



BA BETH ANN SHAD WICK

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 [@bethannshadwick](https://www.instagram.com/bethannshadwick) •  [Beth Ann Shadwick](https://www.linkedin.com/in/BethAnnShadwick) • www.bethannshadwick.com



"FUND THE FUTURE" ADVERTISING CAMPAIGN

"Fund the Future" is an advertising campaign created for the Foundation of Arts in Jonesboro, Arkansas. FOA is a nonprofit organization, so the objective of this campaign was to promote awareness that would lead to acquiring donations. This took flight in the form of print advertisements, social media, and merchandise. I directed every step of the campaign from the research stage, through the creative process, to the finished result. Each element combines illustration, typography, and complementary color palettes to create a noteworthy aesthetic. Together, these elements create a cohesive, professional campaign that will be memorable to the target audience.

["Fund the Future" Advertising Campaign Process Book](#)
[FOA's Website](#)

FOA | The Foundation
Of Arts
Supporting the Arts in Northeast Arkansas
DONATE TODAY at foajonesboro.org.



FUND
a future
FRIDA

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PROVIDE
for a future
PRINCE

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SPONSOR
a future
SHAKESPEARE

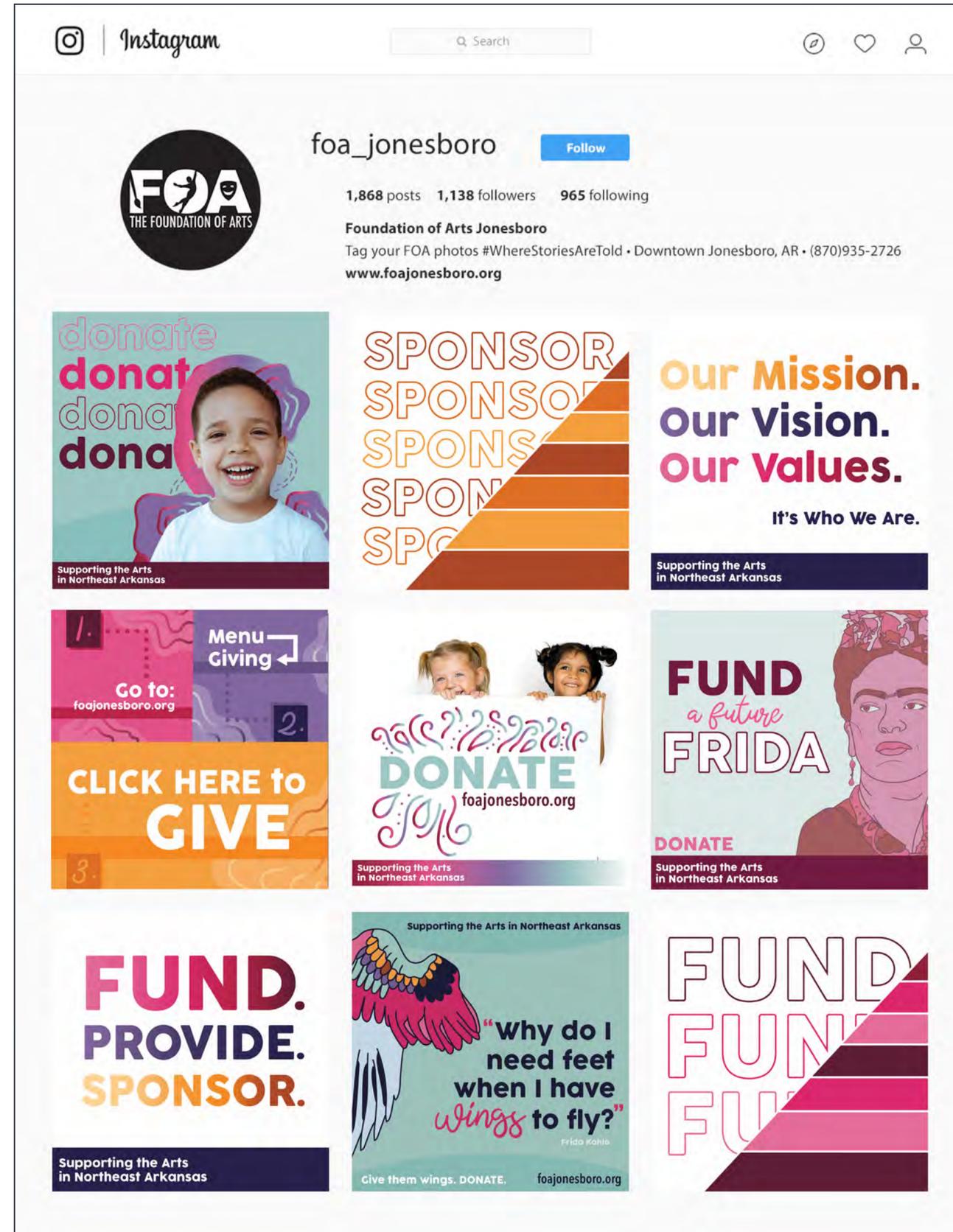
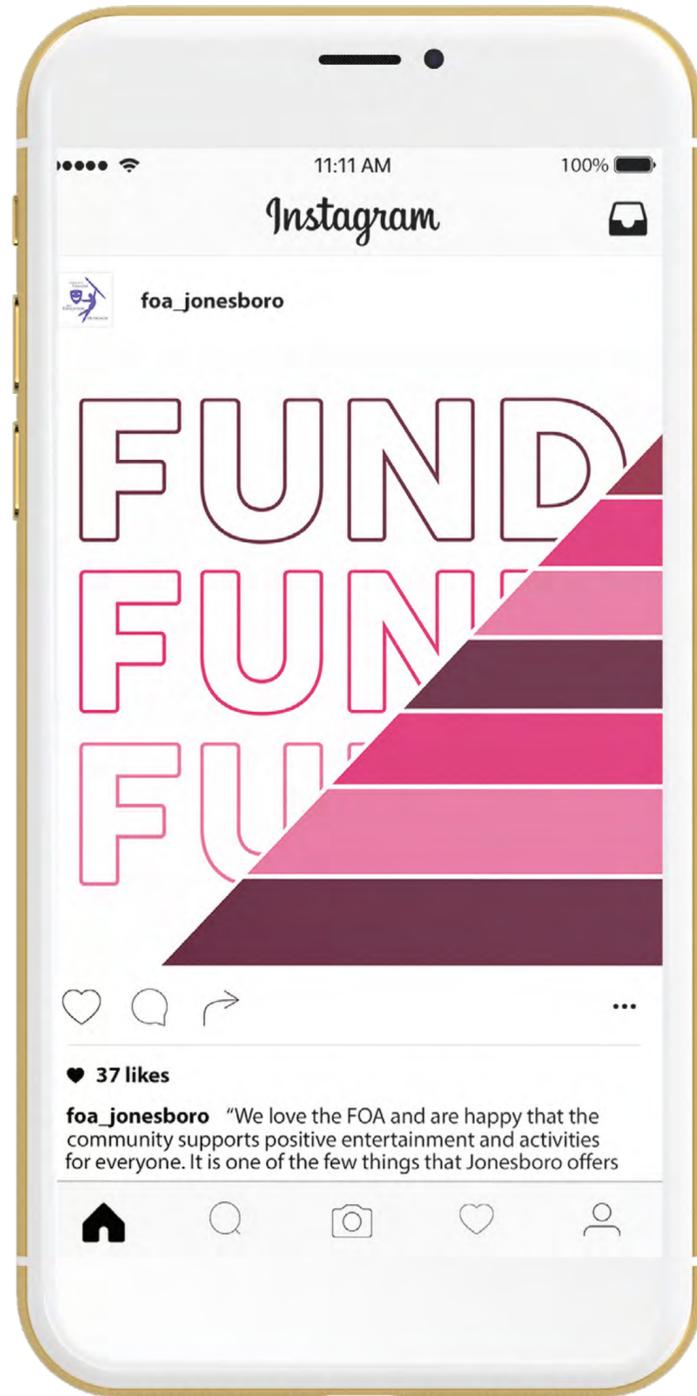
  







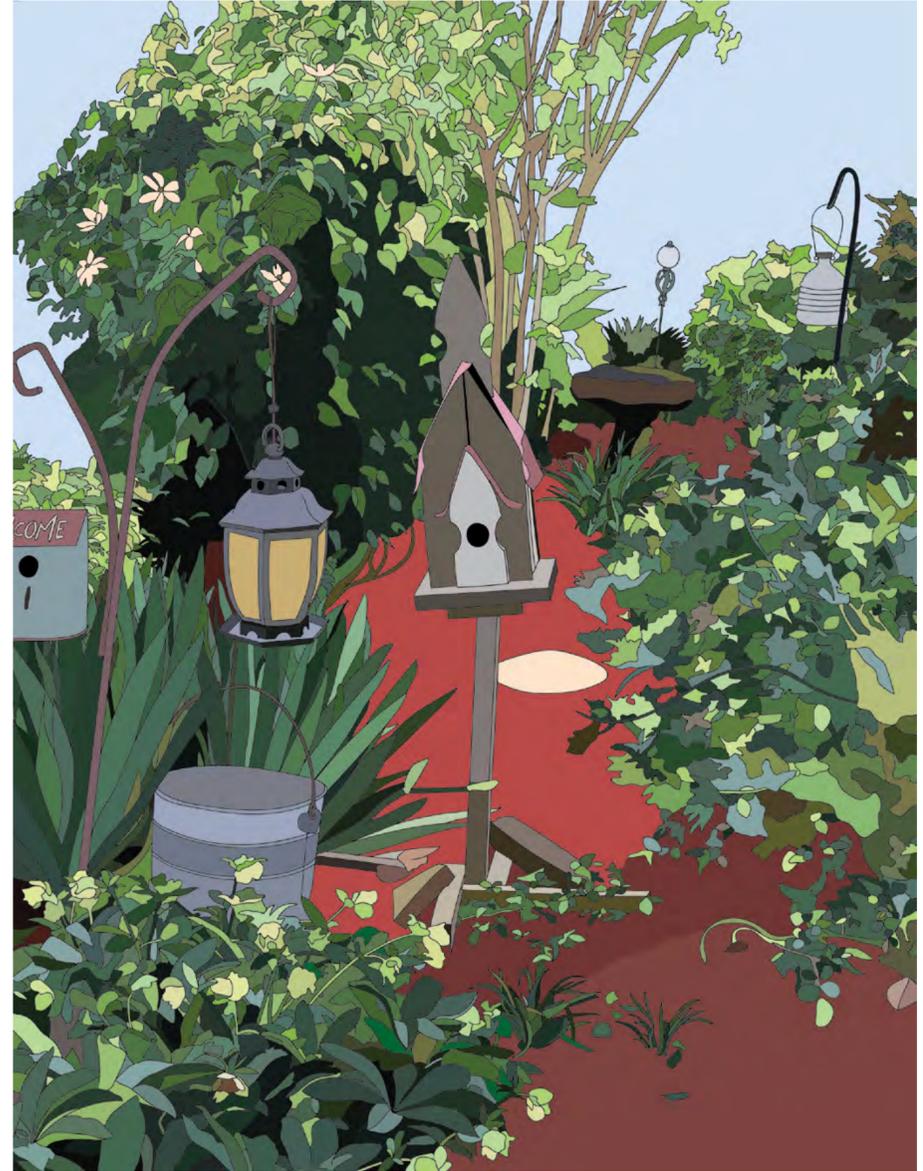






FLORAL ILLUSTRATION SERIES

This floral illustration series was a personal project where I explored the depths of my grandmother's flower bed. The objective was to illustrate compositions that would connect to an audience that grew up in a rural town, like me. I added small details that are specific to the southern region - the birdhouses, rocking chair, "Farm House" decorative sign - in hopes they would lead to comforting, carefree, homegrown memories.











“FLOWERS IN YOUR HAIR” ILLUSTRATED BOOK

The “Flowers in Your Hair” illustrated “coffee table” book was created to explore different aspects of digital illustration. I illustrated the cover of the book and the inside spreads with the pairing of lyrics from The Lumineers song “Flowers in Your Hair.” Each page turn takes you on a whimsical stroll through a cottagecore aesthetic. This book was printed and is used as a conversation piece within my home.

[“Flowers in Your Hair” Illustrated Book Process Book](#)

[View the Full Book Here](#)







ALBUM COVERS/SPOTIFY MOCK-UPS

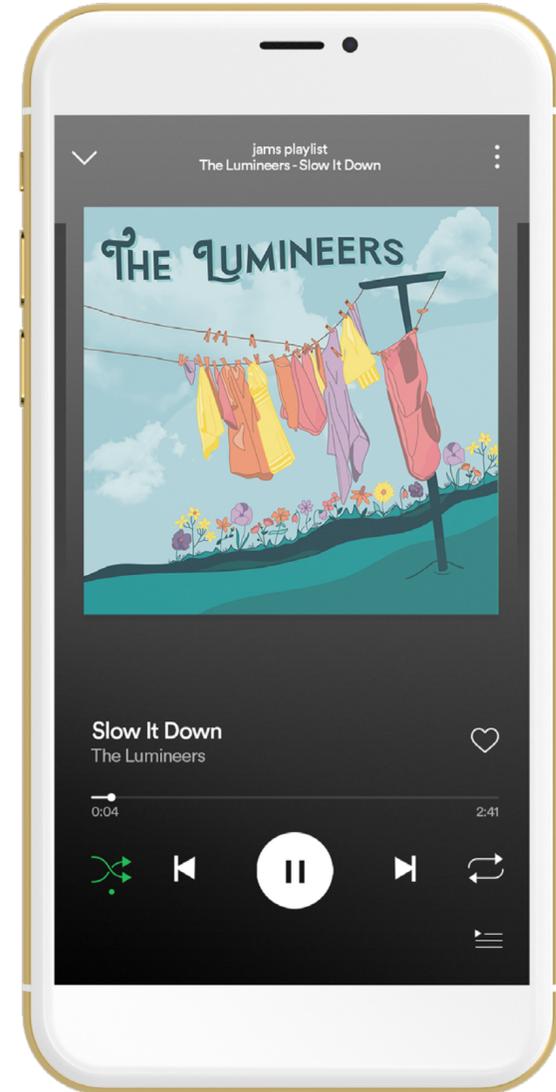
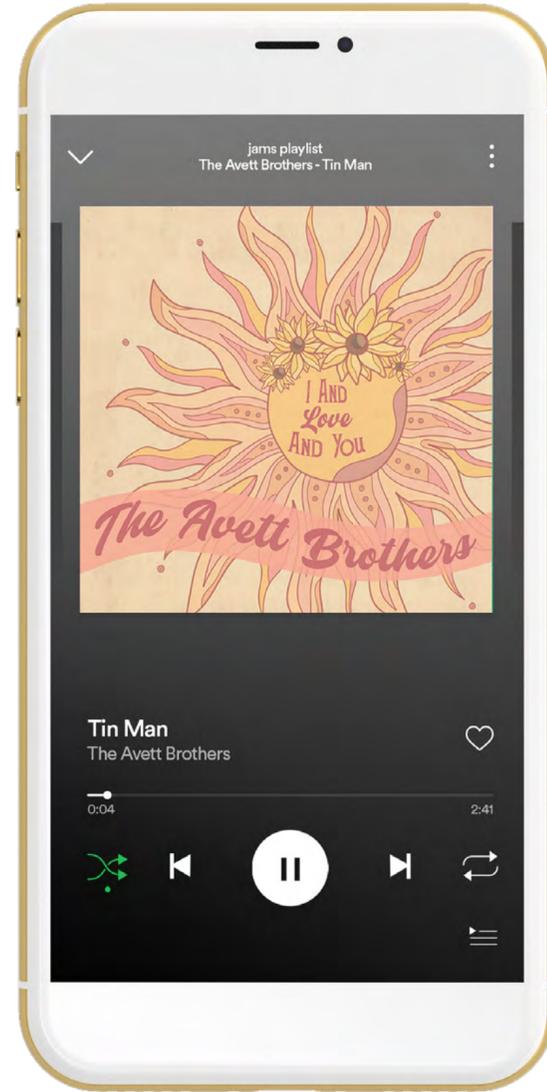
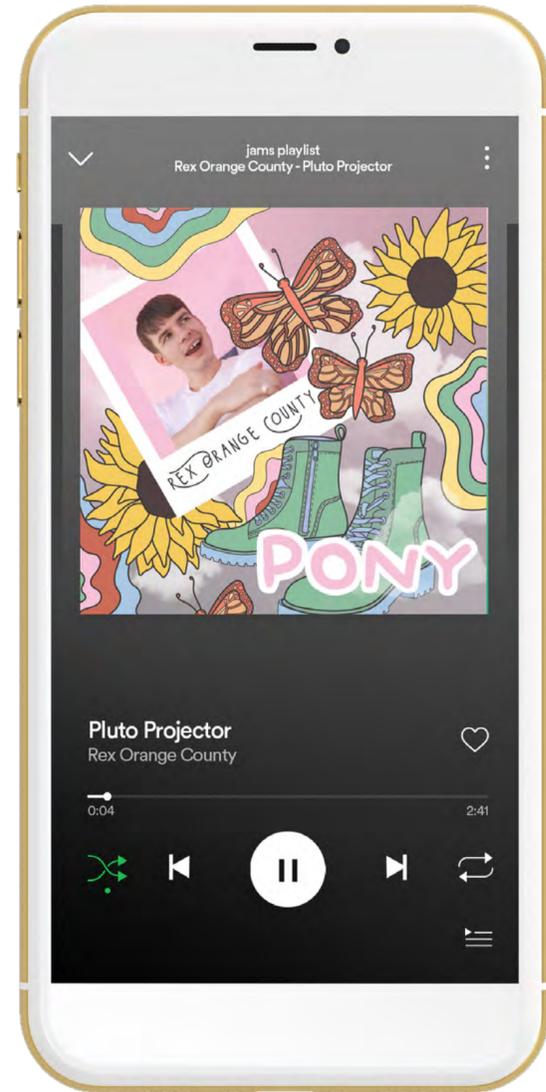
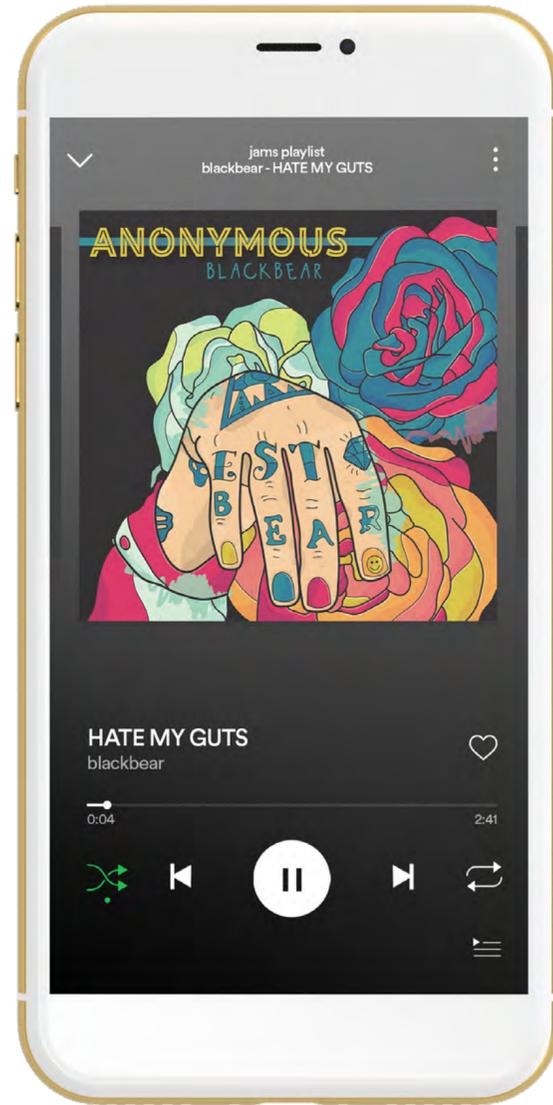
The art of creating album covers has intrigued me from a very young age. The idea of expressing oneself not only through lyrics of songs but also through a composition designed specifically for those songs led to the creation of these covers as a personal project. I chose four artists, listened to their stories through lyrics, and began illustrating. I wanted to convey the aesthetic, mood, and overall expression of each artist using color palettes and varying subjects. The results brought life to the music in a way I connected with personally.













JULY 2020 PREMIERE MAGAZINE COVER & INTERNAL AWARDS COVER

For this project, I was given the task of creating a July 2020 magazine cover and internal awards cover for Premiere Magazine. The July 2020 Cover concept was focused around the Fourth of July, as well as a “Back to Business” celebration. The internal awards cover acted as a separation between the original content of the magazine and a special section known as the Jonesboro Premiere Awards. I illustrated each cover, though the act of brainstorming and critiques were performed with coworkers. The Premiere logo was also provided for my use. The final results were a success as each illustration appeared in the magazine with 6,500 copies printed monthly and distributed throughout Jonesboro, Paragould, and other surrounding cities.

[Premiere Magazine's Website](#)



240 Union St. • Jonesboro, AR • (870) 340-5372 • www.adaraboutique.com



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Support these
AWARD-WINNING
businesses!

Thank you for voting in the 2020
PREMIERE
Awards

Premiere July 2020 5



HAND-RENDERED T-SHIRT DESIGNS

Growing up with a mother who owned a t-shirt shop, I was able to see first-hand accounts of popular designs. Now that I'm a designer, I'm able to personalize and illustrate quirky t-shirts for my mother to make and sell. Each design contains hand-rendered typography, lively color palettes, and fashionable quotes. In the coming months, customers will see these designs for purchase at Funcessories Too in DeWitt, AR.



like
i who
becoming
a lot.



you can
be The
MOON
& LOVE
the SUN





ARROW SKATEBOARD DESIGN WITH MATCHING ITEMS

The Arrow Skateboard Design is a concept project where the objective was to create an exclusive pattern that mirrored the aesthetic and vibe of a skate shop. I am the sole illustrator of this project. I started the process by researching the clientele, then began the design process in Adobe Illustrator. The results consisted of an award-winning pattern that spread to other merchandise relating to the client.







[Mockup psd created by zlatko_plamenov - www.freepik.com](https://www.freepik.com/psd/mockup)

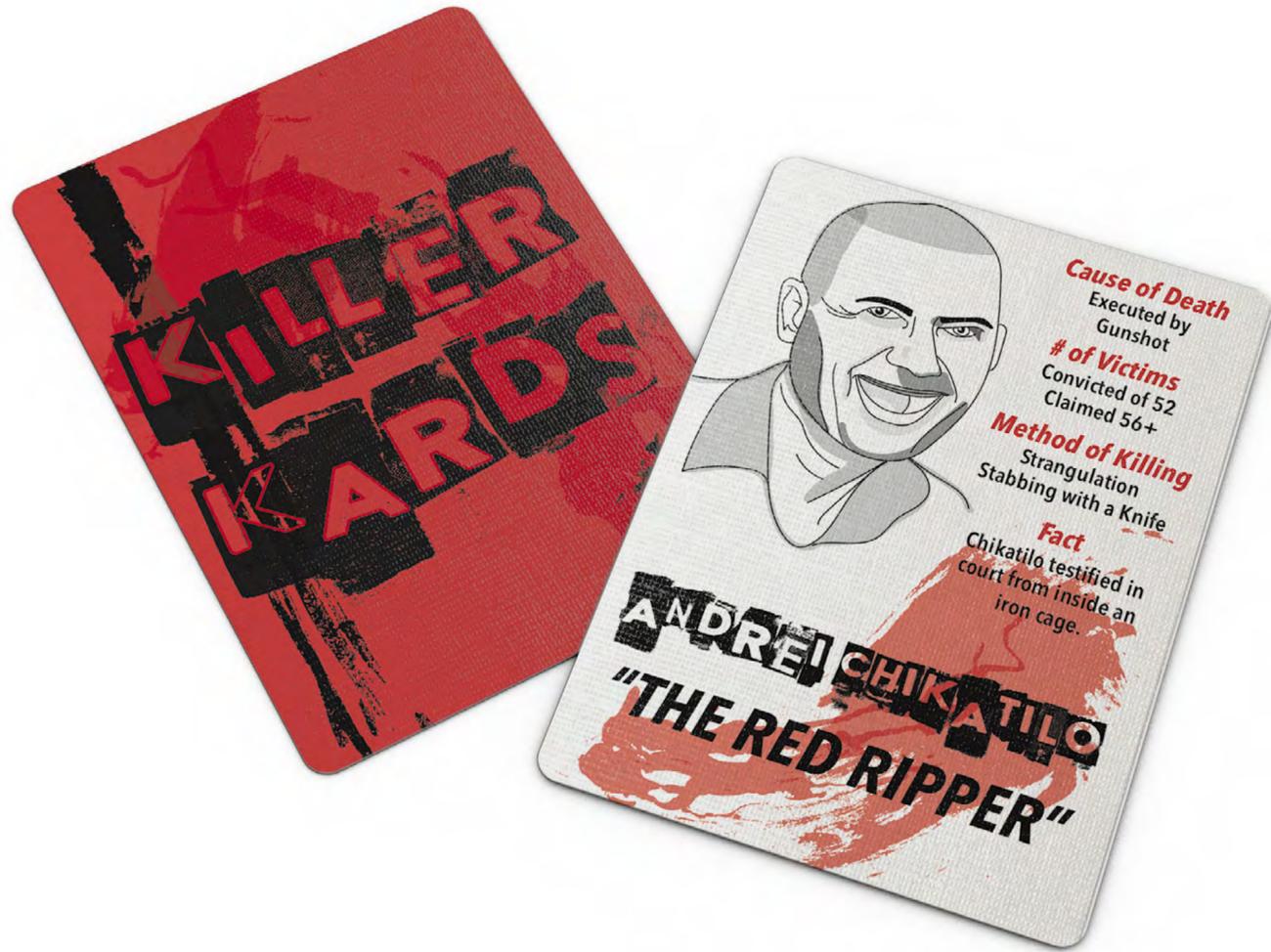


KILLER KARDS CARD DECK

True crime is a huge market at the moment: whether it's a podcast, a TV show, or a book, the theme is around every corner. The objective of this personal project was to take the true crime topic and turn it into an interesting collector's item. The cards were meticulously designed and illustrated by myself, though the information of the cards came from several online sources. Each card displays a famous murderer with facts regarding his or her crimes. The information people are "dying" to hear is literally in the palm of your hands.









KILLER KOCKTAILS

Killer Kocktails is a project that stemmed from the “Killer Kards” card deck. The objective was to take the common theme of “true crime and a glass of wine” and turn it into a fun poster series. I illustrated each element, and the source for the cocktail recipes is listed at the bottom of each poster. These posters include the ingredients of the designated cocktail, named after a famous serial killer. They’re connected using strings, much like one would do when solving a crime and “connecting the dots”; however, the outcome of connecting the dots here is a leisurely cocktail you can drink while listening to your favorite true crime podcast or watching your favorite true crime show.

[Cocktail Recipe #1](#)

[Cocktail Recipe #2](#)

[Cocktail Recipe #3](#)

Hannibal the Crannibal

Lemon Drop

Martini

INGREDIENTS

Simple Syrup:

- 2 C. Chopped Cranberries
- 1.5 C. Water
- 1 C. Granulated Sugar

Cranberry Lemon Drops:

- 1 C. Cranberry Simple Syrup (from above)
- 1 C. Fresh Lemon Juice
- 1 C. Vodka
- Ice (for shaking)

INSTRUCTIONS

- Coarsely chop the cranberries and place them in a medium saucepan with water. Simmer the cranberries for 20 minutes.
- Gently mash the cranberries and strain through a cheesecloth or a fine strainer (you should have about 1 cup of juice, add more water if not.)
- Place the juice back in the saucepan with 1 cup of sugar. Bring to a boil and immediately remove from heat. Set aside to cool.
- Fill a shaker halfway with large chunks of ice. Add in 2 oz. (1/4 cup) of each the cranberry simple syrup, lemon juice, and vodka.
- Shake until mixed and chilled well, and pour into a martini glass. Enjoy immediately!

Recipe: www.thecentsablesoppin.com/cranberry-lemon-drop-martini

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Bundy's
Blackberry Basil Mojito

INGREDIENTS

- 1 Tbsp. Can Sugar
- 1/2 Medium Lime (quartered)
- 3 Ripe Blackberries
- 6-7 Basil Leaves
- 1.7 Ounces White Rum
- 1 Cup Crushed Ice
- 1/4 Cup Soda Water (aka Club Soda)

INSTRUCTIONS

- Add lime segments, blackberries, and sugar to a cocktail glass and gently muddle 7-8 times (use a muddler or anything with a blunt edge, such as the handle end of a spatula).
- Add basil and gently muddle again 4-5 times to infuse flavor.
- Add white rum and gently stir/fold with a spoon to combine.
- Then add crushed ice, gently stir, and top with a splash of club soda. Gently stir/fold once more. Then garnish with a bit more crushed ice and garnish with basil.

Recipe: www.minimalistbaker.com/blackberry-basil-mojito/

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Recipe: www.minimalistbaker.com/blackberry-basil-mojito/

Gacy's Killer Clown Cosmos

INGREDIENTS

- 4 Cups Prepared Limeade
- 2 Cups Vodka
- 1 Cup Cranberry Juice
- 1/2 Cup Triple Sec
- 12 Slices Fresh Lime



INSTRUCTIONS

- Mix all ingredients in a pitcher.
- Place in the refrigerator and let chill for 2 to 3 hours.
- Serve in martini glasses and garnish with a lime slice.

Recipe: www.recipegirl.com/beach-house-cosmos/

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2020 RETRO MONTHLY CALENDAR

With this project, my goal was to take an ordinary object and spin the style to something “different” from what we usually see on this type of product. I illustrated retro objects such as a dial phone with a neon color palette and modern-day song lyrics to create an extraordinary custom calendar. This award-winning design shows we can personalize even the smallest parts of our everyday lives.

[Take a Closer Look Here](#)





STICKER COLLECTION

These hand-rendered sticker designs contain fun quotes that fall into four specific categories: “creative,” “girl power,” “inspiration,” and “sassy.” I sketched out and illustrated the typography for each sticker. These stickers were printed and distributed amongst my friend group who then artfully placed them on items such as planners, water bottles, and laptop cases.

ART
has No
RULES.

CREATIVE
queen.

killin' it

let me be
great.

TRUST
YOUR Creativity.

make
some
REAL COOL
Shit.

CREATE
the things
you wish
EXISTED

COMPARISON
will
KILL YOU.

"CREATIVE" STICKER COLLECTION

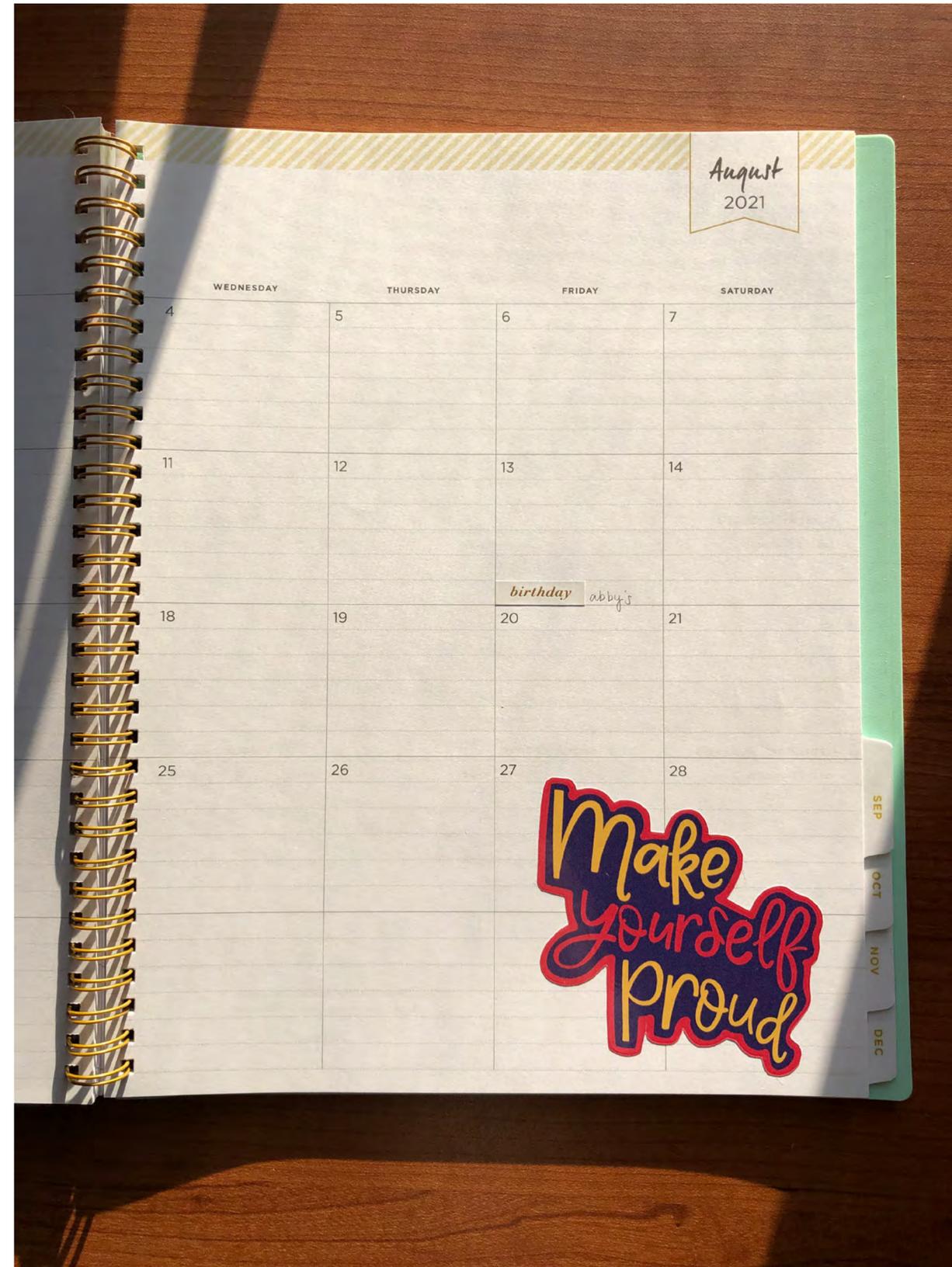




"GIRL POWER" STICKER COLLECTION



"INSPIRATION" STICKER COLLECTION



go wild
FOR a WHILE

NOT MY
PROBLEM

COULD
CARE
LESS

SUCK
IT UP

EXIST LOUDLY.

that's
wack

REBEL
with a Cause.

Stay
Sassy

"SASSY" STICKER COLLECTION