

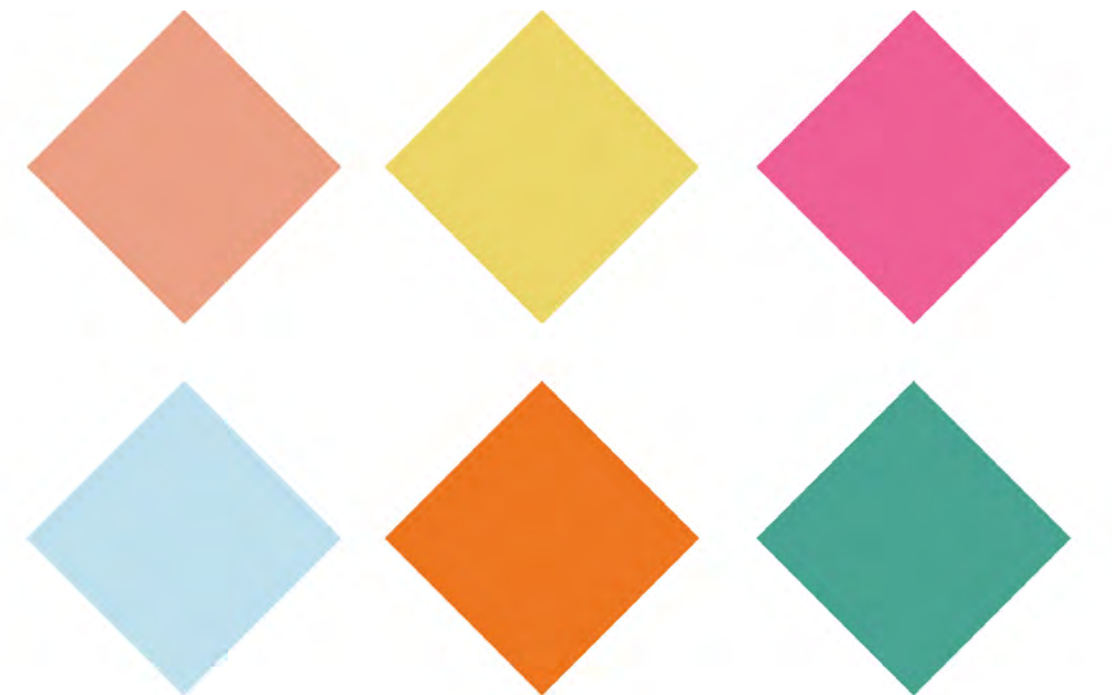
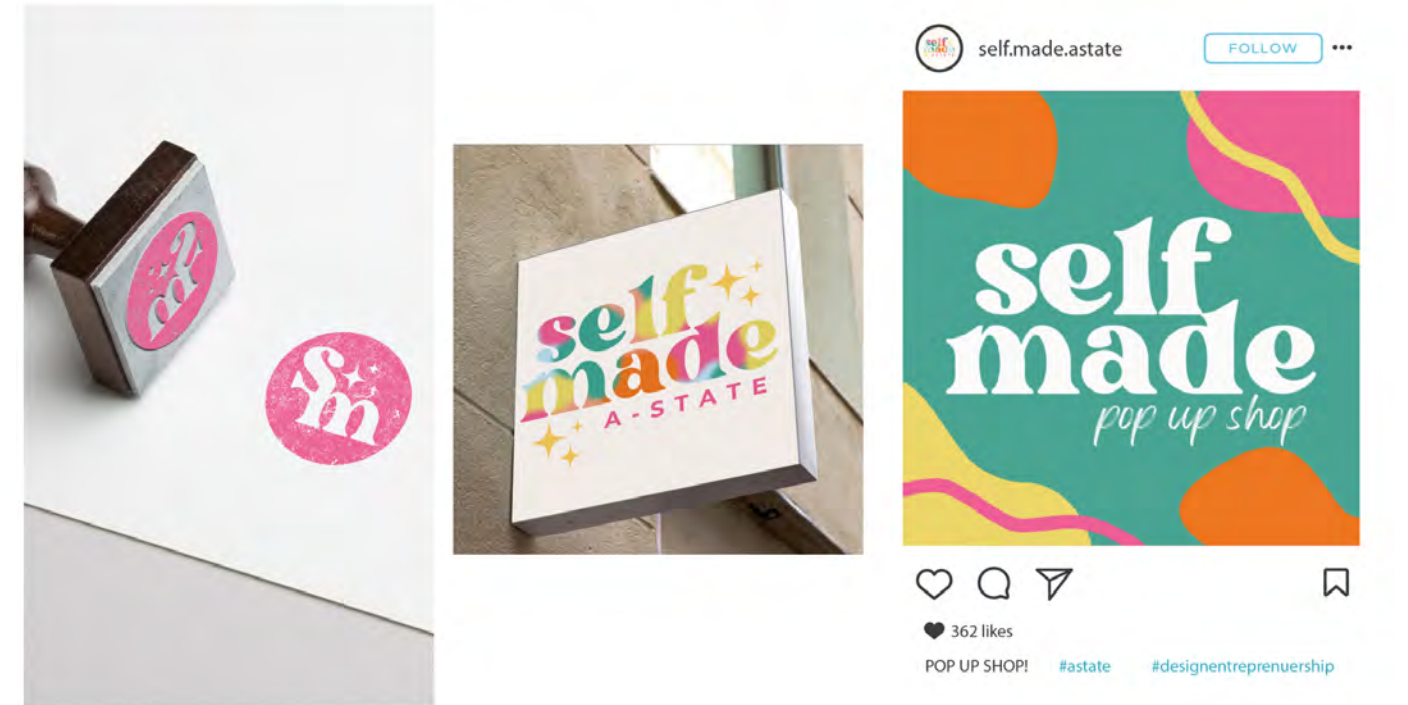
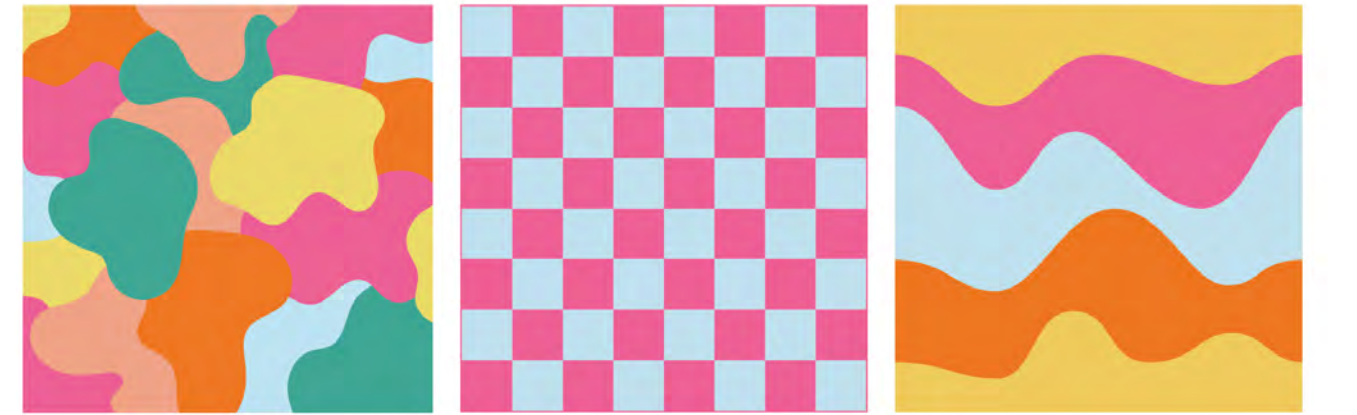
lcara
bow.
creative

cara bowling

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a-state self made pop up shop brand identity

For this project, Kynley Dozier and I collaborated to create a brand identity for our Design Entrepreneurship class's annual pop-up shop. We had full creative freedom in choosing the color palette, typography, patterns, and logo. We worked together to plan out a semester's worth of content for the social media accounts. I had the opportunity to run the Instagram account to promote our event, as well as highlight student's work that would be at the pop-up shop. By using social media to advertise, our pop-up shop had a higher participation and sales than the previous year.



smiley suds children's soap

Smiley Suds Soap is a kids' soap line that appeals to both children and adults. I used hand lettering and illustration in order to draw the eye of a child shopping with their parent. I designed the packaging to be bright and colorful to appeal to every child. The result of this project is an eye-catching soap box that stands out on the shelf.





seamless patterns

A seamless pattern is a pattern that can be repeated endlessly without any visible seams or interruptions. This project was created as an illustrated seamless pattern series. I created one pattern for my Digital Illustration class, which I expanded on and designed two more. My goal was to make all three designs versatile so they could be placed on any material, such as notebooks, t-shirts, phone cases, and fabrics, and appeal to a wide audience.



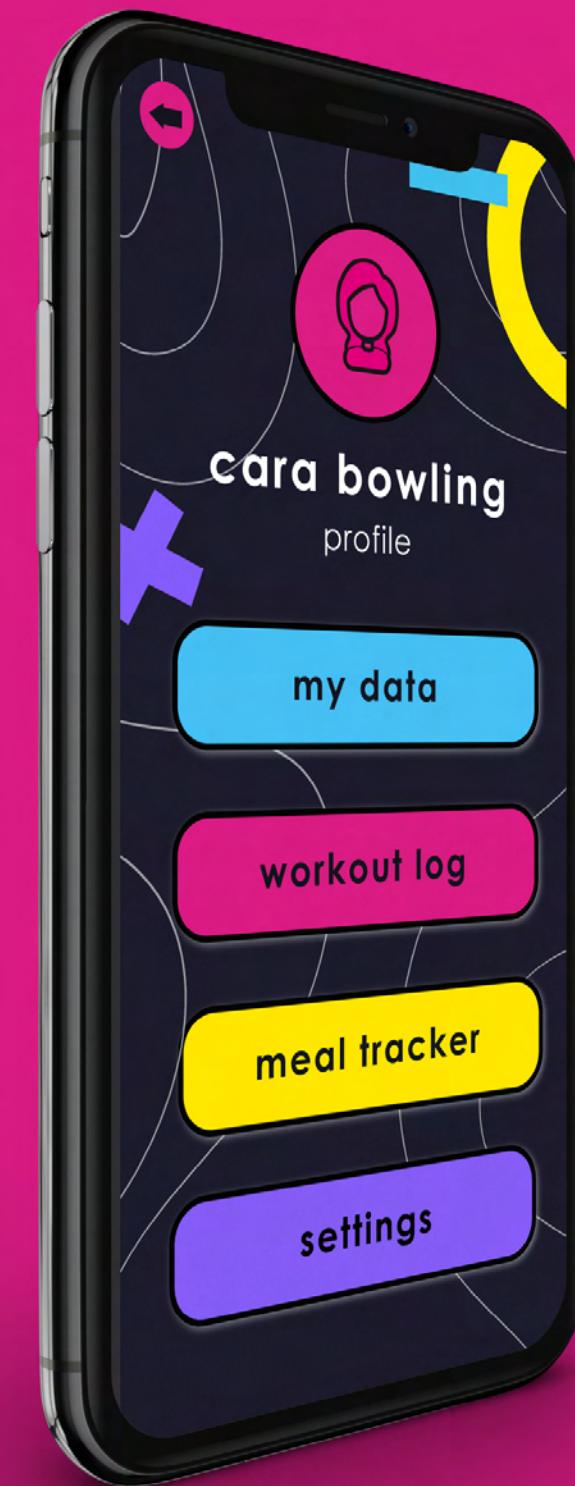
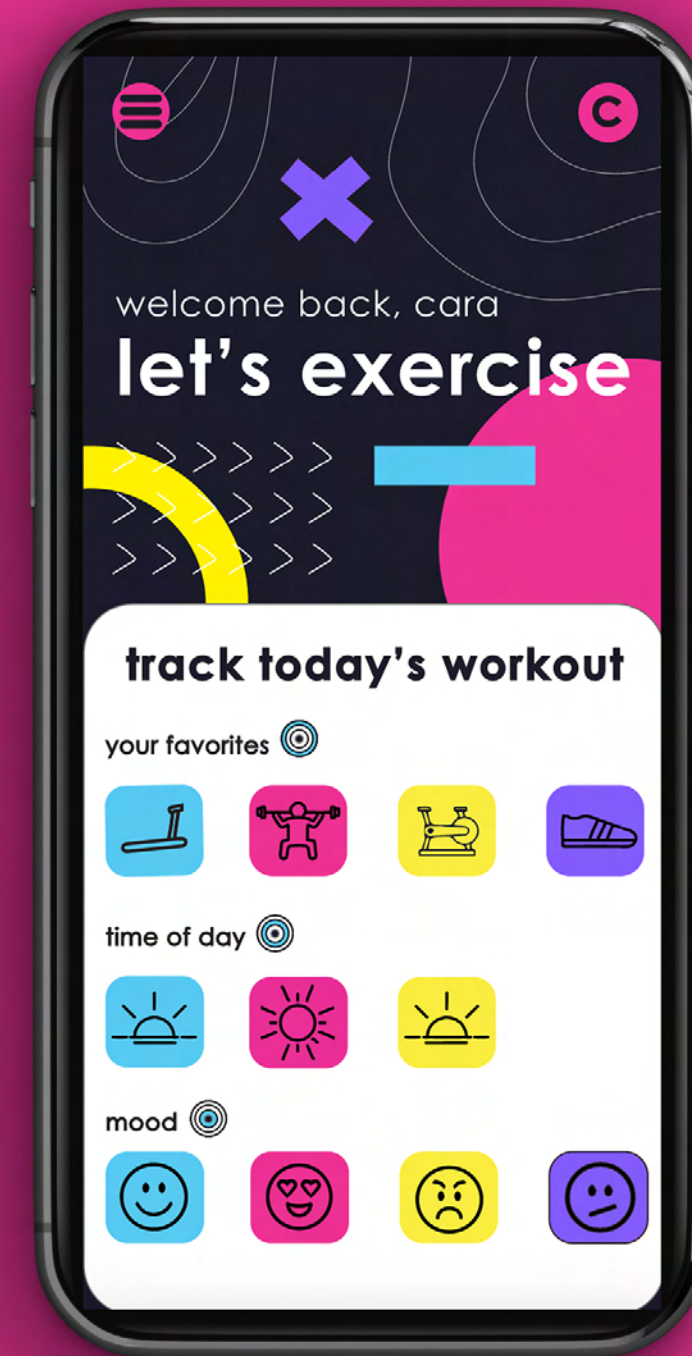


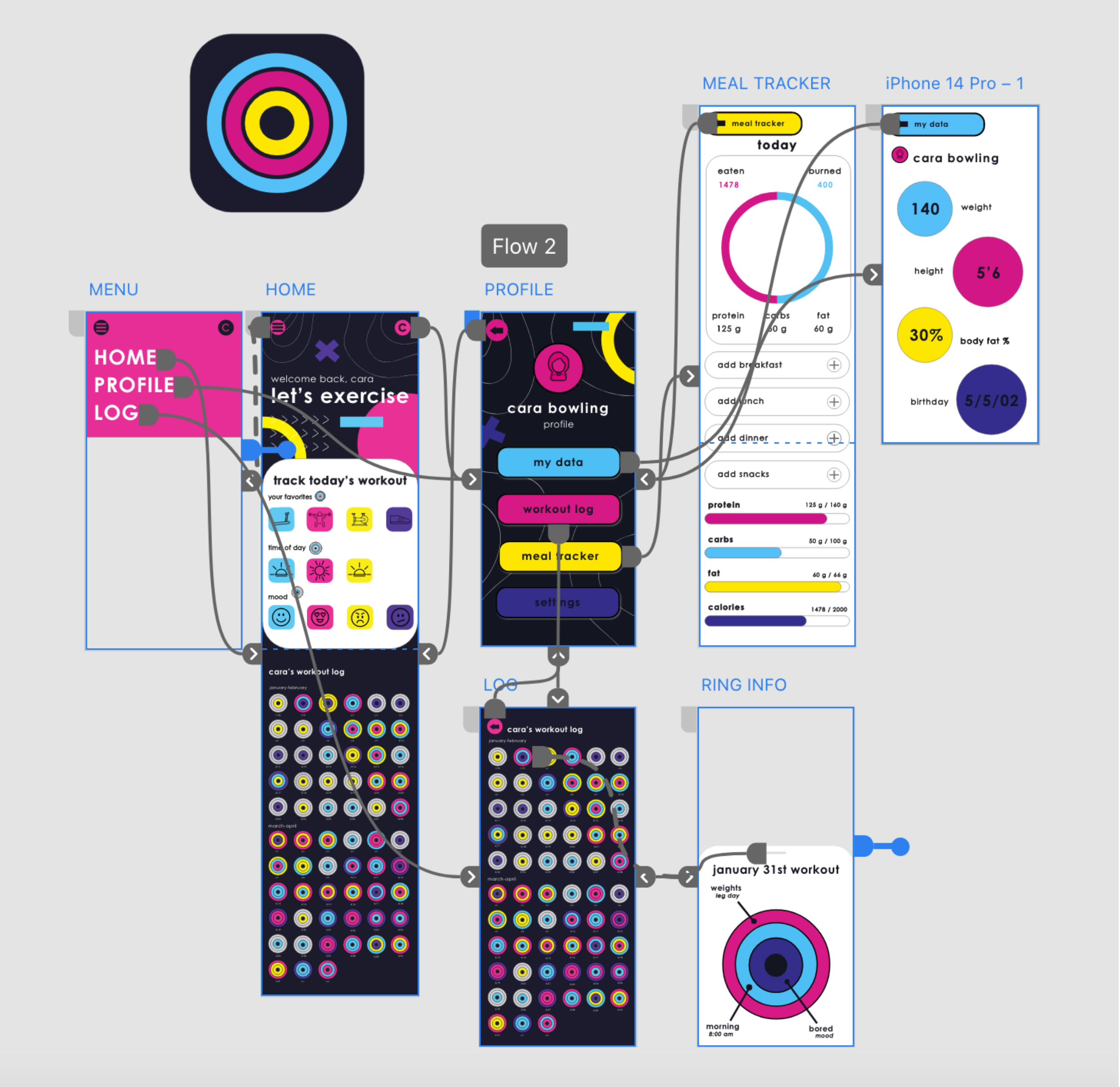


workout app prototype

This workout app is a prototype that I expanded from an information design project. This app includes data collection from my exercise routine over a four-month period. I recorded my daily exercise, what time of day it was completed, and how it affected my mood. I used this data to create an interactive workout app prototype using Adobe XD.

View the interactive app [here](#).





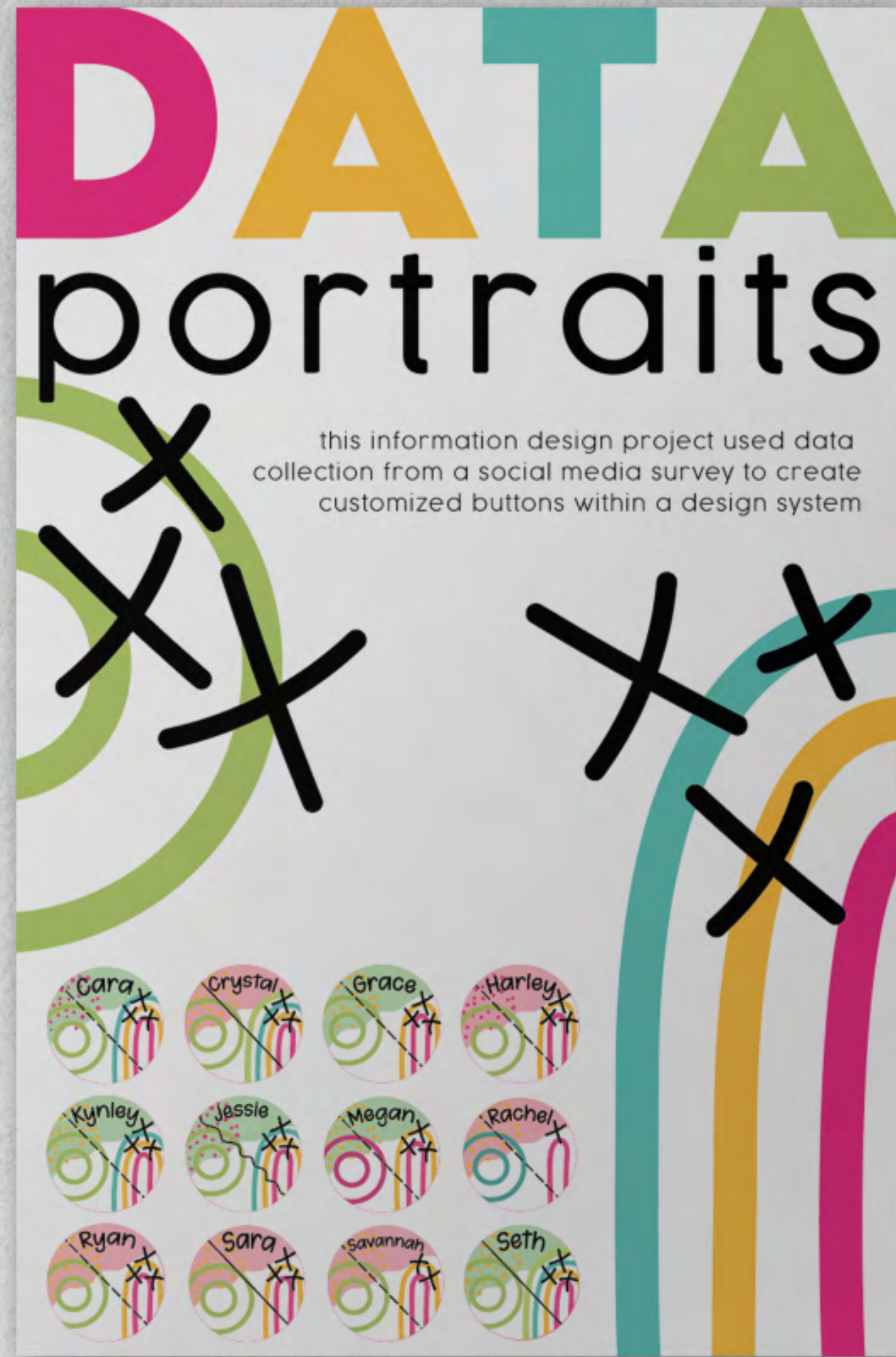
splash soda package design

For this conceptual project, I researched and created a brand from start to finish. My goal with the Splash Soda packaging was to create a simple but powerful design that draws the eye and engages consumers. Using bright colors and illustrative typography, I designed a can that is unique and will stand out on the shelf.



data portraits project

This project was inspired by Georgia Lupi. It was created as a way of collecting data through collaboration and conversation. I created a survey with questions related to social media to retrieve data. Each survey question had a unique design element, with each answer in a variety of shapes and colors. This would result in a unique button for each survey participant based on their answers. I designed a poster that included the final buttons, along with a short explanation of the project.








Name: _____

1. How many hours a day do you spend on social media?

-  A. less than an hour
-  B. 1-3 hours
-  C. 4-6 hours
-  D. 7+ hours

2. What type of social media do you interact with the most?

-  A. social networking
-  B. media/video sharing
-  C. blogging
-  D. online shopping

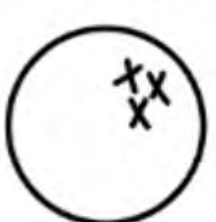



3. How does social media make you feel?

-  A. happy
-  B. bored
-  C. sad/envious
-  D. amusement

4. What is your preferred time to engage in social media?

-  A. morning
-  B. throughout the day
-  C. night

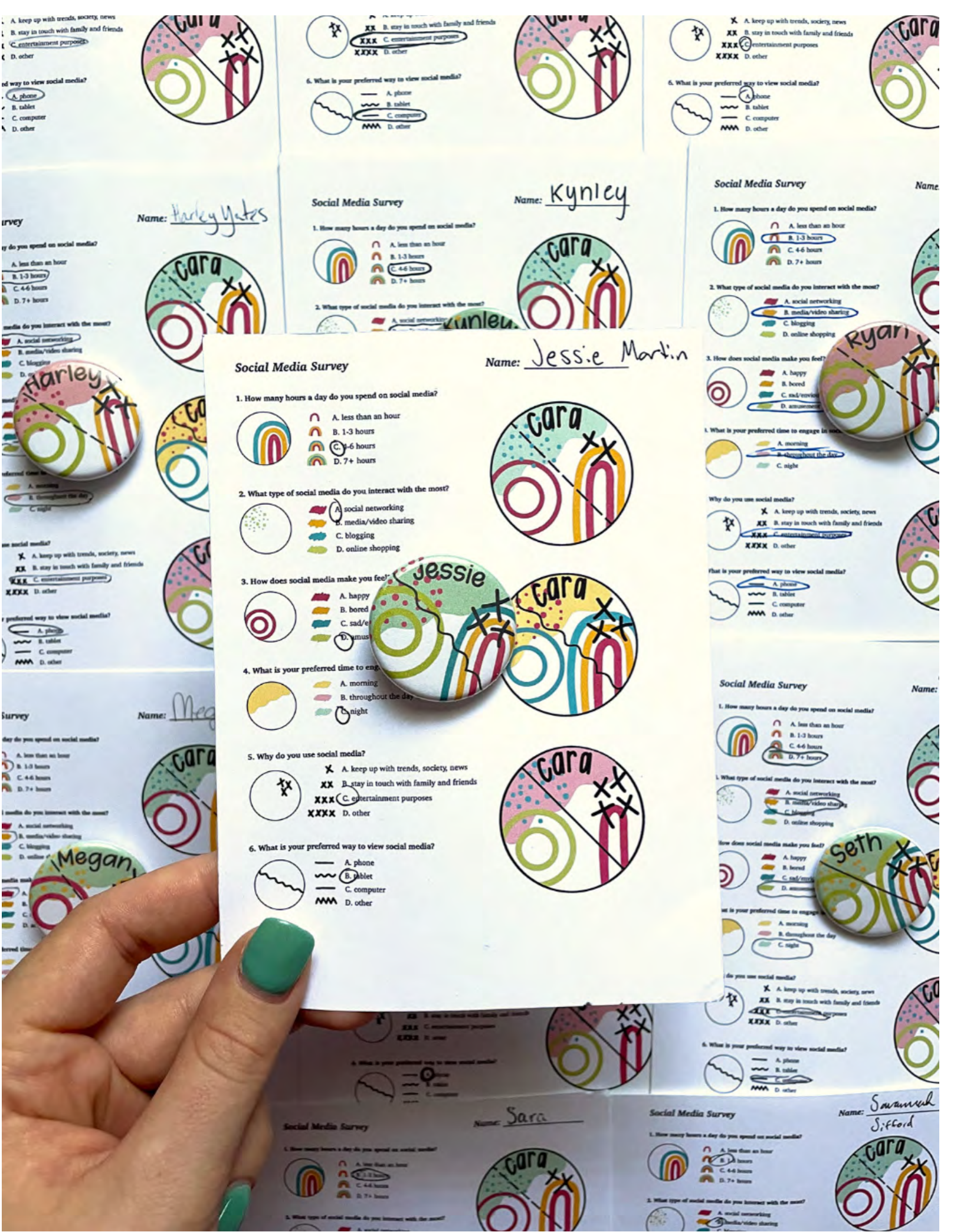
5. Why do you use social media?

-  A. keep up with trends, society, news
-  B. stay in touch with family and friends
-  C. entertainment purposes
-  D. other

6. What is your preferred way to view social media?

-  A. phone
-  B. tablet
-  C. computer
-  D. other





sticker packs

This is a personal project I wanted to create to express myself as well as showcase my illustration and hand-rendered typography skills. I have a love for digital illustration, and I created this project to represent that. All three sticker packs were purposefully designed in three unique themes to appeal to a variety of people.



parton me zine

The Parton Me Zine is a multi-page layout project I designed to share my love and appreciation for Dolly Parton. I wanted to highlight her iconic fashion, music, and philanthropy, each topic in its own feature article. I designed this piece from start to finish with a very editorial style in mind. I created this zine to appeal to a wide audience due to Dolly Parton's extensive fan base. My goal for this piece was to hopefully inspire the person who would view it, whether it is by Dolly's fashion, music, philanthropy, or just her in general.

Access the full PDF [here](#).



PARTON ME

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Getty Images

Rob Hoffman

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Christina Allare

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Cara Bowling

Photo by Irving Penn

PRESS

Elle

TYPEFACES

Lemon Milk

Georgia

Genty

EDITOR'S
Letter

I remember looking at magazines as a child and getting to see a glimpse into the lives of famous, glamorous women. One that always stood out to me was Dolly Parton. Dolly Parton is an icon. She is timeless. She is an icon. Everyone knows her, whether it is by her music, acting career, fashion, or cosmetics. Her career and legacy live on today, and will continue to do so. "Parton Me" was created based on the values that align with Dolly. Dolly has a very unique style and aesthetic that she has built for herself that has lasted many decades. She radiates confidence, beauty, kindness, and positivity. She applies these traits to not just her everyday life, but to her many philanthropic endeavors as well. "Parton Me" is meant to cater to several generations. These spreads were created to not only highlight Dolly's infamous lifestyle, fashion, and philanthropies, but to serve as inspiration to the audience. To the people that may struggle every day with confidence. To the people that may not feel like they can be themselves or express themselves as they want. If there is one thing that Dolly has preached over and over again, is to just be yourself.

Cara Bowling
CARA BOWLING
editor-in-chief

food photography poster series

This poster series was expanded from a food photography project. I researched, planned, and staged a setup for the food photoshoot. I took three separate photos and added typography to make each poster specific to a smoothie bowl recipe. My goal was to create designs that would intrigue a viewer's interest in trying this recipe.

recipe

YIELD: 1 SERVING

1. add the banana and strawberries to your blender.
2. turn the blender on low until fruit is chopped into small pieces.
3. add in the milk and blend until smooth.
4. spoon the smoothie into a bowl and add your desired toppings!



strawberry smoothie BOWL



rich | creamy | decadent

a satisfying breakfast of creamy blended fruit layered with freshly chopped strawberries, sliced bananas, and crunchy granola.

ingredients

PREP TIME: 5 MINUTES



three simple ingredients

1 cup frozen strawberries | 1 frozen banana
1/2 cup milk | optional: 1/4 cup granola

drive brew coffee shop visual branding

Drive Brew Coffee Shop is a concept brand that was inspired by my personal love for coffee. Drive-thru coffee shops are becoming the new normal, so I wanted to create the branding for my own. I chose to work with a primarily warm color palette to give an comforting and inviting atmosphere. My goal was to create a logotype that would entice young adults as well as an older demographic. This is successfully portrayed through the use of color, playful logotype, and a cohesive visual identity.



MENU

b. classic

- ESPRESSO.....3
- AMERICANO.....3
- LATTE.....4
- FLAT WHITE...6

specialities

- CAPUCCINO.....5
- MOCCA.....5
- LATTE MACCIATO.....5
- IRISH COFFEE.....4

tea

- GREEN TEA.....5
- MATCHA TEA.....5
- BLACK TEA.....4
- OOLONG TEA

PRIMARY LOGO



SUBMARKS



COLORS



TYPOGRAPHY

Montserrat Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
0123456789!?,.,

Delight Coffee
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
0123456789!/,.

