



KYNLEY DOZIER

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A-State Self Made Brand Identity

For this project, my classmate, Cara Bowling, and I worked together to create a visual brand for our Design Entrepreneurship's annual class pop-up shop. Cara and I worked together to pick a color palette, typography, and patterns as well as create the logo and logo icons. We also organized a social media calendar that she used for Instagram posts. Our work led to the success of our pop-up shop as shown when the class had a higher total profit than the previous year's class.

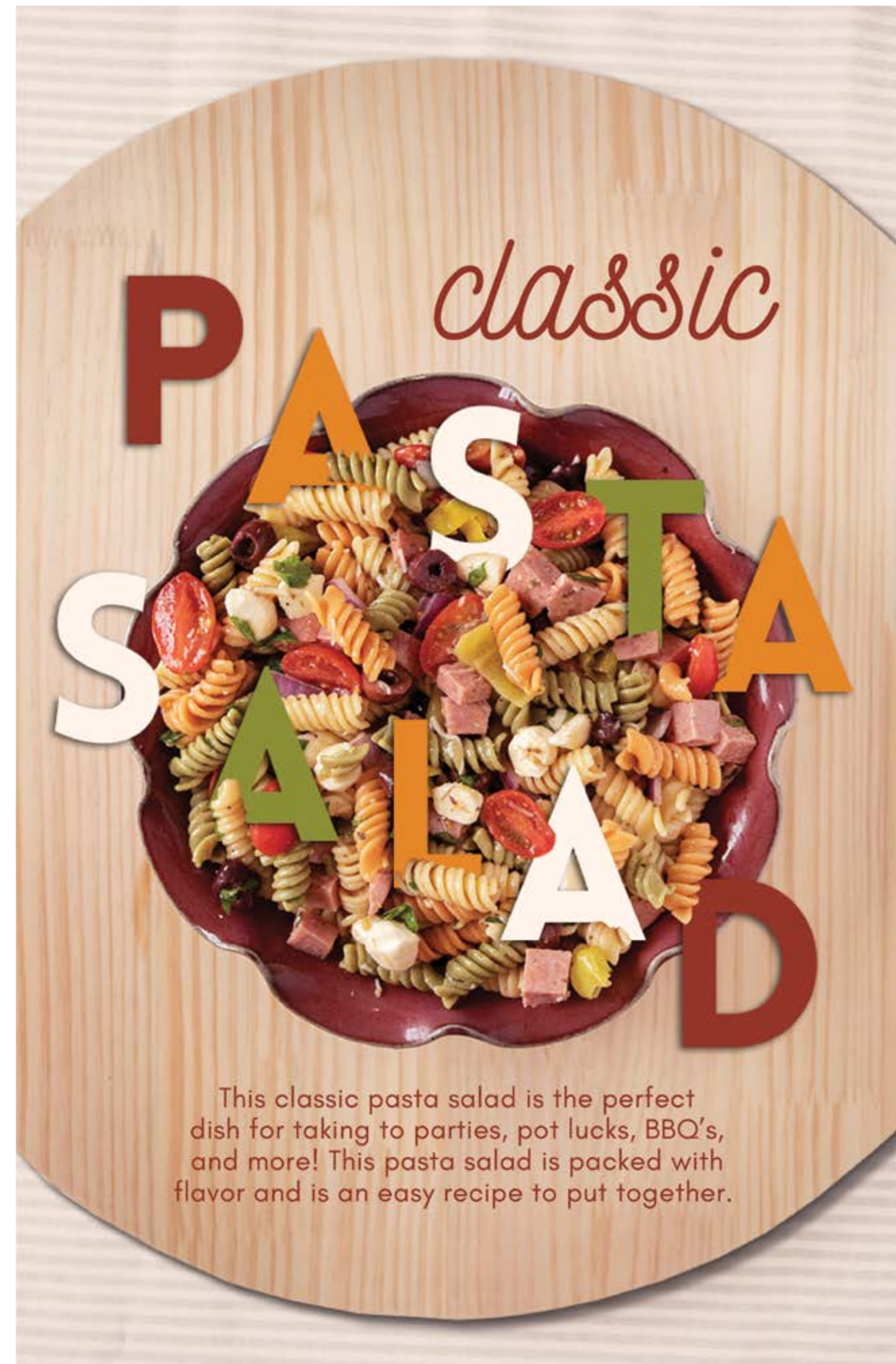
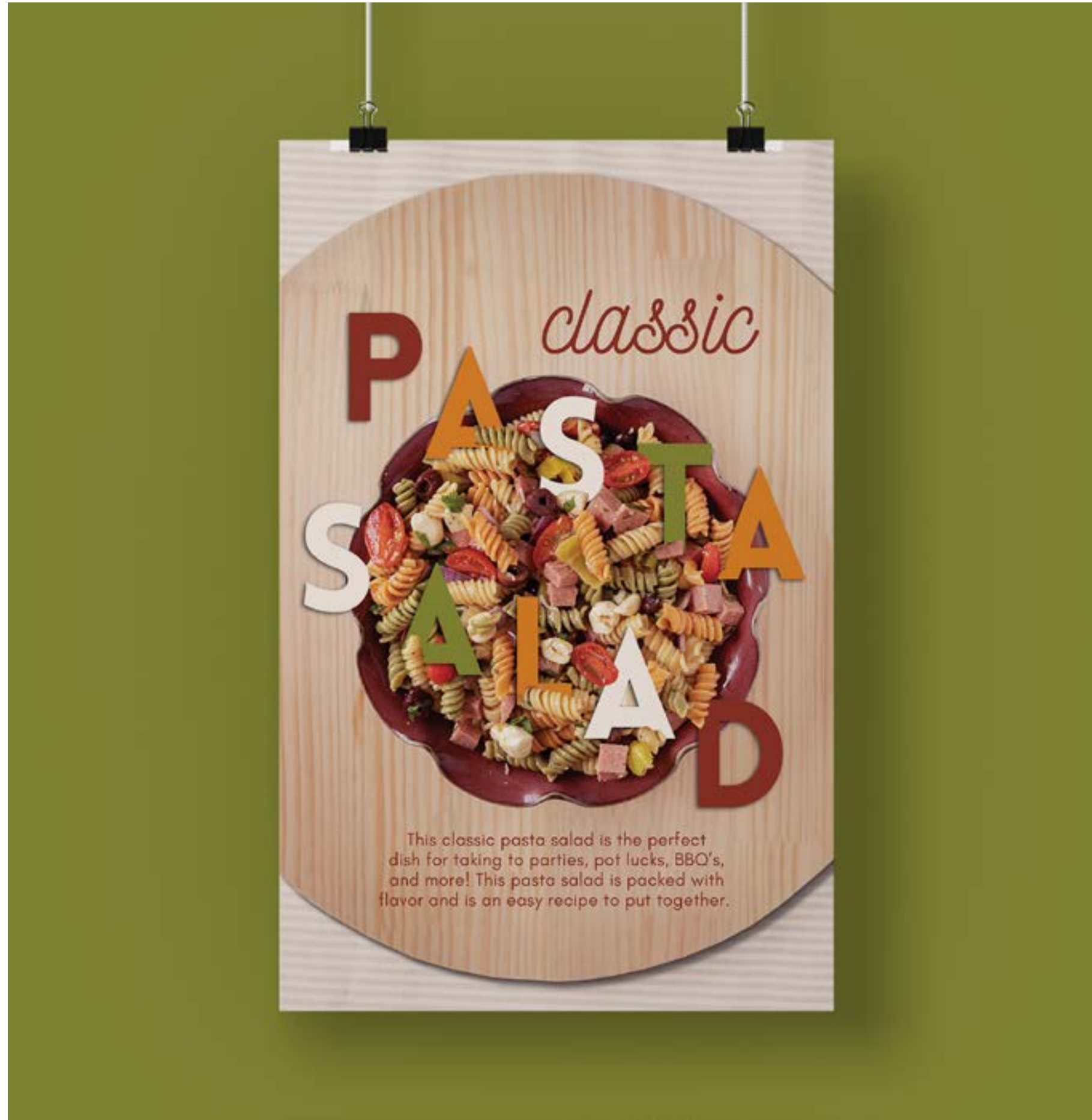


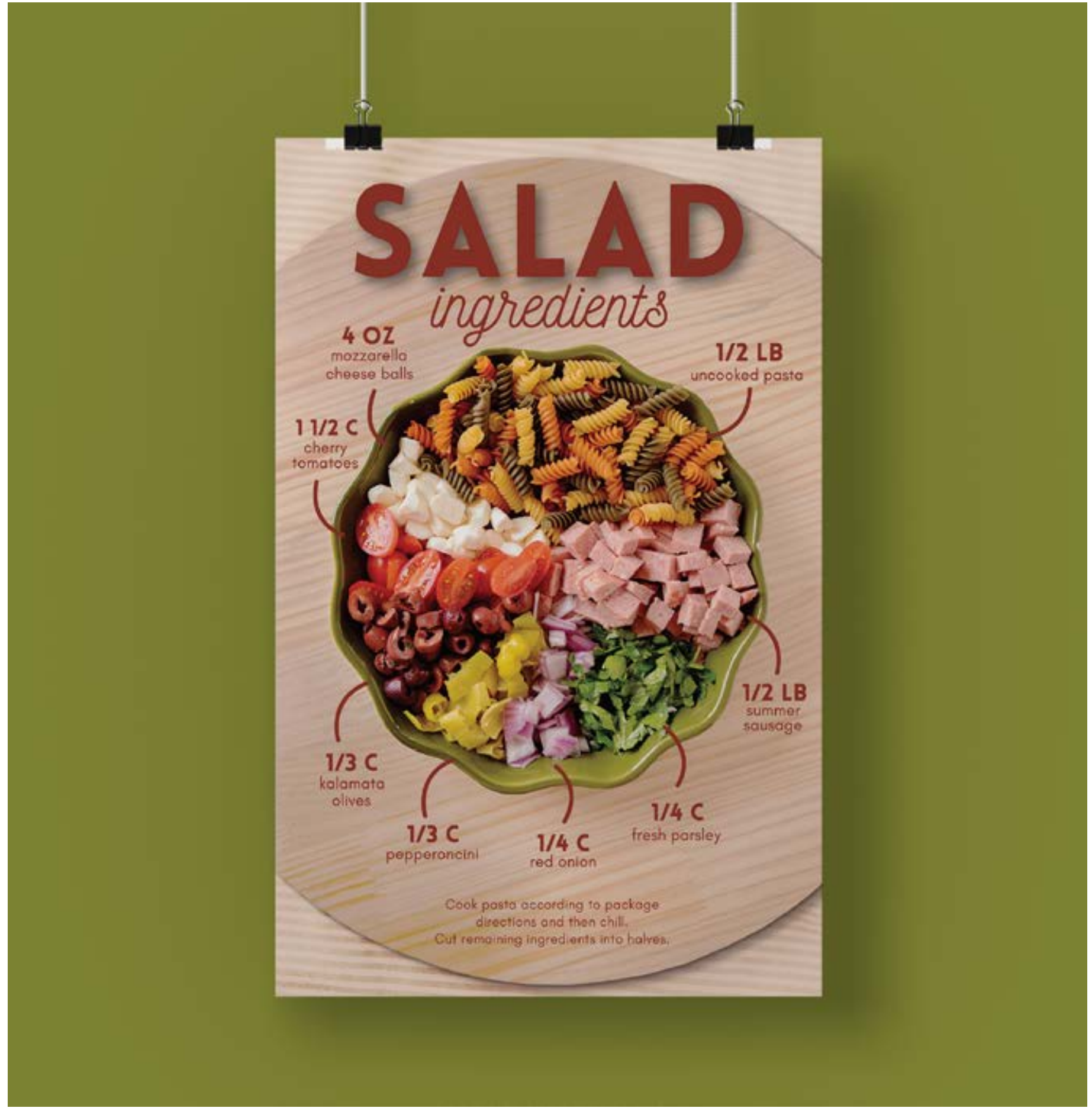


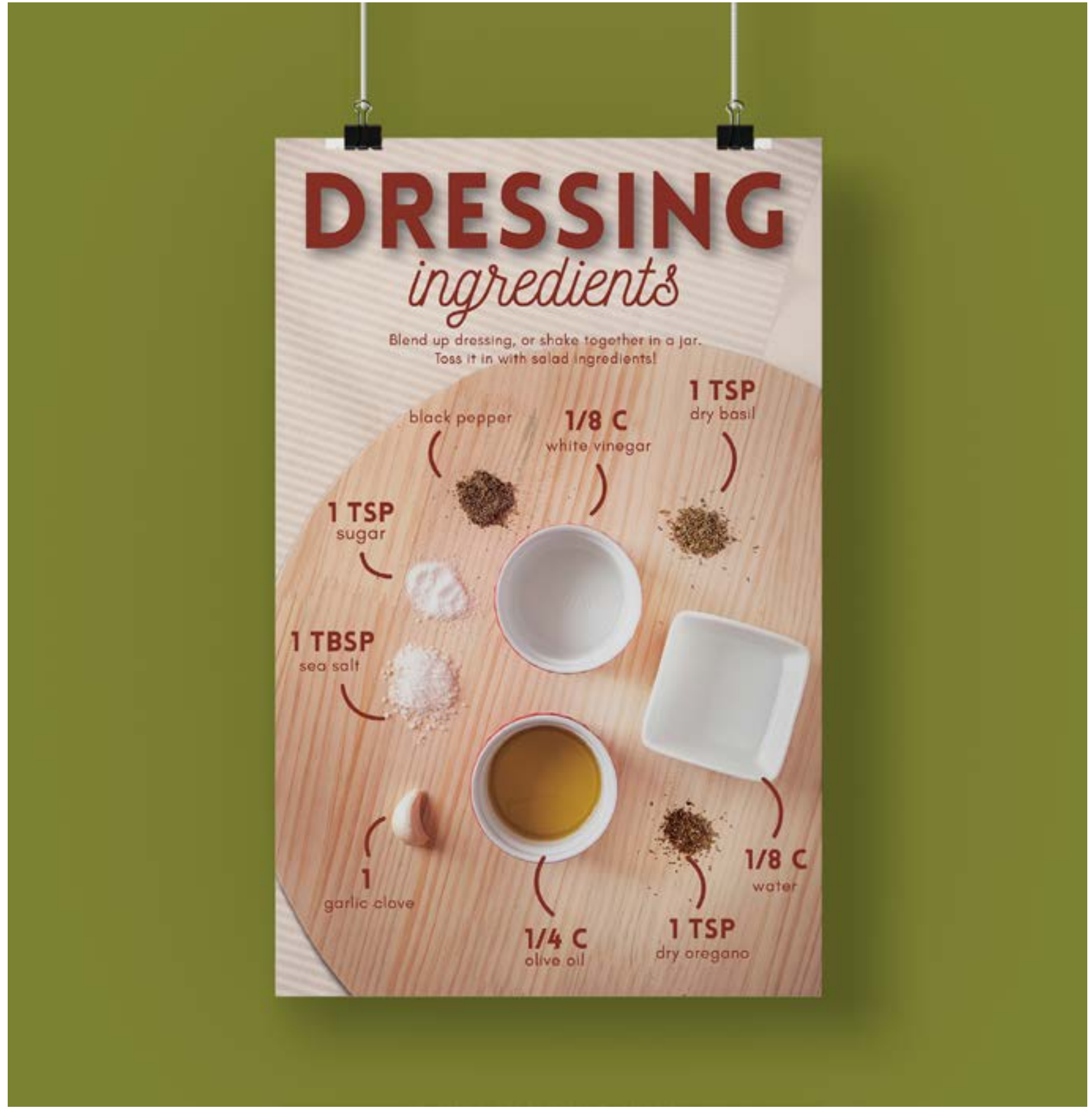


Food Photography Posters

This is a series of food posters I designed using photographs I took. I chose to do a pasta salad recipe because there are a great variety of colorful ingredients. When I was taking the pictures, I had to think about how to set up and style both the food and the background. At the same time, I kept in mind how I would be able to add typography to the images.



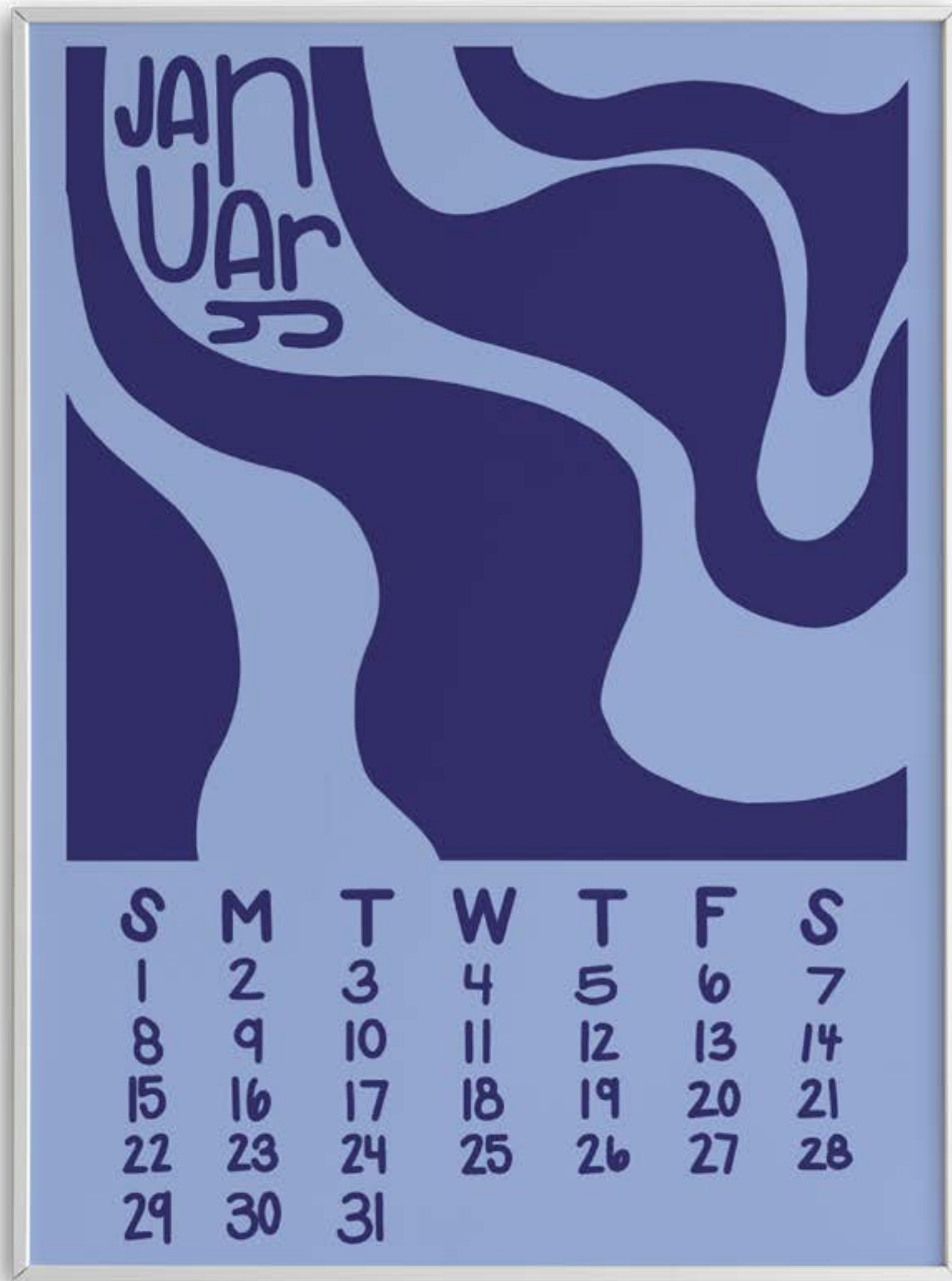






2023 Calendar Posters

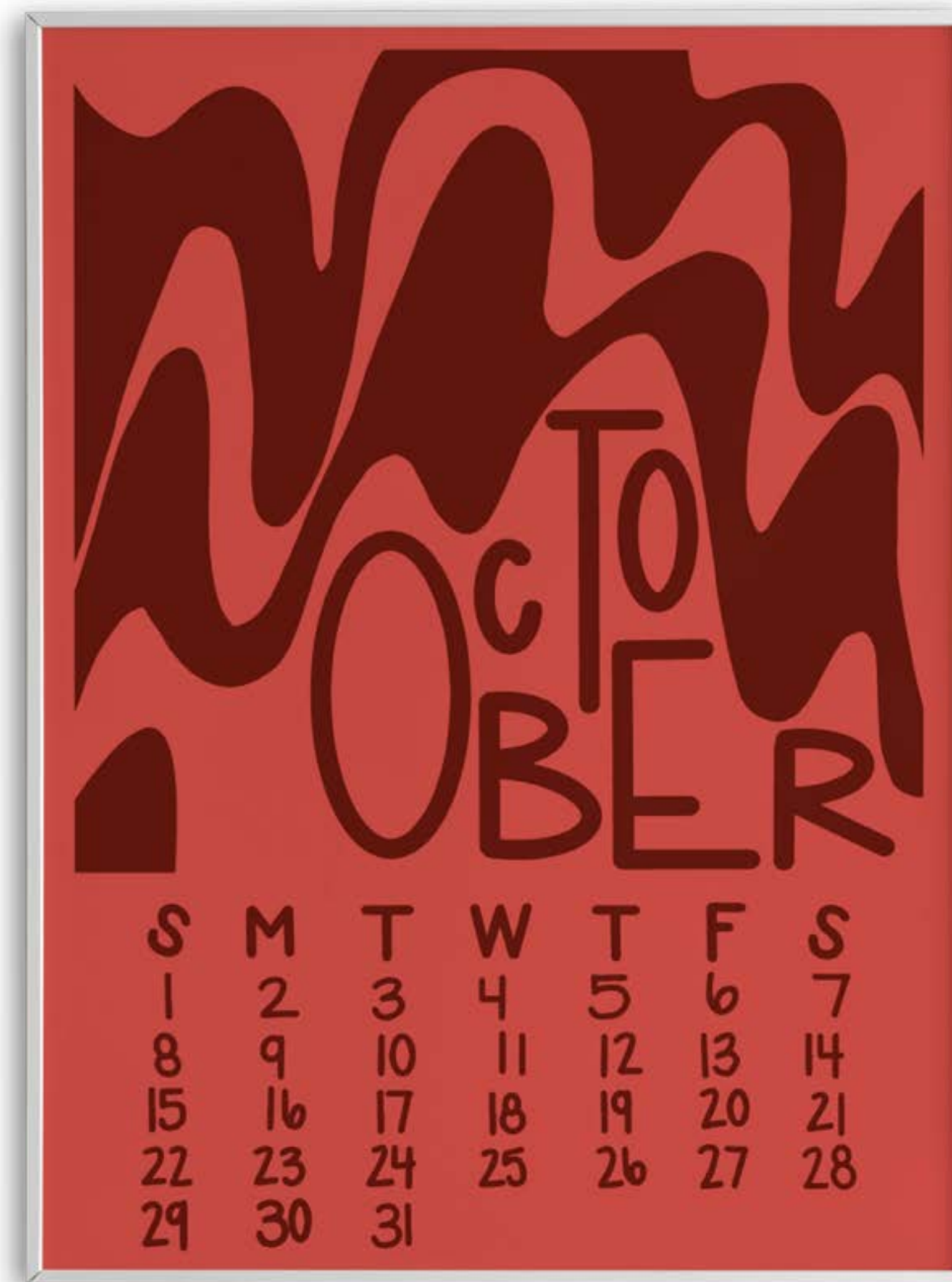
This piece is a series of monthly posters showing the corresponding calendar for 2023. I wanted a bold design to take up the majority of the piece so it would bring color and flare to whatever space it was in. The illustrations and typography in each month's design were hand-rendered by me. I ordered professional prints for these to be sold, and they were a hit at the pop-up shop.

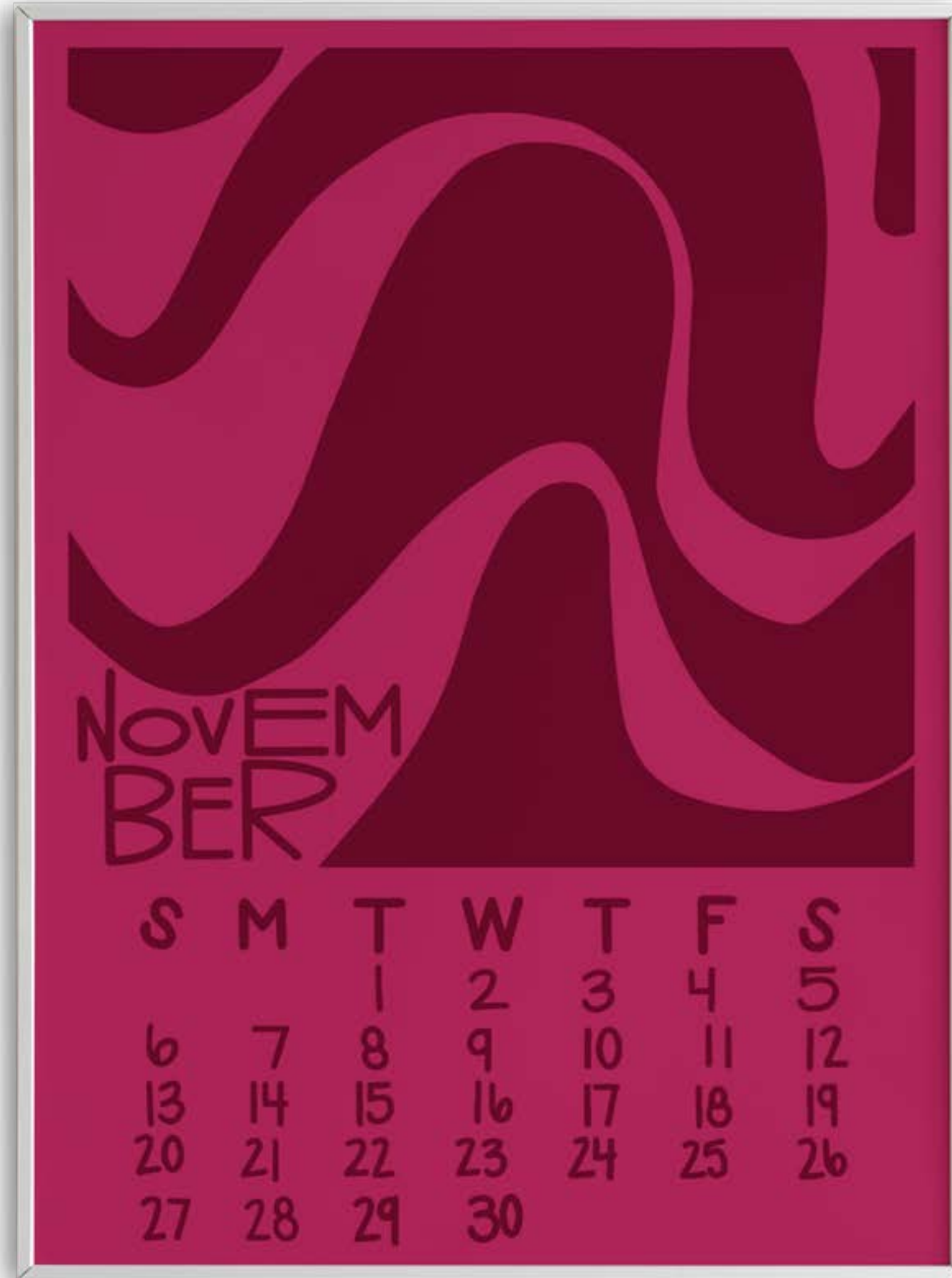














SKYN Skin Care Package Design Series

SKYN is an imaginary skin-care brand for which I created and designed packing. Using eye-catching, bold colors allows this design to stand out against other brands on shelves. I created a simple logo and icon design that could be used in different colors throughout the range of products.




SKYNN

FACIAL CLEANSER

for normal to dry skin.
replenish your skin with our naturally sourced organic ingredients. strawberry and orange extract used to leave your skin feeling fresh and awake.

16 fl. oz.



DIRECTIONS: Use in morning, or night. Wet skin with lukewarm water. Massage cleanser into skin in a gentle, circular motion. Rinse with water.

Avoid direct eye contact with eyes. If contact occurs, rinse thoroughly with water.

INGREDIENTS:
Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Glycerin, Sodium Lauroyl Sarcosinate, Peg-150 Pentaerythrityl Tetraoleate, Niacinamide, Peg-6 Caprylic/Capric Glycerides, Sodium Methyl Cocoyl Taurate, Propylene Glycol, Ceramide Np, Ceramide Ap, Ceramide Eop, Carbomer, Methylparaben, Sodium Chloride, Sodium Lauroyl Lactylate, Cholesterol, Disodium Edta, Propylparaben, Citric Acid, Tetrasodium Edta, Hydrolyzed Hyaluronic Acid, Phytosphingosine, Xanthan Gum, D234-475/1.



0 20357 12268 2

SKYNN Manufacturing
333 Crystal Lane
McCleary, WA 92101
www.skynn.com
1.800.555.7945





SKYN

FACIAL SERUM

for dull skin, this serum is packed with naturally sourced, organic ingredients that will leave your skin radiant and glowing.

12 fl. oz.

SKYN



DIRECTIONS: Use in morning, or night. Apply 4-6 drops to cleansed skin, gently pressing until fully absorbed.

Avoid direct eye contact with eyes. If contact occurs, rinse thoroughly with water.

INGREDIENTS:

Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Glycerin, Sodium Lauryl Sarcosinate, Peg-150 Pentaerythrityl Tetraacetate, Niacinamide, Peg-6 Caprylic/Capric Glycolides, Sodium Methyl Cocoyl Taurate, Propylene Glycol, Ceramide Np, Ceramide Ap, Ceramide Ecp, Carbomer, Methylparaben, Sodium Chloride, Sodium Lauryl Lactylate, Cholesterol, Disodium Edta, Propylparaben, Citric Acid, Tetrasodium Edta, Hydrolyzed Hyaluronic Acid, Phytosphingosine, Xanthan Gum. 0234475/1



SKYN Manufacturing
333 Crystal Lane
McCormick, AR 72103
www.skyn.com
1.800.555.7596



SKYN

EYE CREAM

for dark under eyes. keep your eyes looking bright and youthful with our natural and organic moisturizing ingredients.

8 fl. oz.

SKYN




DIRECTIONS: Use in morning, or night. Gently tap a pea-size amount under eye from the inner corner to the temple using your ring finger.

Avoid direct eye contact with eyes. If contact occurs, rinse thoroughly with water.

INGREDIENTS:
 Aqua/Water/Eau, Cocamidopropyl Hydroxypropylamine, Glycolic Acid, Sodium Lauryl Sulfonate, PEG-150 Pentaerythrityl Tetraacetate Succinate, Niacinamide, PEG-6 Caprylate/Sebacate Copolymer, Sodium Methyl Cocoyl Taurate, Propylene Glycol, Ceramide NP, Ceramide AP, Ceramide EOP, Carbomer, Methylparaben, Sodium Chloride, Sodium Lauryl Lactylate, Cholesterol, Disodium EDTA, Propylparaben, Citric Acid, Tetrasodium Edta, Hydroxyethyl Hyaluronate, Acetyl Phytyltrimonium Chloride, Xanthan Gum, G0364750.

SKYN Manufacturing
 1411 Lybelle Lane
 Midway, AZ 85201
 www.skyn.com
 1.800.555.7596



0 20357 12268 2



Seamless Patterns

These seamless patterns use illustrations I drew by hand on Procreate. These patterns are seamless because they were designed within a square, and when one element is extended off the side, it is completed on the opposite side. This creates the seamless effect and allows it to be expanded. These are displayed on phone cases as merchandise.









MHS Booster Club Apparel

I was commissioned by the McCrory High School Booster Club to create a t-shirt design for a fundraiser. They wanted the design to resemble vintage collegiate apparel. I drew the illustration of their mascot, a jaguar, on Procreate. Then I surrounded it with different sports equipment, per the client's request. I used the same design elements on different apparel pieces to provide a variety of items. This design proved to be a successful fundraiser for the booster club.







Stellar Zine

Stellar is a zine that explores different fascinating areas of astrology. I designed the zine to appeal to the young-adult audience by using vivid colors and expressive typography. I designed the inside spreads and also created all of the collages used in the pages in Photoshop.



[CLICK HERE FOR THE FULL DOCUMENT](#)



DISCOVER THE ZODIACS

ARIES

Aries is the first zodiac sign, born to be number one. The Aries person is a solo star who steals the spotlight and inspires everyone with their confidence. Aries people can be impatient, even a little bossy, especially when they don't get their way. As the "baby" of the zodiac, the Aries star sign needs lots of attention and can throw quite the tantrum when they don't get it. Ruled by the headstrong and determined Ram, Aries energy can be stubborn and willful. Confident Aries energy helps us believe in ourselves and champion others. The essence of Aries energy shows up as encouraging, unstoppable, bold, devoted, heroic and caring. In its shadow form, Aries energy can make us prideful, self-centered, impulsive, bossy, stubborn, reckless and competitive.

TAURUS

The Taurus star sign is ruled by the persistent and determined Bull. When it comes to their energy, the typical Taurus person has two speeds. They're either relaxed and contented (picture them luxuriating in a verdant pasture) or hyped-up and ready to charge. (Toro, toro!) The

Taurus zodiac sign has a built-in energy conservation program. Taurus people will patiently assess whether something is worth the investment of time and resources. Then if the green light flashes, it's all systems go! Until then, slow and steady wins the Taurus race. This sign encourages us to break our work into simple steps then take daily action. Taurus is the sign of the builder, helping us create concrete results for our diligent efforts.

GEMINI

Gemini is the sign that rules communication and they love ideas! Gemini people come across as clever and quick-witted. Ruled by Mercury, the messenger planet, Gemini is the news person of the zodiac signs—the unofficial "Google" among friends with recommendations for books, music, movies and podcasts. Typical Geminis are eager to dish out the juiciest pieces of news and happenings to their friends via text message and social media. The Gemini star sign is always up to something new and exciting. They love vacations, trendy clothes and any gadgets they can tinker around with.

CANCER

Cancer is the zodiac sign that rules home, family and emotions. The sensitive Cancer personality is ruled by the ever-changing Moon. One key Cancer trait is to have moods that go through many cycles. You're naturally intuitive, even psychic. Pay attention to your dreams, especially near a full moon. Cancer people are homebodies at heart, even if they're out and about in the working world or the queen bees of their social lives. They love returning to a space that they can call their own. Home and deep bonds, especially female ones, keep them feeling secure.

Illustration by
Frederike Van Donge
Image from iStock







RISING SIGN

Your rising sign is based on your hour of birth, so you will definitely need an accurate birth time to determine this. This one involves more complex mathematics, but essentially it works like this: Whatever zodiac sign was touching the Eastern horizon when you took your first breath sets your rising sign.

This cycle moves the fastest of all, shifting signs every 2-3 hours and cycling through all twelve in a day. As such, there are identical twins who were born minutes apart who may have completely different ascendants.

Your rising sign is a bit like your storefront window. How do you represent to the world? What do you want people to see? The ascendant directs the first impression you make – and also says a lot about who you'll be instinctively attracted to.

Your body and physical features often correspond with your rising sign, for example someone with a Scorpio rising may have an intense gaze while a Leo rising may have a wild mane of hair or a theatrical expression.

WHY ARE WE ALL SO UNIQUE?



DISCOVER THE PLANETS



MERCURY

Mercury is the ruler of information, communication and our intellectual processes. Whatever sign and house Mercury was occupying at your time of birth influences the topics you love buzzing about and how you are most likely to articulate ideas. This may be an area of life where you easily speak up or have strong opinions.



VENUS

As the astrological aesthete, Venus directs your personal style, from your taste in clothes and decor to what you find visually appealing. Here's where you're creative, indulgent and romantic. You may have greater ease receiving gifts and support in the realms your Venus sign rules. As the zodiac's peacekeeping diplomat, Venus helps you negotiate compromises.



MARS

Mars, the God of War, is the ruler of Aries. In astrology, Mars is the planet of energy, action, and desire. This is the planet of action rather than reaction. With Mars, there is no contemplation before action. The drive associated with Mars differs from that of the Sun in that it is self-assertion rather than the assertion of the will; it is raw energy rather than creative energy.

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Image: Shutterstock
Illustration: Freya George



On the Fringe Salon Mural Design

I was commissioned by Meghan Fields at On the Fringe Salon in my home town of McCrory, Arkansas, to design and paint an outdoor mural on a wall of her store. She wanted to use the mural as a location to take pictures of her clients and to showcase her personality on her business. Meghan wanted this design to be eclectic, colorful, and hippie and wanted to include typography through a quote. The process consisted of multiple steps: research, ideation, and painting.











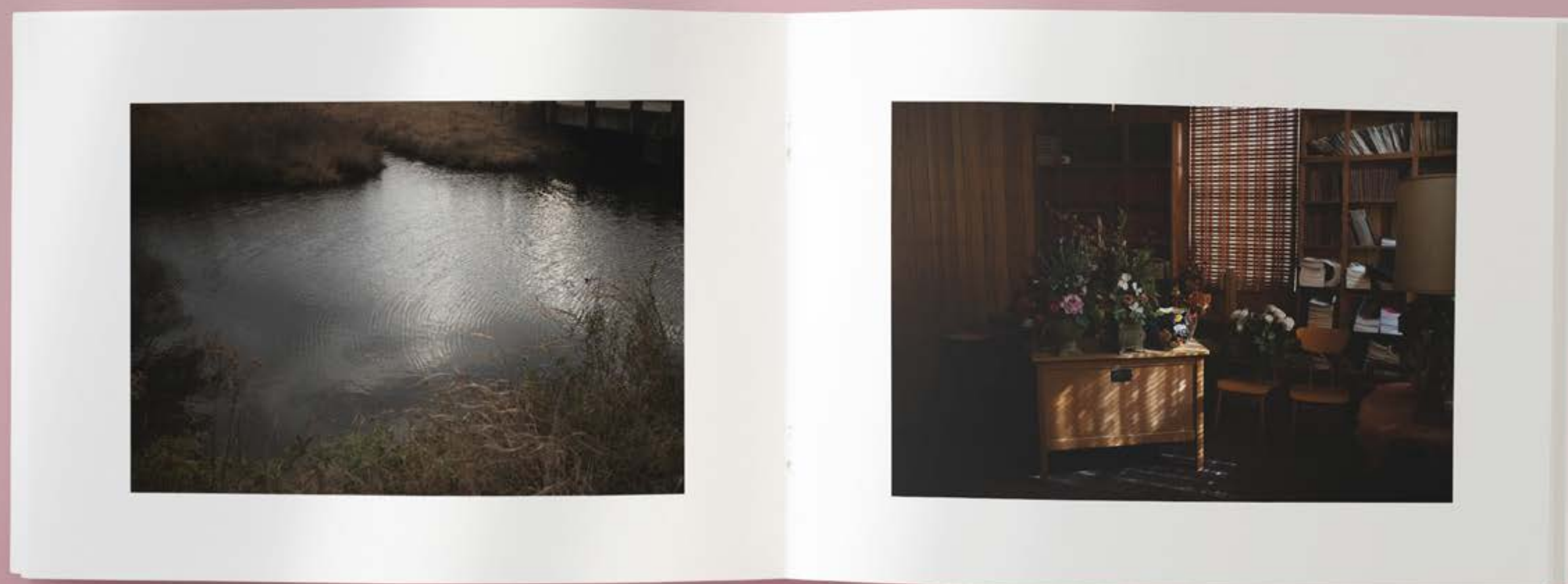






Epiphany: Photography Book

Epiphany is a photography book that is a collection of images I shot throughout the semester, and even some I found in my childhood pictures. This piece is about leaving home and growing into a new person. Using pictures that were taken between a longer period of time was important for me because it helped illustrate the narrative of the piece. There are both digital and film pictures. These are excerpt images from the book.



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Epiphany

by Kynley Dozier

Throughout this year, I have had the same lingering thought in the back of my head: I am so different from who I used to be. This feeling has translated into many of my recent pieces. This piece starts with me finding my way back home, where I can feel this difference most. Hazy memories of my youth constantly cross my mind. As I visited the places that hold some of my cherished memories, I felt shadowed by the lightness of the past. I found myself spiraling within my inner conflicts, and then abandoned and isolated. I struggled with wanting the new life I've created to live harmoniously with the life I left behind. Like a wildflower, I dug myself out of the weeds. I had an epiphany. I no longer dwell on the comfort of its glowing stillness. Instead, I gained the confidence to proudly carry and appreciate the memories that have made me myself. Throughout this I have learned to appreciate the smaller things in life. I long to find new beauty in familiar and unfamiliar places, because I know there is a story within it.



Holiday Cards

I designed, printed, and cut these holiday cards to sell at a pop-up shop which was a few weeks before Christmas. I wanted these designs to look different than the usual style of holiday cards. They featured illustrations and hand-rendered type drawn by me. These cards were one of my most sold items at my booth during the pop-up shop.





