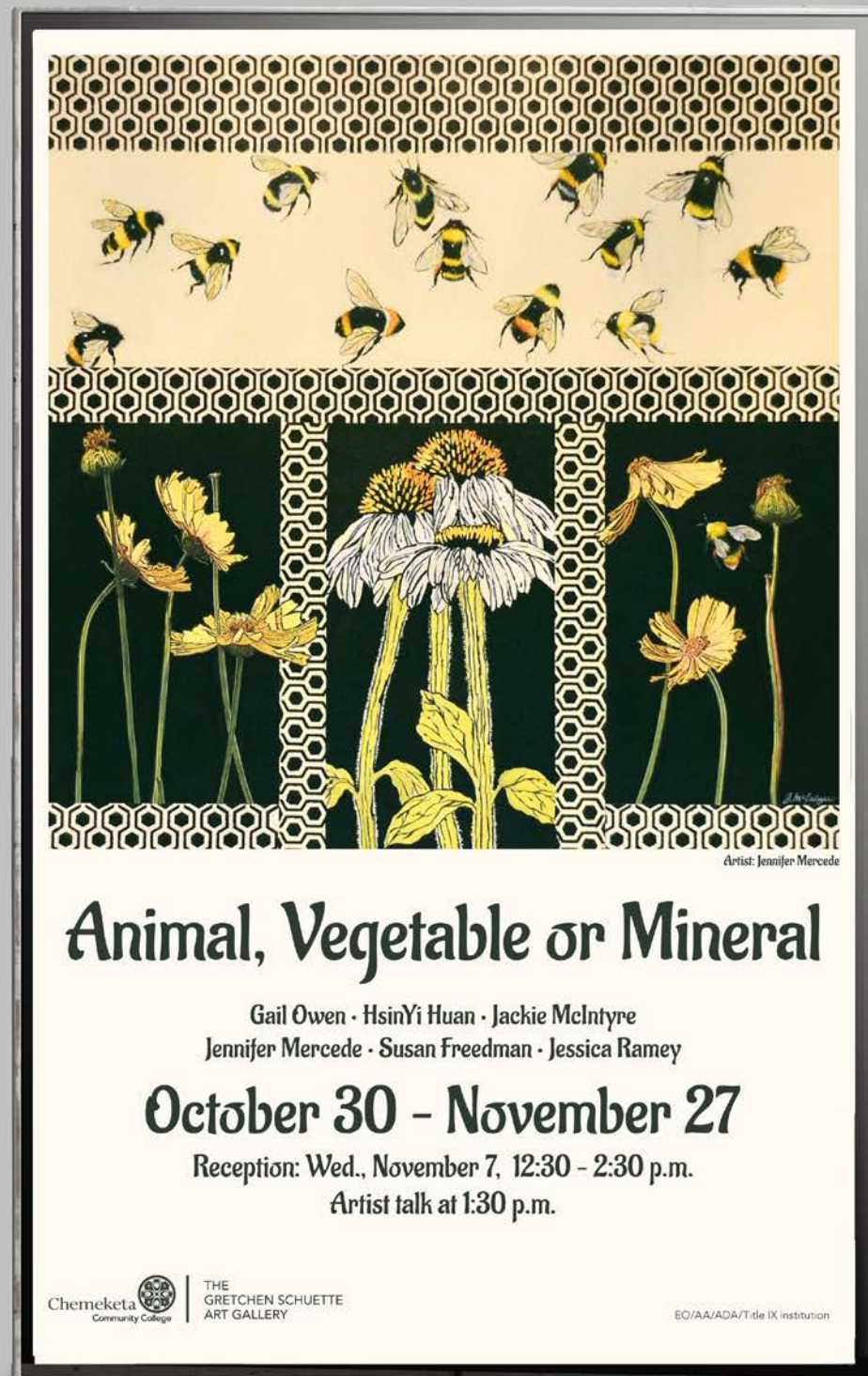


The name I created for the Sunstone soda brand reflects the Oregonian, with the stones that is found within Southern Oregon. The typographic logo for this company reinforces the clean feeling that an all-natural relate to a customer. The flavors and landmark illustrated take inspiration from local fruit flavors found throughout Oregon. The illustrations utilized a few of the different water environments that can be found within Oregon from the Silver Falls, Wilmette River, and Cannon Beach.



Animal, Vegetable or Mineral

Gallery Event

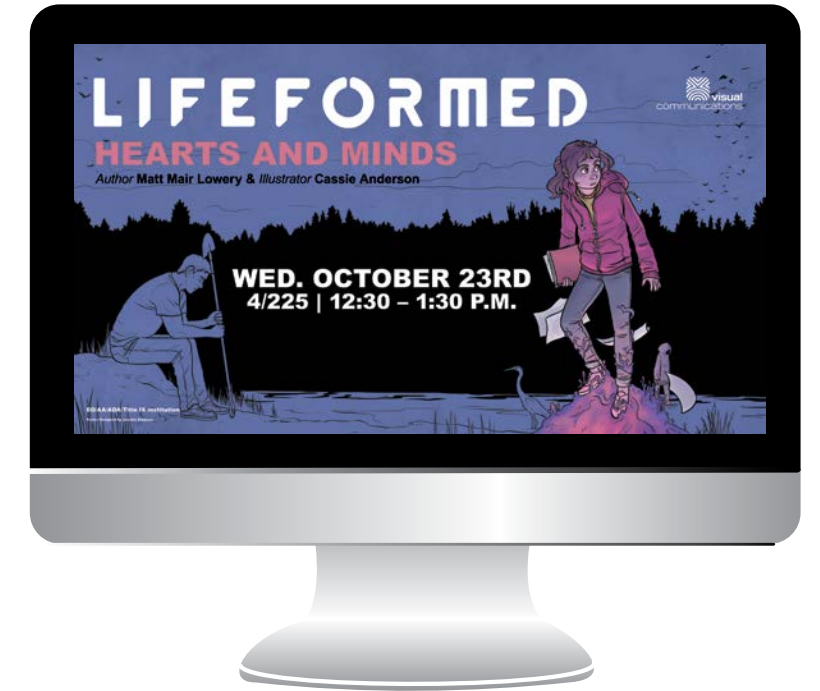


The Chemeketa Community College Gallery wanted an event poster for their Animal, Vegetables or Mineral exhibit. They provided a few art pieces from local artists to bring attention to this fun exhibit. For the poster I was inspired by Art Nouveau style of poster design and felt that it would complement Jennifer Mercede's bumblebee piece.

Artwork by Jennifer Mercede
Layout by Jessika Simpson

Lifeformed

VC Event

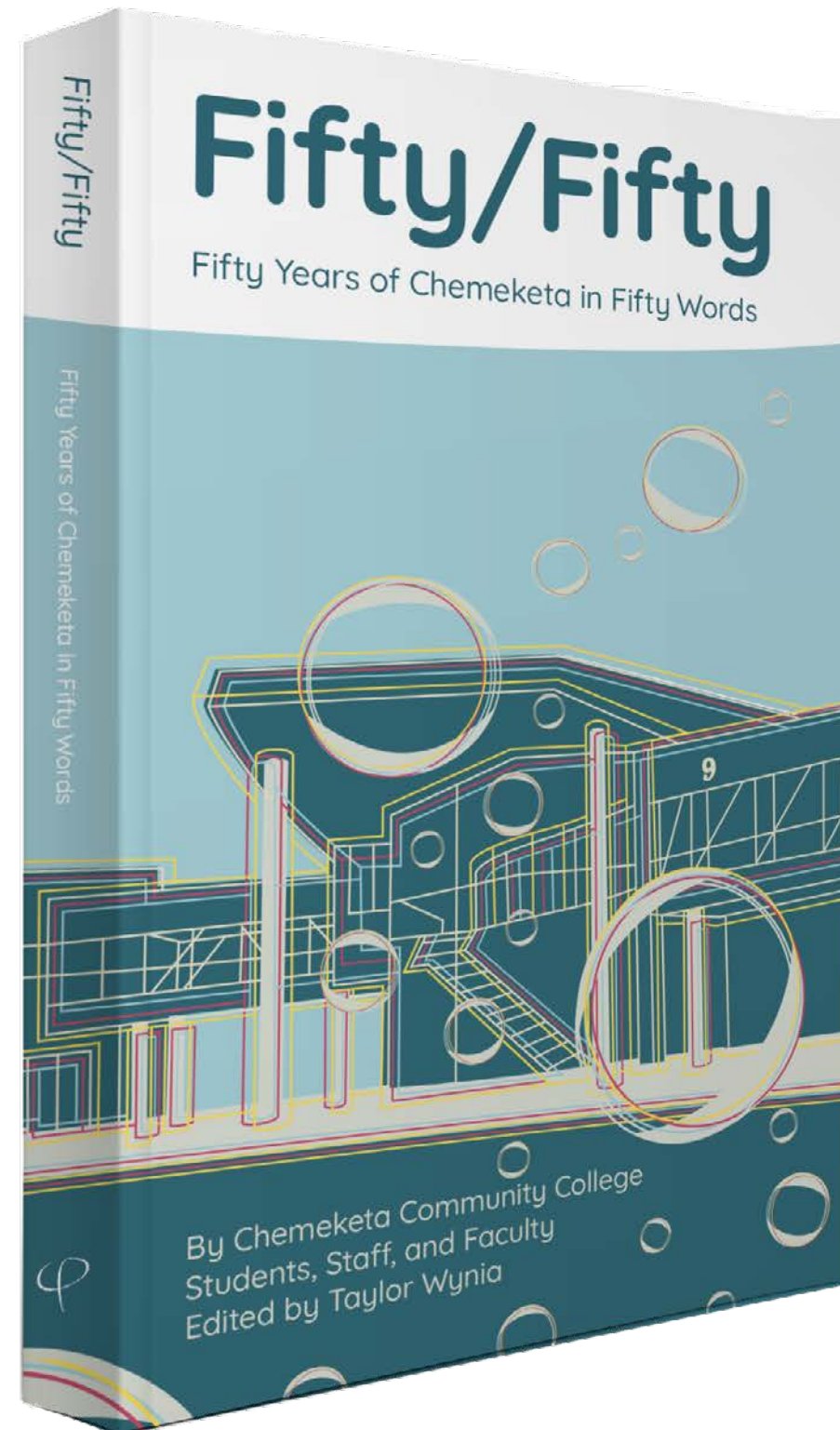


This poster layout was created for Visual Communication guest speaker event for both the Graphic Novel Writer and Illustrator of *Lifeformed* returned to Chemeketa Community College in connection with the release of their second volume within their series. For this event, they wanted to reflect the atmosphere of the new volume which is a young adult, science fiction thriller. From the sneak peek offered, I focused on the mystery driven plot and the design of the volume's cover for the poster layout that emphasized the eerie feel of stories around a campfire.

Illustration by Cassie Anderson
Layout by Jessika Simpson

Fifty/Fifty

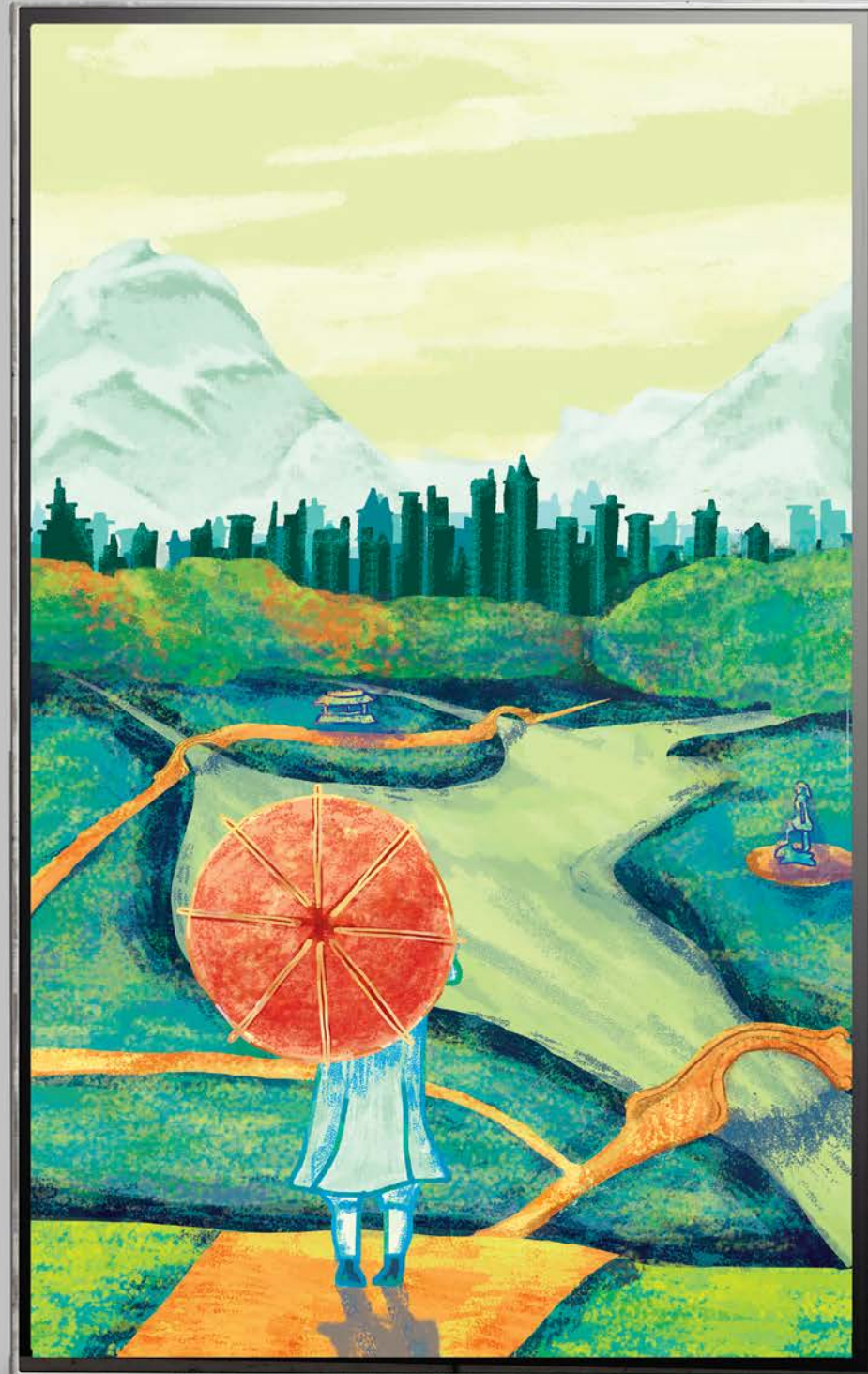
Cover Design



Chemeketa Community College asked our class to design a book cover for their 50th anniversary short stories book they were creating. Each story or poem consisted of 50 words. They requested the colors reflect Chemeketa's secondary color palette and have a retro feel. This illustration focuses on Building 9 (where the Library is located) and then wraps around the skybridge connecting to Building 8 (a newer building). This represents the past (bld.9, Library), the present (Skybridge), and the future (bld. 8). The bubbles showcase the individual and personal story each person who comes to Chemeketa experiences. The upward motion of each bubble is a metaphor illustrating that by attending Chemeketa, one can rise higher.

Republic City Park

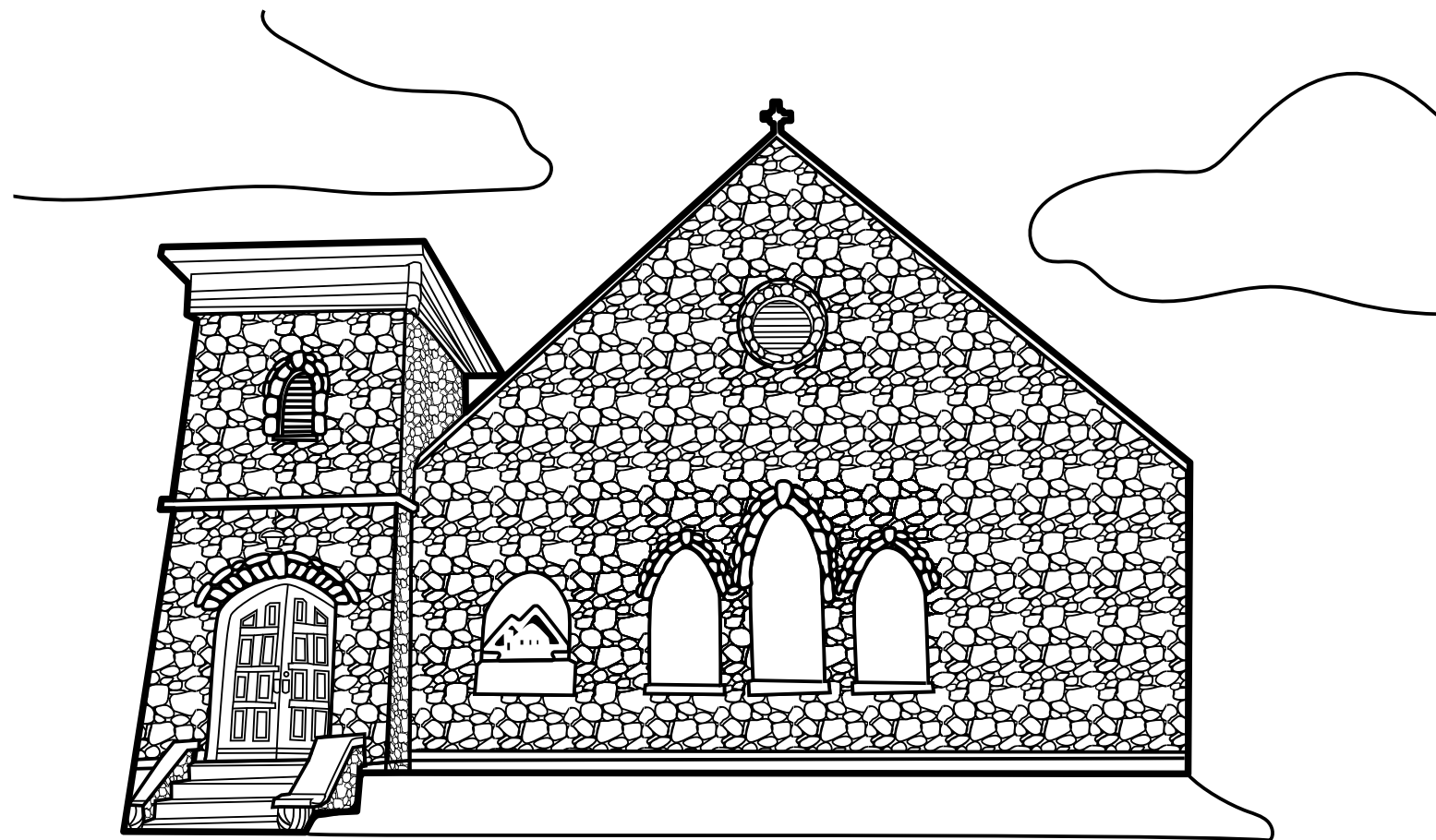
Travel Poster



This digital illustration was inspired by Asian influences, the industrial era and the roaring 20's. I set out to design an evening scene with lush greens that enhanced the vibrancy of the orange paths and red umbrella. During the design planning of the illustration, I became partial to Georges Seurat 'A Sunday Afternoon on the Island of La Grande Jatte' and set out to create a similar esthetic for my illustration.

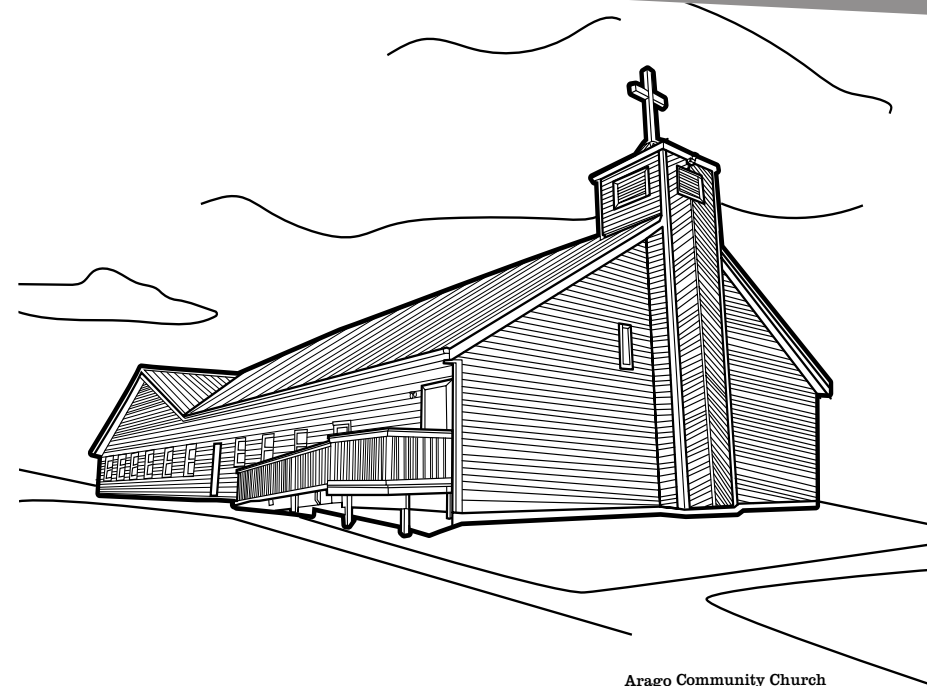
Village Mission

Coloring Pages

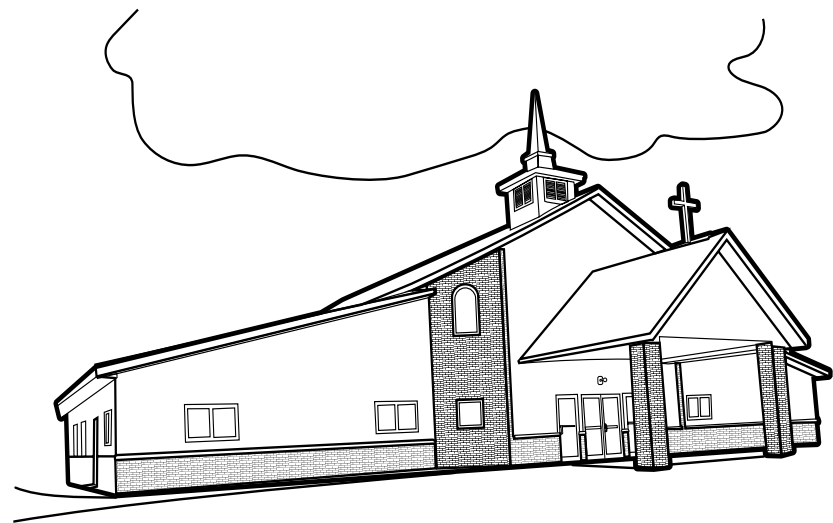


Cascade Community
SOUTHWEST

Village Mission was needing illustrations of their church buildings to create a children's coloring book. The coloring books will be passed out at conferences and other outreach activities. I designed nine mono-line church digital illustrations, one for each of the nine districts throughout North America. During the process I create multiple custom patterns which were a cobble stone pattern and brick patterns. This was a fun project to work on and I am so grateful for the opportunity.



Arago Community Church
CENTRAL WEST COAST



Amy Chapel Elk Mound
GREAT LAKES



Arago Community Church
CENTRAL WEST COAST



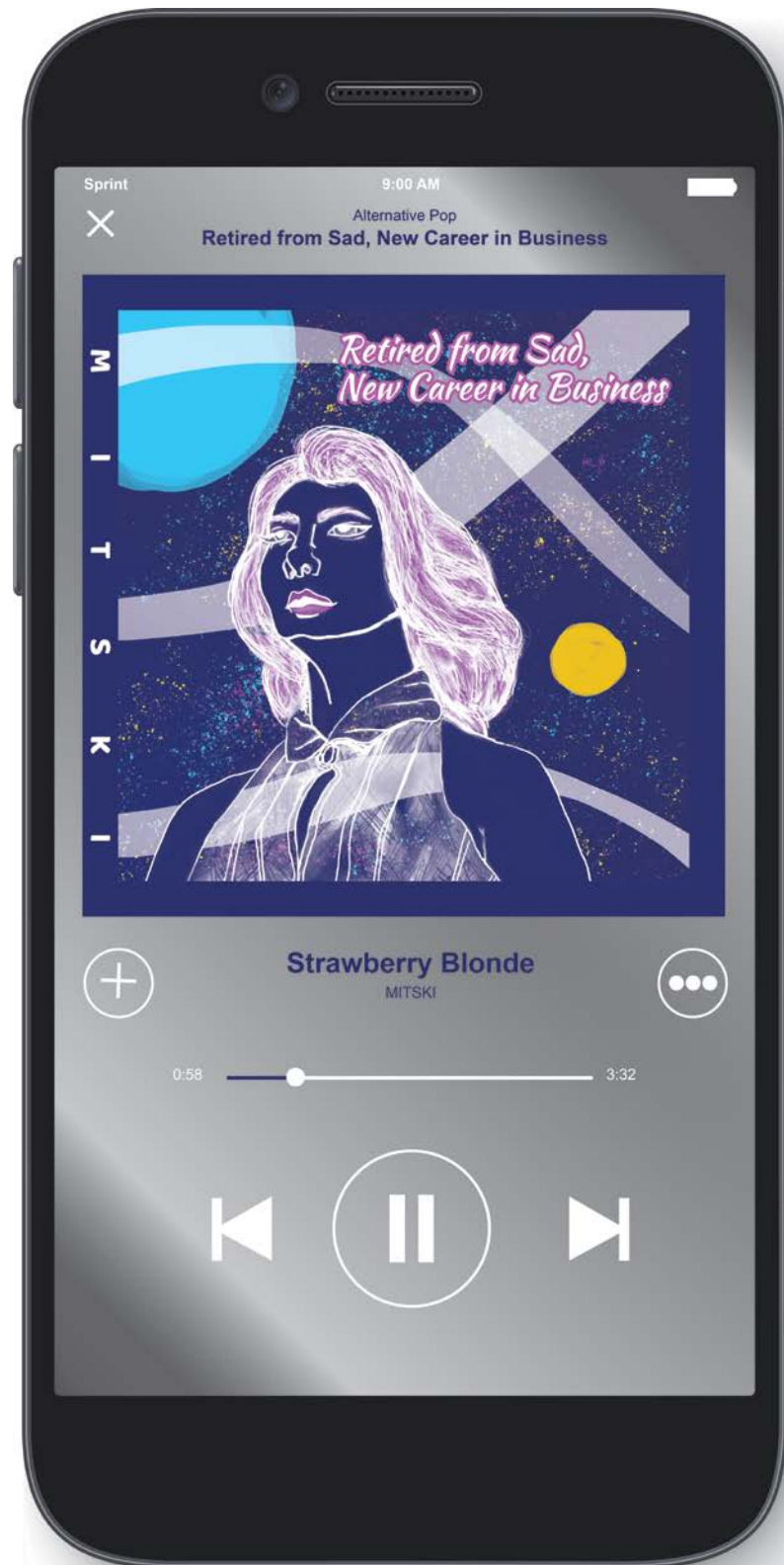
Cascade Community
SOUTHWEST

Mitski

Cover Design



The Digital illustration and cover design for the Mitski album 'Retired from Sad, New Career in Business' was created for the Package Design course. The Artist Mitski is an alternative pop and folk singer. My design for the album cover illustration was inspired by the song on the album titled 'Strawberry Blonde.' My focus was to bring the lyrics to visual life using the popping colors of a Tokyo Sunset and reinforcing the use of curved white lines to follow the musical tempo, highlighting the emotional journey within the song.



Thank you

Jessika Simpson was born and raised in the Salem, Oregon area. This is reflected in the natural and vibrant colors she enjoys which compensates for all the rainy gray days she lived through. Because I have a background in business and accounting with a passion for art from an early age, my style reflects a balance of whimsical and playfulness tempered with a simplistic economical approach to design. I enjoy creating fun logos that reflect my client's personal attitudes and highlights the image they want to reflect in a simple joy-filled way. From line art buildings to detailed landscapes, each reflect a realistic but whimsical take on the world around us. I look forward to bringing this attitude to others and helping my client's imagination come to life.

Sources

Adobe Stock Images

peshkova, greyj, ifh85, photos, ekostsov, denisismagilov, Prostock-studio, realstockvector, New Africa, Alena Ozerova, kanashkin, anetlanda, nerthuz, alswart, Alexandr Bognat, Brent Hofacker, Ilya Zaytsev, ArtAdi, Mockup Cake, Artram, tortoon, Tartila, adiruch na chiangmai, voyata, Comauthor, olegphotor, and Juri.

Unsplash

Ryan Jacobson, ian dooley, Matcha & CO, Artem Beliaikin, Markus Spiske,

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