

LANEY DESIGN



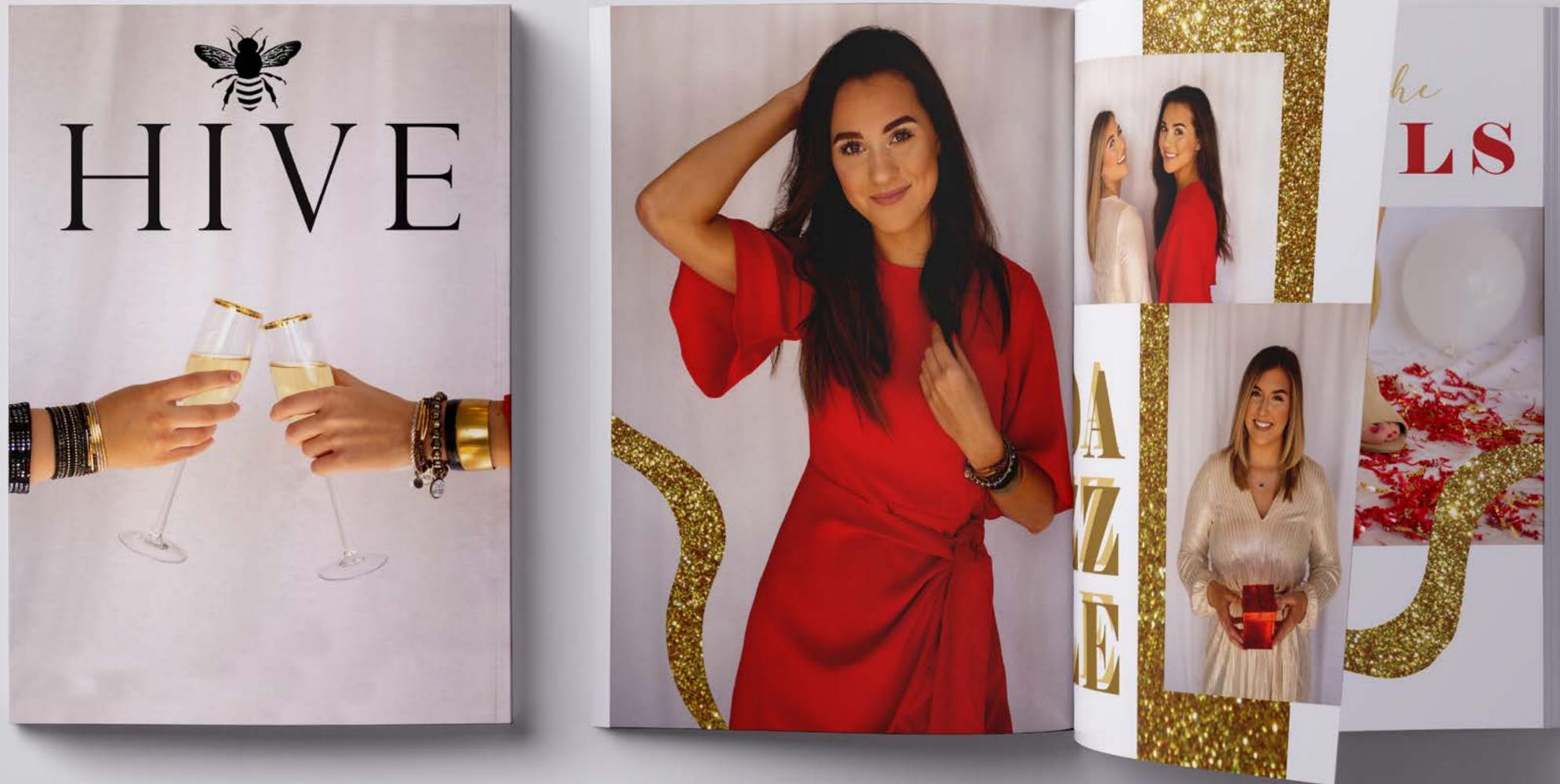
LANEY GILLIAM

 [@Instagram](#)  [@LinkedIn](#)  [Website](#)

HIVE LOOKBOOK

This lookbook was created for Hive women's clothing boutique Jonesboro, Arkansas. They wanted photographs to share on social media, and in print media. The holidays were approaching so it was important to feature their new merchandise and create a theme for the season. I creative directed, coordinated models, and set up the photo shoot. After taking the pictures, I designed the lookbook using some of the photos and continued the holiday theme throughout. Hive's team received 35 edited photos that they were able to use on their social media accounts. I also sent them the lookbook file to be printed and sent out. They were very happy with the results and it was an incredible experience directing, photographing, and designing for Hive.

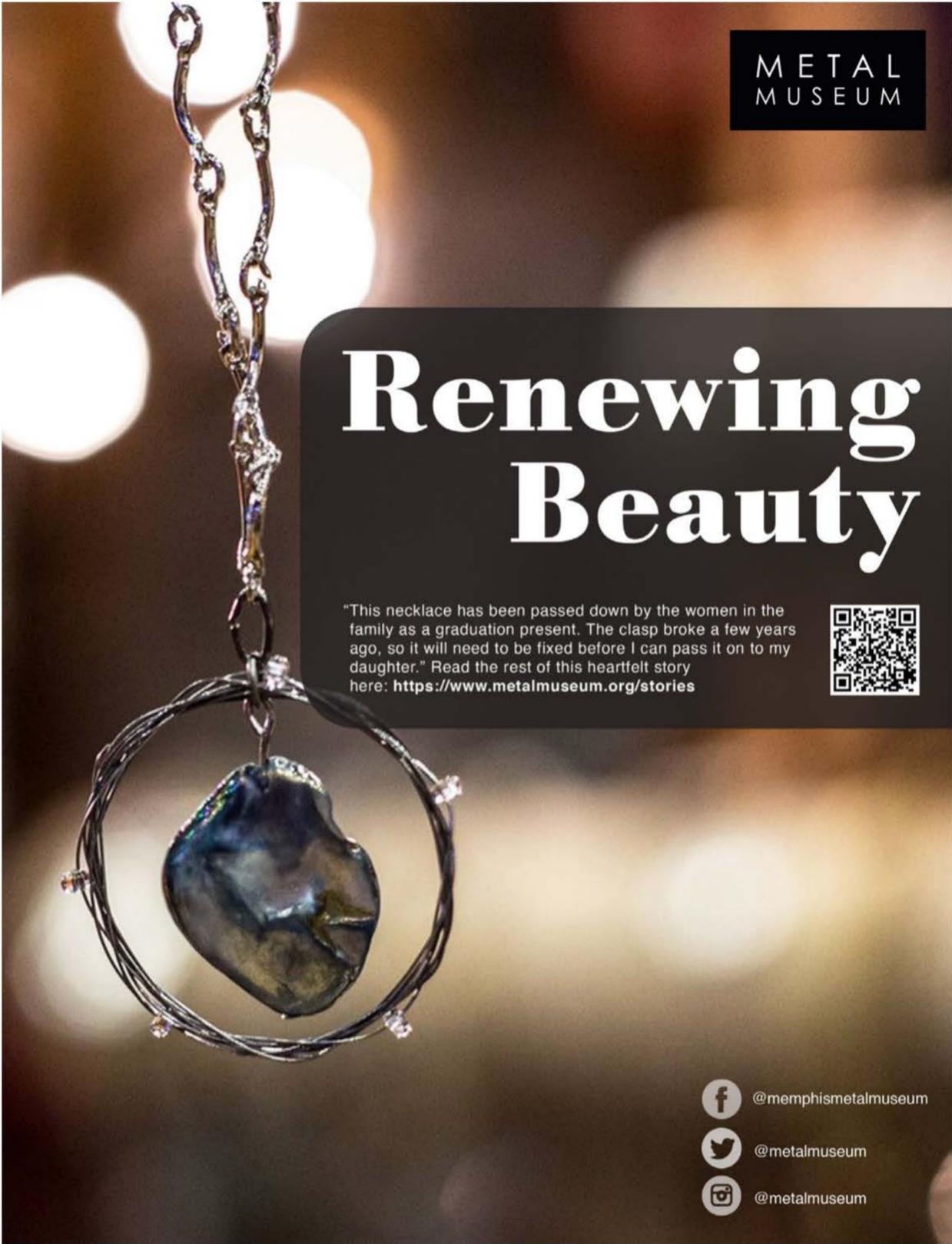
[full lookbook here](#)





METAL MUSEUM CAMPAIGN

This project was an ad campaign created for and pitched to the Metal Museum of Memphis, Tennessee. Aside from showcasing metal work, they also restore metal items for clients. They wished to showcase their different restoration abilities and make the public aware of the services they offer. This campaign needed to spread across print ads, website, merchandise, and social media. Our team decided on a theme that would showcase stories of people who had their metal keepsakes restored. I designed the brochure, merchandise, and helped come up with the concept behind the campaign. In the final advertisements used by Metal Museum, they combined my team's concept with a modern style. My team was composed of Katelyn Leonard- ad design, Joseph Erwin- social media, Madison Landis- webpage.



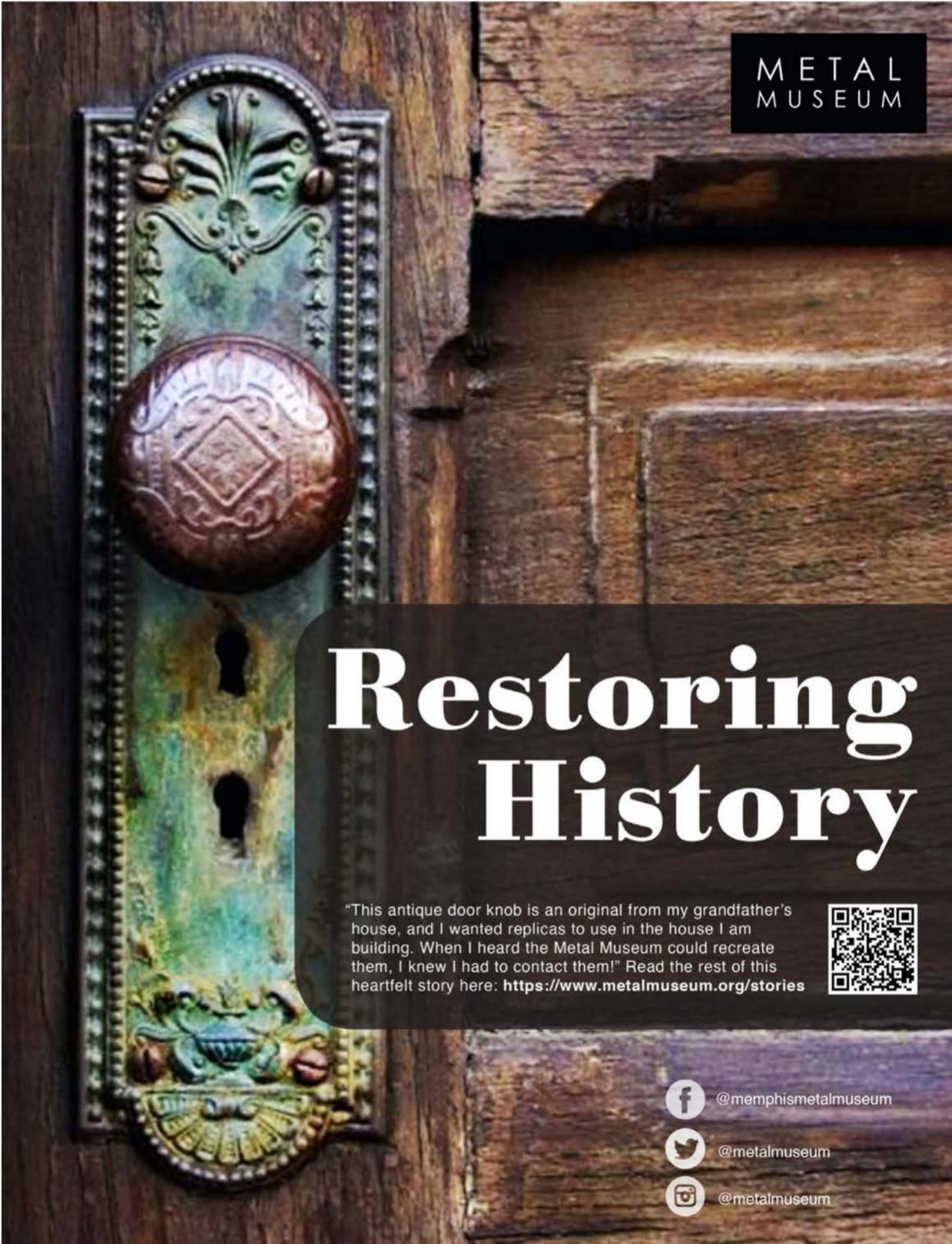
METAL
MUSEUM

Renewing Beauty

"This necklace has been passed down by the women in the family as a graduation present. The clasp broke a few years ago, so it will need to be fixed before I can pass it on to my daughter." Read the rest of this heartfelt story here: <https://www.metalmuseum.org/stories>



 @memphismetalmuseum
 @metalmuseum
 @metalmuseum



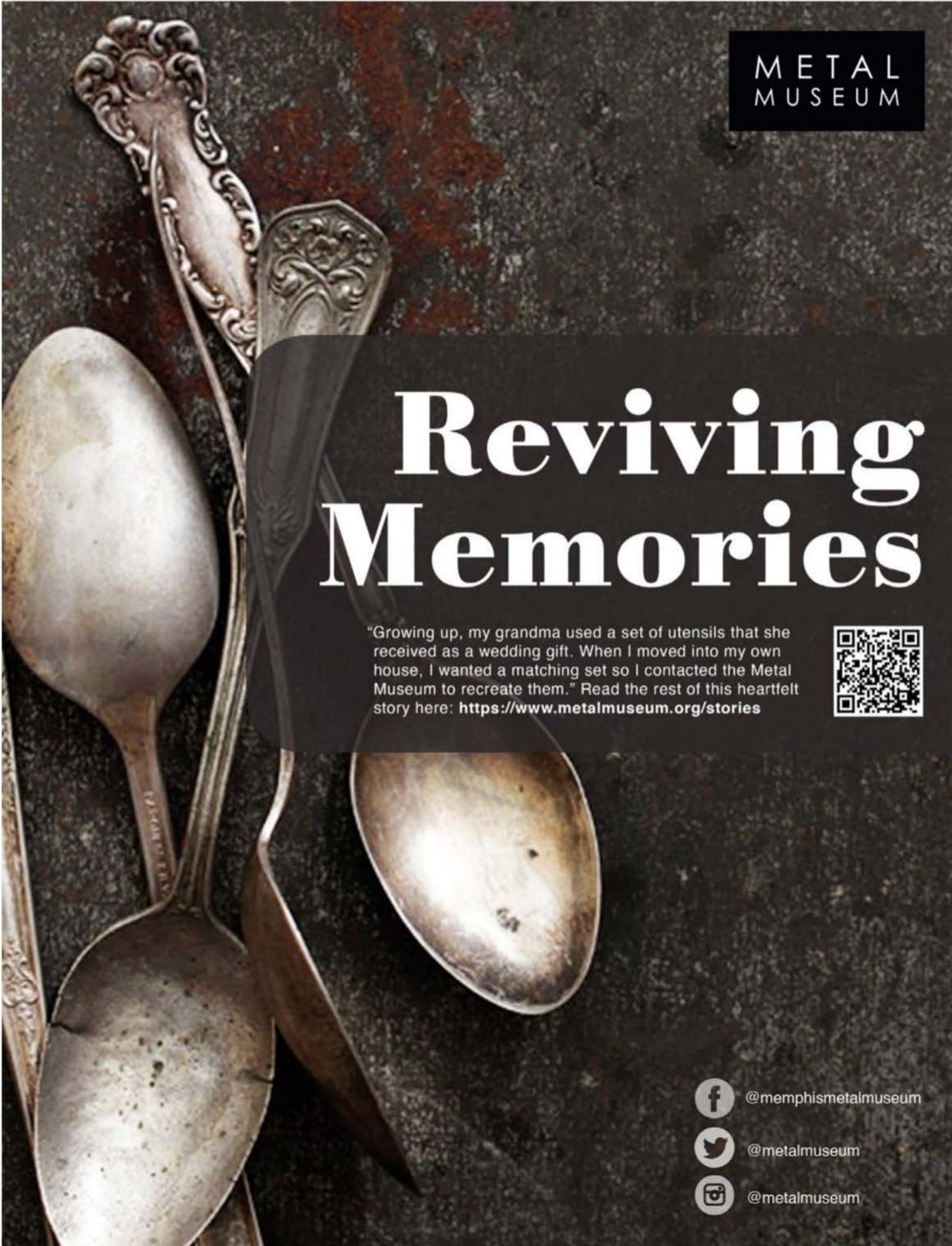
METAL
MUSEUM

Restoring History

"This antique door knob is an original from my grandfather's house, and I wanted replicas to use in the house I am building. When I heard the Metal Museum could recreate them, I knew I had to contact them!" Read the rest of this heartfelt story here: <https://www.metalmuseum.org/stories>



 @memphismetalmuseum
 @metalmuseum
 @metalmuseum



METAL
MUSEUM

Reviving Memories

"Growing up, my grandma used a set of utensils that she received as a wedding gift. When I moved into my own house, I wanted a matching set so I contacted the Metal Museum to recreate them." Read the rest of this heartfelt story here: <https://www.metalmuseum.org/stories>



 @memphismetalmuseum
 @metalmuseum
 @metalmuseum



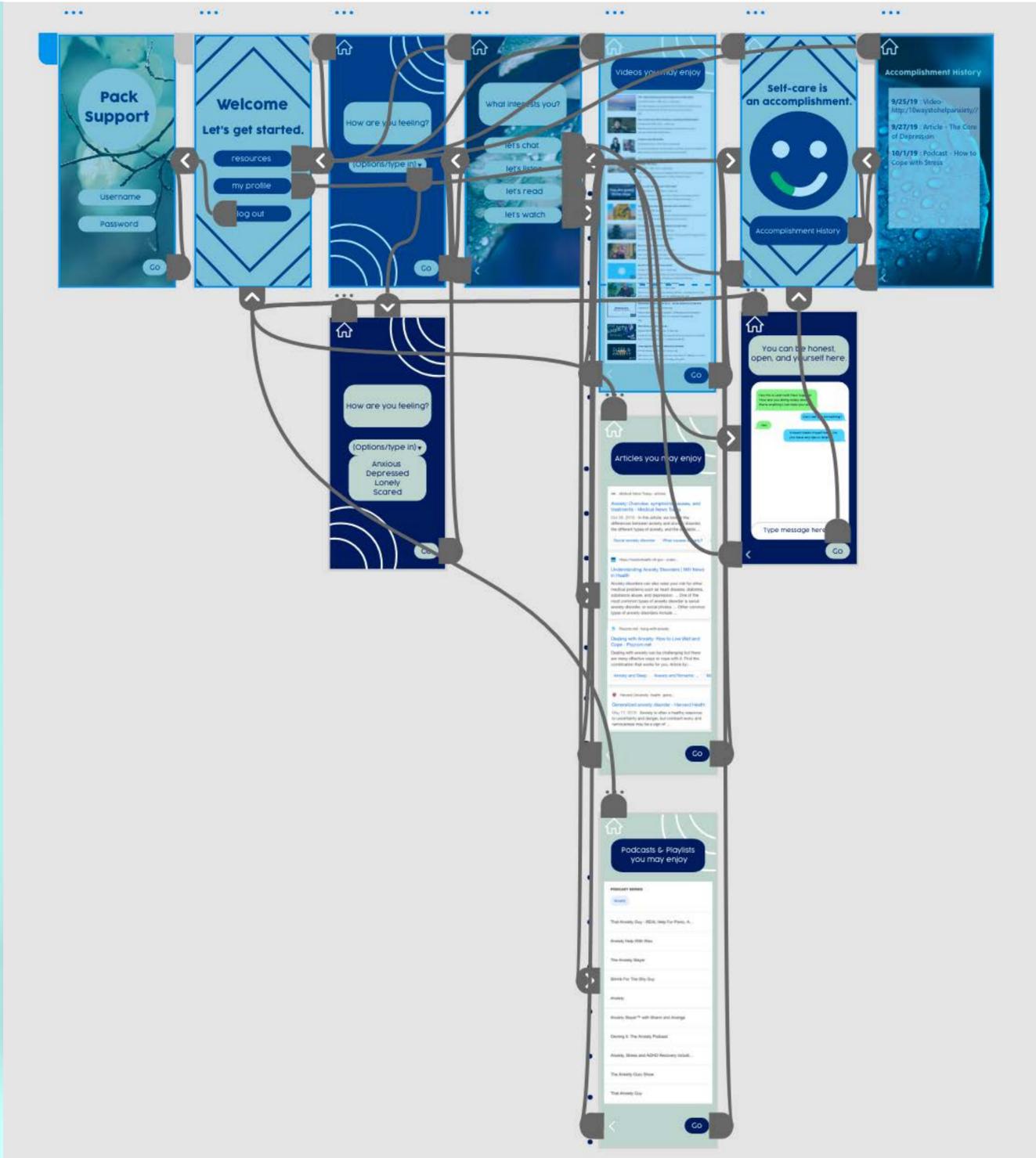




PACK SUPPORT APP

This is an app concept design to be paired with Arkansas State University's Pack Support. Pack Support serves students and staff with extra guidance in times of need. This app would serve as a simple, approachable way for students to access mental health resources through the university. I came up with this concept because I had seen college students struggling but were unsure where to go or were unable to attend Pack Support's regular office hours. I designed the prototype to give the user several options to fit their preferred method of receiving the help they need. The cool tones used and positive language reinforces the sense of calm I want to give the user.

[interactive prototype here](#)



SULTRY POULTRY

Sultry Poultry is a personal project that started as a logo mark design and blossomed into a restaurant collateral concept. I wanted to create a tagline that could be placed alongside the logo and match its fun energy, so I decided on, “If you can’t take the heat, stay out of the chicken!”. I wanted the brand to have a modern feel with a rustic twist so I combined the smooth design of the logo with wood, gingham cloth, and brown paper accents. I like this design so much, it almost makes me want to start a restaurant!





FOA CAMPAIGN

This ad campaign is concept work for the Foundation of Arts Jonesboro, Arkansas. FOA serves the region and teaches different art classes, puts on performances, and enriches the community through creative engagement. For this campaign, the goal was to encourage parents to sign their children up for classes. I created the concept of “Keep Kids…” to be placed on merchandise, print ads, and social media. Through bright colors, youthful type, and a welcoming message, I created a campaign that would speak to children and their parents.



Keep Kids Creative.

Sign them up for one of our art classes today!



KEEP Kids Inspired.

Sign yours up for one of our art classes today!

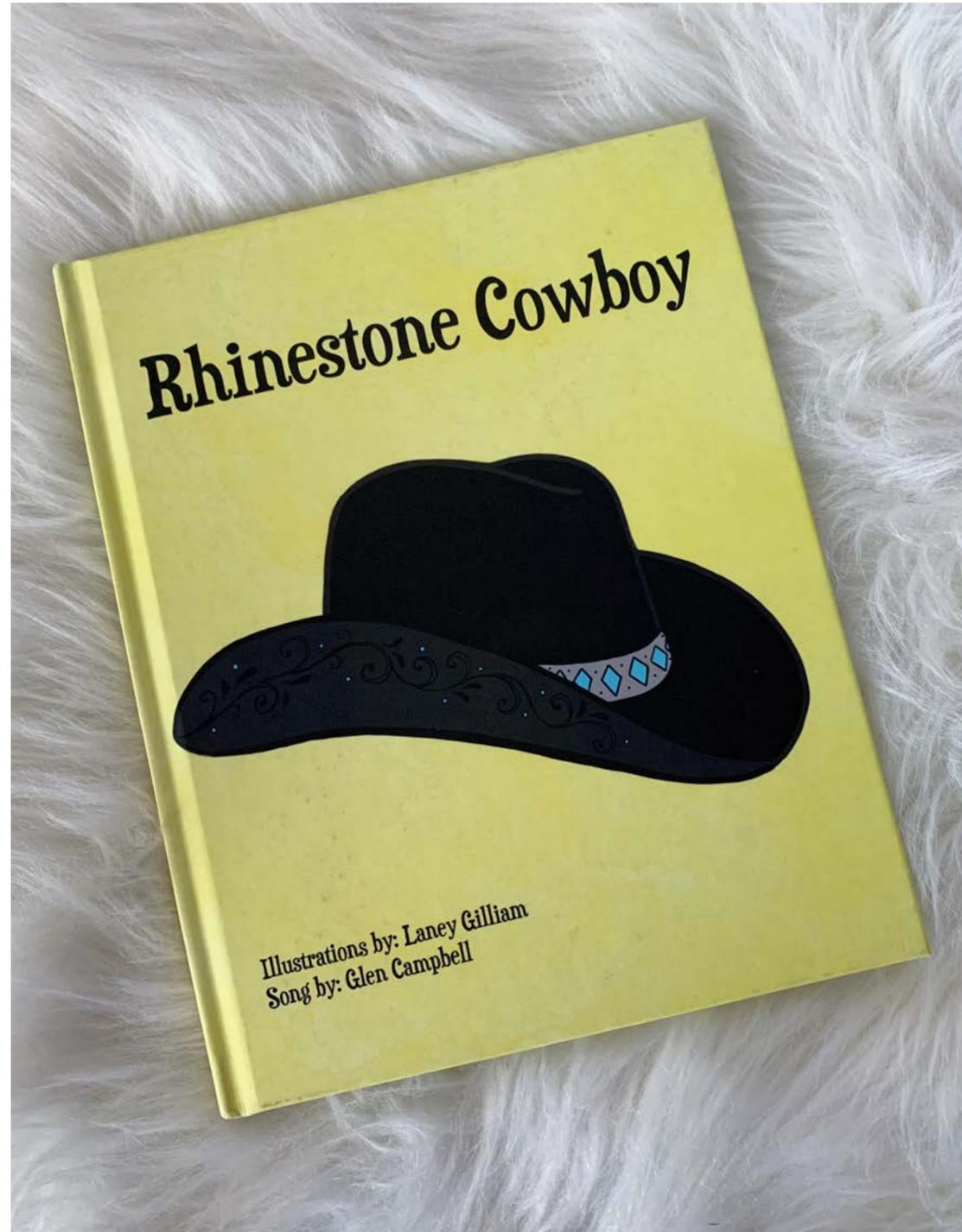




CHILDREN'S BOOK: RHINESTONE COWBOY

I made this children's book as a personal project. This piece is based on the song "Rhinstone Cowboy" by Glen Campbell. I used the lyrics as the storyline and illustrated them. I wanted to capture the images I saw in my mind when I first heard the song as a kid. After combining my skills in ProCreate, Illustrator, and Indesign the final file was sent to print. Some of my family loves to rodeo and uses this song as their "ride-out" anthem, so the book was dedicated to them.

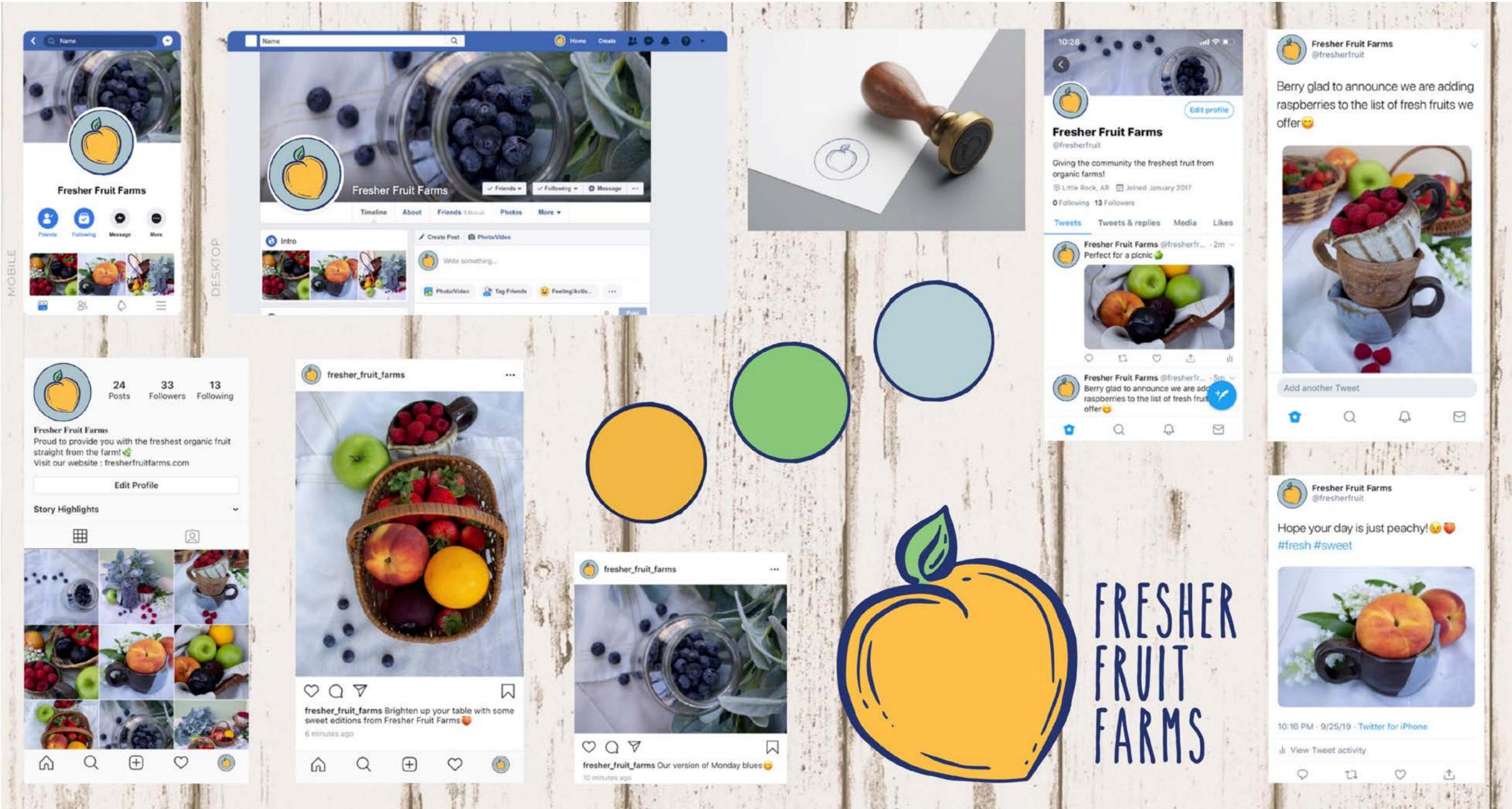
[full book here](#)





FRESHER FRUIT FARMS

Fresher Fruit Farms is a concept project that utilized my photography, design, and social media skills. This company would be an organic fruit company for whom I created a logo. To reinforce the brand, I set up a photoshoot and took product photography. These photos were then used across social media posts. I took the photos to look light and fresh to reinforce the brand's healthy theme. I used slightly rustic lines throughout the logo design to promote the company's organic style.

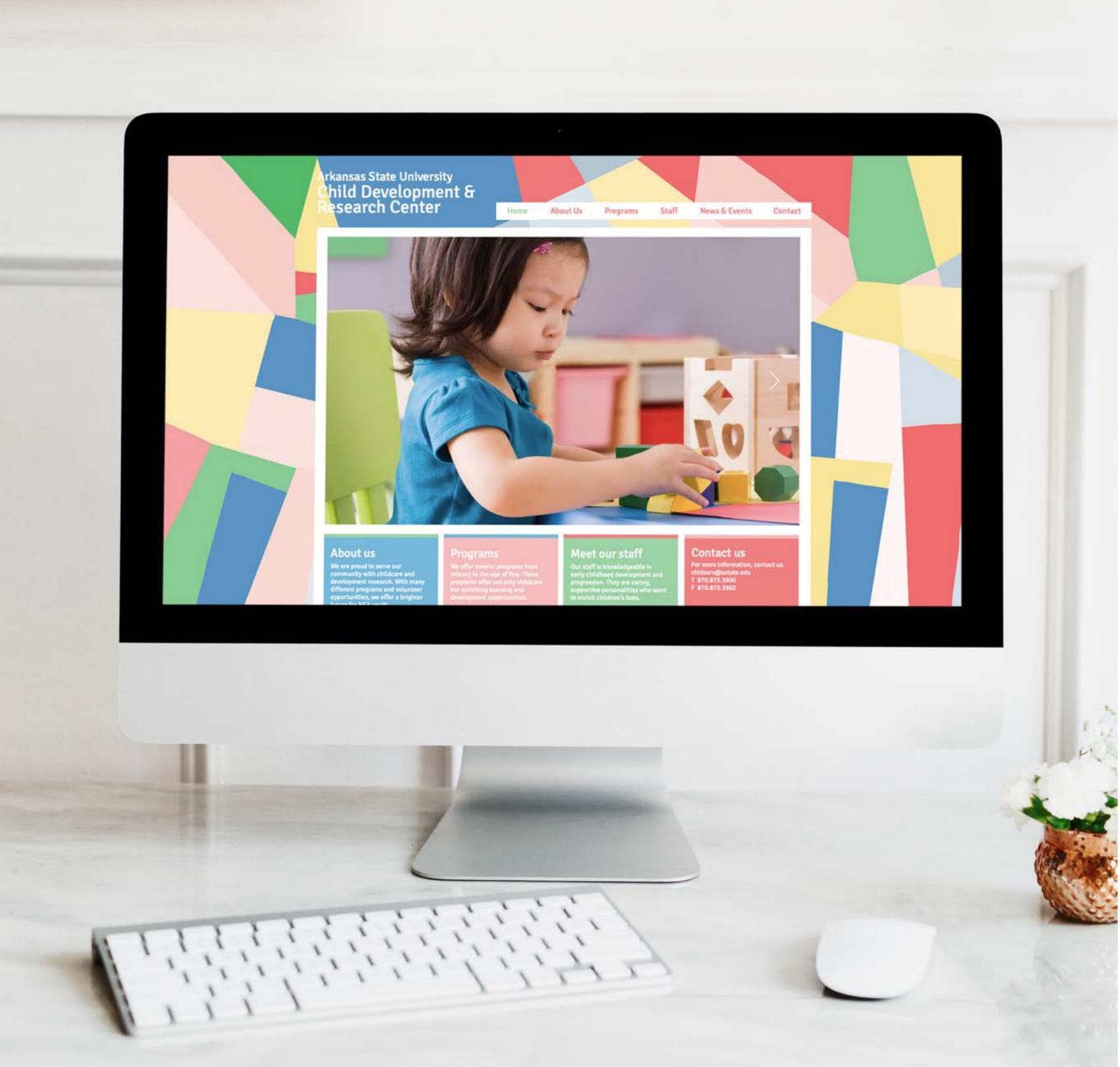




HUMAN CENTERED DESIGN

This project came to fruition through the Acumen Human Centered Design Program. The program encourages designers to find a problem and use their skills to help the community by creating a solution. I worked with another designer to brainstorm problems and interview those affected by the problem. In the end we helped the Arkansas State University Child Development & Research Center with their website. Their site was hard for potential clients to navigate and hadn't been updated in several years. My partner and I interviewed workers and clients of the child care center. After our research, I designed the website and compiled all of our research into a final presentation. My design partner was Katelyn Leonard who took part in creative input, and documentation of process.

[website here](#)



Arkansas State University
Child Development & Research Center

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About Us



Early childhood development is critically important. At ASU Child Development & Research Center, our experienced teachers and staff help facilitate this period of learning, and that's what separates us from traditional child care facilities. With our program, your baby will be paired with a primary teacher who will provide personalized attention and nurture them through every milestone—within a caring and cohesive community.

Upcoming Events:
Family Day
- 22.7.2023

[More Events](#)

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Programs

"Education is the most powerful weapon which you can use to change the world". Nelson Mandela

Newborn to 1-Year Old Class

Early childhood development is critically important. At ASU Child Development & Research Center, our experienced teachers and staff help facilitate this period of learning, and that's what separates us from traditional child care facilities. With our program, your baby will be paired with a primary teacher who will provide personalized attention and nurture them through every milestone—within a caring and cohesive community.

2-Year Old Preschool Class

At ASU Child Development & Research Center, we reinforce your 2-year-old's natural desire to explore—turning every moment into an opportunity for learning and encouragement. We've designed our program to nurture your child's growing individuality through days filled with interactive learning and group activities.

3-Year Old Preschool Class

At ASU Child Development & Research Center, we foster your 3-year-old's creativity in an environment that encourages curiosity and exploration. Through our program, our teachers guide your child using technology, dramatic play, outdoor activities and more to make learning a fun and fruitful experience.

Transitional Kindergarten Class

At ASU Child Development & Research Center, we know that your 4-year-old is ready for the next challenge. We provide the motivation and guidance to build on their momentum and prepare them for school. Our program enables learning experiences where your 4-year-old's creativity can thrive in an environment that encourages curiosity and exploration.

Gallery



Our Staff

Our staff is knowledgeable in early childhood development and progression. They are caring, supportive personalities who want to enrich children's lives.



Amanda Baldwin

Director for ASU Child
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- Department of Childhood
Services

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Arkansas State University
Child Development & Research Center

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Upcoming Events



06 Sat May **Earth Day Contest** [Sign Up](#)



06 Thu Jul **Family Day** [Sign Up](#)



02 Wed Aug **Music Festival** [Sign Up](#)



17 Thu Aug **Safety Awareness Day** [Sign Up](#)



08 Sun Mar **Safety Awareness Day** [Sign Up](#)

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Child Development & Research Center

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Contact Us...

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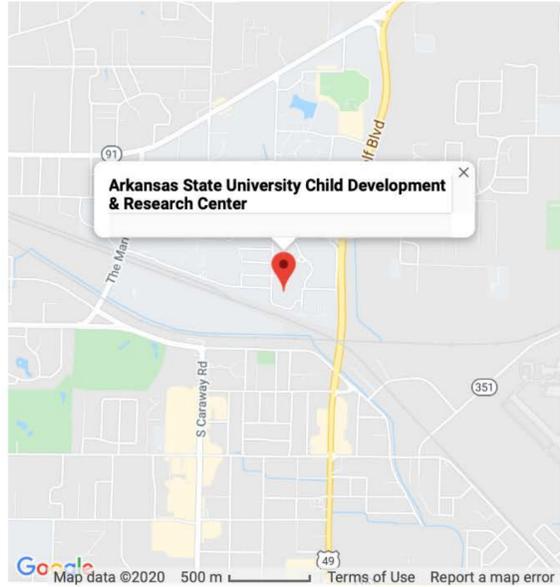
Name

Email

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[Submit](#)



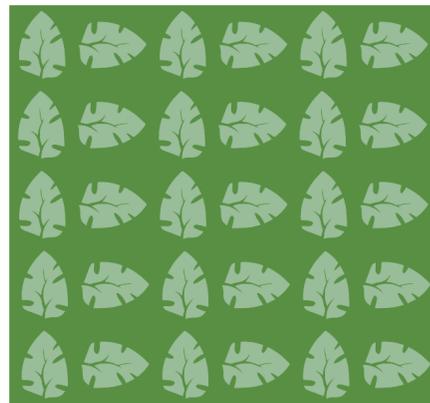
DESIGN FOR GOOD

This project was created for aiga Memphis chapter's "Design for Good". It is a free event where designers, marketers, and others donate time to create websites, logos, maps, and other assets to help nonprofits better serve the community. My design group was paired with Blight Authority of Memphis. When conducting a meeting with the client, we discovered they needed an updated logo and other assets to use across the brand's identity. I helped create the logo concept and designed the final assets. These designs were then implemented on their website developed by web developers at Design for Good's partnering event GiveCamp. This process was mutually beneficial by connecting creatives, and by giving nonprofits useful identity systems. My group members were Rod Thompson- team leader, final logo design and Cody Crittenden- concept creation.

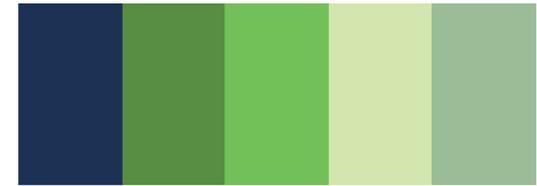
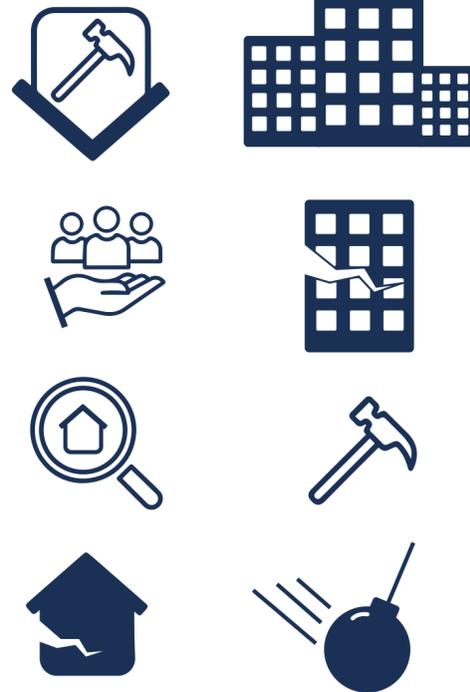
ASSETS



PATTERNS



ICONS



ST. BERNARDS MARKETING INTERNSHIP

These pieces were created at my internship for St. Bernards Hospital Marketing in Jonesboro, Arkansas. They provide healthcare to the community and are the healthcare providers for the Arkansas State Red Wolves athletic department. Throughout my time there, they needed designs for their print ads, website, informational booklets, posters, collateral, and signage for events several months in advance. I designed under their brand standards to give them clean, cohesive pieces. I worked closely with my internship supervisor Meredith Cook, to execute the projects she assigned. I also designed for others on the marketing and sales teams.



StAY
CLOSER TO
HOME FOR A
VISIT WITH
YOUR DOCTOR

Would Paragould be a closer option for you?

If so, ask Dr. Sams or your nurse for more information about tele-medicine visits. You could have this visit at a clinic in Paragould.



St. Bernards
OB-GYN ASSOCIATES

BEST OF THE BEST

Year after year, you name St. Bernards doctors, therapists, and services the best in the area. But the truth is, we rise to the level of those we serve. We are privileged to serve the best. Thank you.

**OCCASIONS
Readers' Choice
WINNER
2018**

Best Occupational Therapist	Teddy Dodd
Best Physical Therapist	Andy Skatley
Best Cardiologist	Dr. Devi Nair
Best OB-GYN	Dr. Joseph Sams
Best Orthopedic Surgeon	Dr. Jeremy Swynn
Best Pediatrician	Dr. Jane Sneed
Best Home Health Care Health Agency	St. Bernards Home Health Agency
Best Personal Trainer	Toni Inboden
Best Retirement Community	St. Bernards Village

St. Bernards
HEALTHCARE
AND MEDICAL GROUP



