



SHELLAR
DESIGNS

AVERY SHELL

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CIRCUS STAMPS

The Circus Stamps are a set of four postage stamps showing animals that aren't meant to be in a circus, in birthday hats and on circus balls. Created with Adobe Fresco, they balance boldness and clarity, drawing attention with playful elements while remaining practical. These stamps were designed to be lighthearted and humorous.





BEACHY PLAYING CARDS

These are traditional beach-themed playing cards, each with its own unique design. I wanted to display my love for the beach and summertime. I made sure to make them stand out by using different illustrations, colors, and sizes. I also created a matching box design that fits perfectly with the cards' theme and looks.



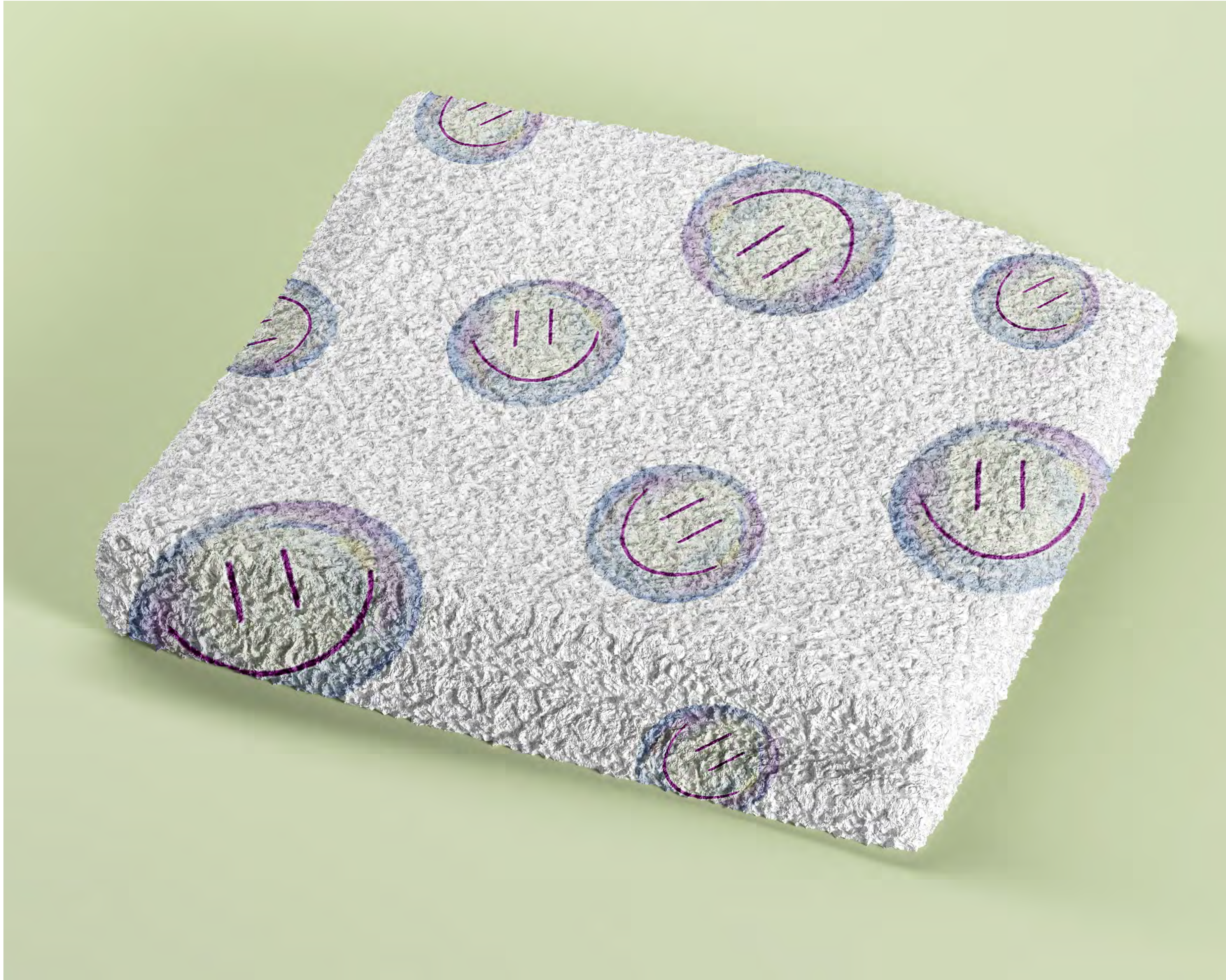




SMILEY SUDS SOAP BRANDING

Smiley Suds Soap is a soap brand that appeals to children of all ages. I hand lettered the typography and bubbles while applying acrylic paint to the design. I used Photoshop to remove the background and added a color that fit the theme. My aim was to use bright colors to appeal to children and choose colors that would stand out from other brands.







VAULTER VISION ZINE

Vaulter Vision is a zine featuring a visually impaired individual exploring pole vaulting. Designed with athletes in mind, I used bold colors throughout. Using Adobe InDesign, I created the inside spreads and covers, and I used Photoshop to cut out images throughout. Being an athlete and pole vaulter myself, I decided to include some of my own images in my zine.



MONDO DUPLANTIS

five time world record breaker

TOKYO — Mondo Duplantis was a high school freshman when his life changed. A pole-vaulting prodigy from Lafayette, La., Duplantis was a couple of months from his first international competition, the 2015 world youth championships, when he received a recruiting call from a coach. The twist was that the coach was from the Swedish Athletics Association. "He would call me and my parents every day going, 'You should compete for Sweden, we're super well-organized, we're going to take care of your poles, we're going to do everything for you,'" Duplantis recently recalled. "It sounded like a pretty good offer." Duplantis has since emerged as one of Sweden's most beloved athletes, endearing himself to a once-skeptical public by speaking Swedish in interviews, driving Swedish cars, buying a place to live in Sweden during the summer and dating a Swedish model, Desiré Inglander. The two made headlines when they kissed on live TV in early July at a track meet in Stockholm. (Duplantis won.) "I think today he's fully embraced," said Lisa Gunnarsson, 21, a native of Stockholm and one of Duplantis's

training partners. "If I say I pole-vault, people say, 'Oh, yes, Mondo Duplantis.'" At the Tokyo Games, where the men's pole vault final is on Tuesday, Duplantis could see his celebrity soar even higher. Already the world-record holder at age 21, he is the favorite to win his first Olympic title in an event he has dominated the past two years. "I always thought I had the ability to be the best pole vaulter in the world," he said before the start of the Games. "I thought that since I was a little kid." In many ways, Duplantis fits right in with Sweden's love of technical events in track and field, said Erik Karlsson, a track and field correspondent for the Aftonbladet newspaper in Stockholm. The country has plenty of indoor and outdoor facilities, and good coaches. The weather is too cold to embrace sprinting, so Sweden has traditionally excelled in events like the high jump and the long jump, along with the discus. After Swedish athletes dominated the men's discus here last week, winning gold and silver, Duplantis posted a congratulatory message — in Swedish, of course — on Instagram.





LIGHTHOUSE POSTCARD SERIES

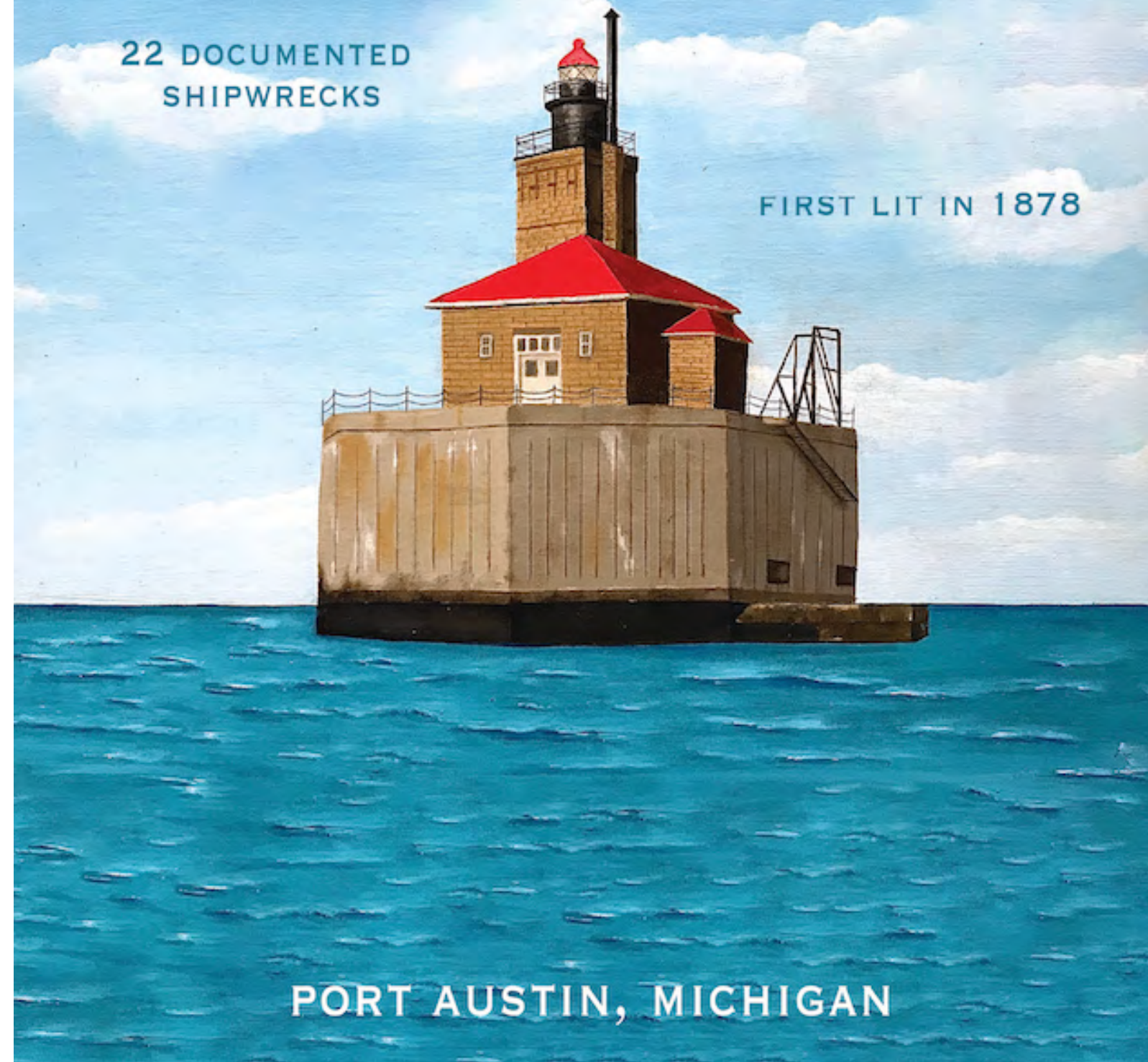
This series showcases lighthouse postcards, initially created through oil paint on canvas as commissioned pieces—two of the lighthouses are near my hometown in Michigan. I decided to enhance each painting by turning them into postcards. With the use of Photoshop, I expanded the images, enhancing their scope and adding text. I incorporated text containing factual information about the lighthouses as well.

PORT AUSTIN LIGHTHOUSE

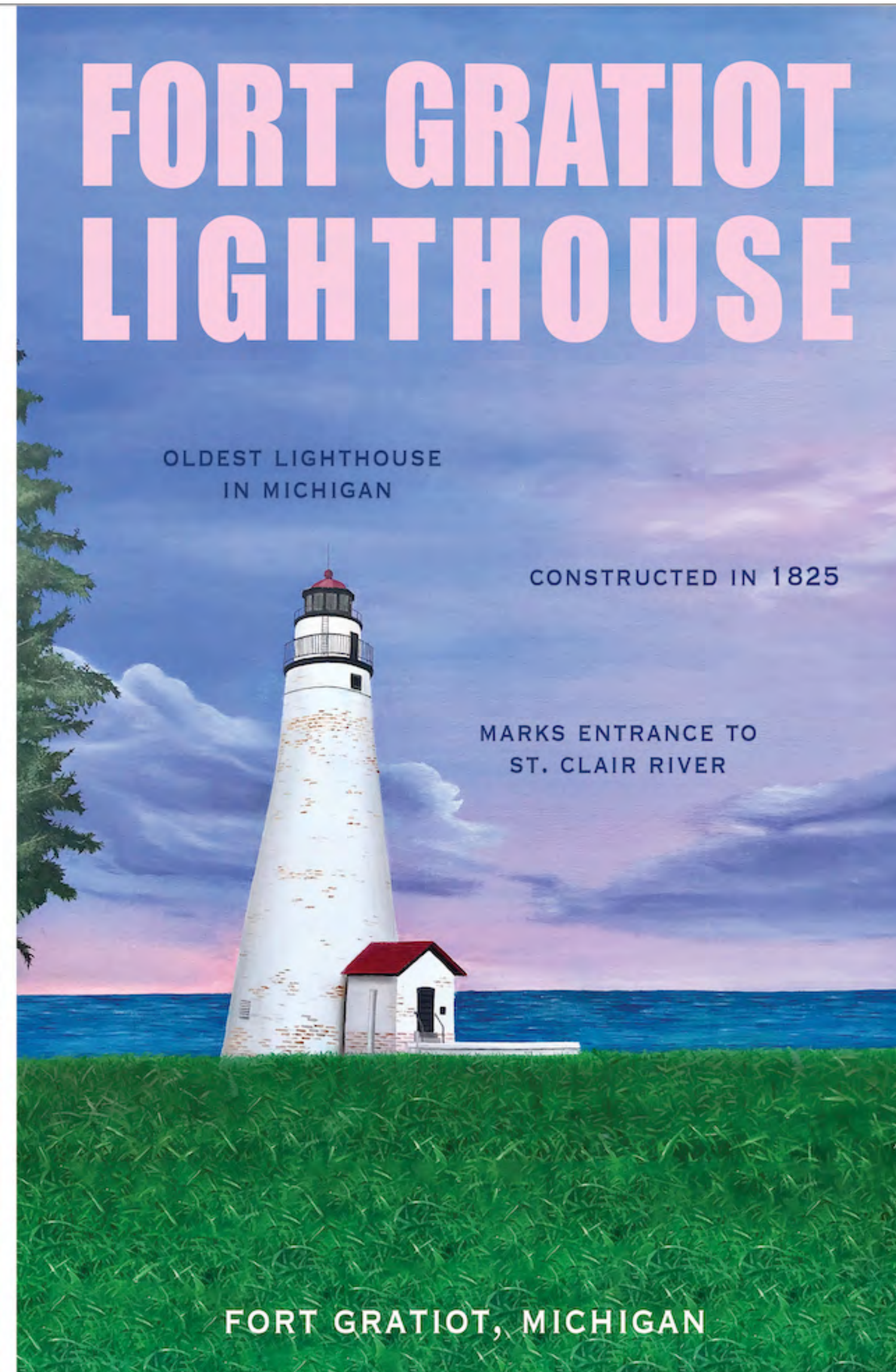
ONE OF 98 LIGHTHOUSES
ON LAKE HURON

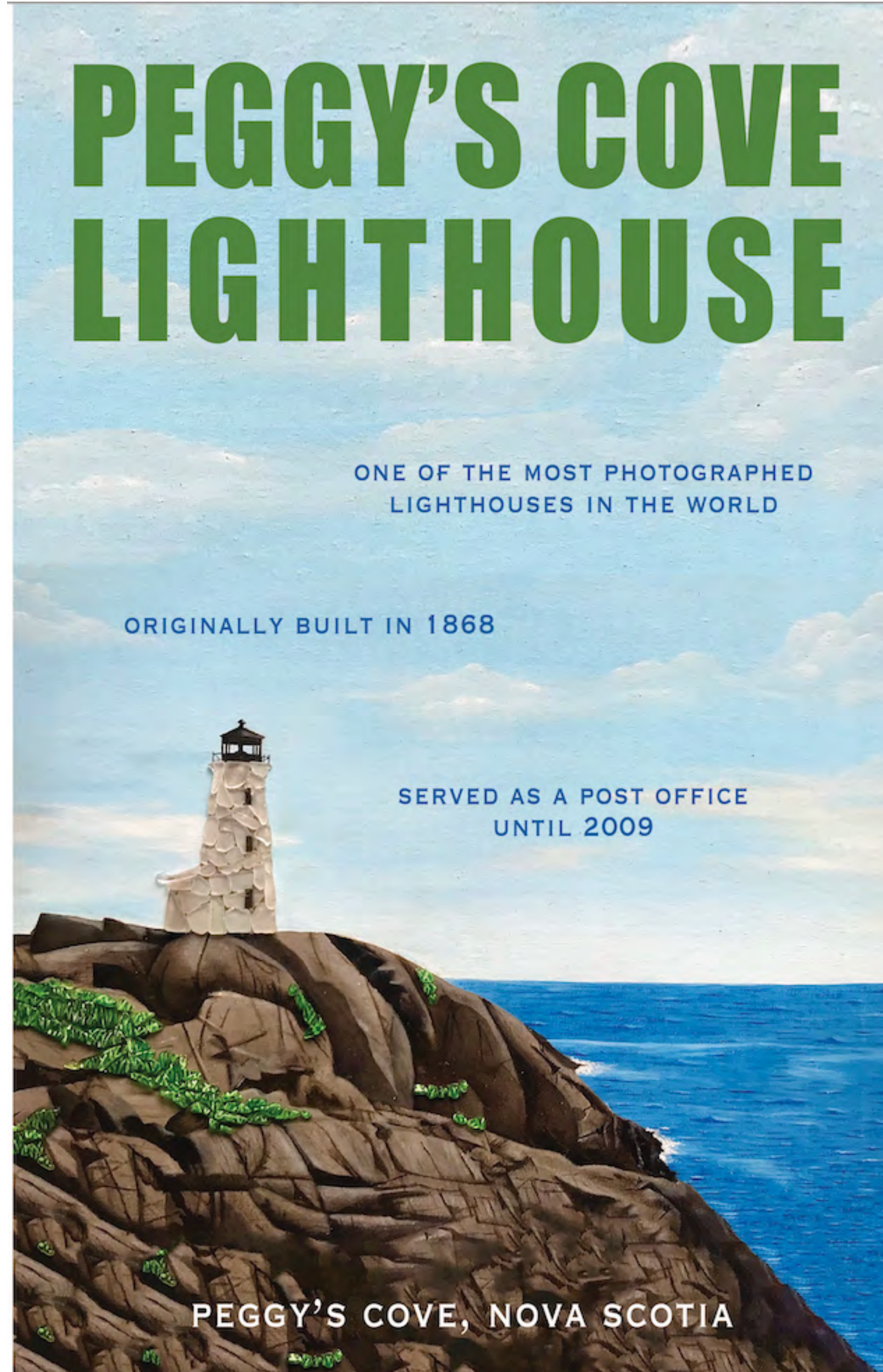
22 DOCUMENTED
SHIPWRECKS

FIRST LIT IN 1878



PORT AUSTIN, MICHIGAN





TIKI TORCHES MATCHBOOK

The Tiki Torches matchbook is a personal project. My goal was to craft a distinctive matchbook, incorporating detailed illustrations to convey complex ideas. After brainstorming Hawaiian themes, I chose one to explore further. Using Adobe Fresco, I turned sketches into digital drawings, refining them with colors and details. In this concept, the match stick becomes a lifelike tiki torch when struck. I added a tiki motif inside and adorned the exterior with a Hawaiian theme for extra visual appeal.



SELF PROMO

My self-promo poster serves as my visual introduction to potential clients and collaborators, showcasing my typography skills and providing my contact information. I was photographed and then edited the photo in Photoshop to remove any imperfections and blemishes. I then cut out the image, added a shadow effect, and incorporated text to complete the design.

artist | illustrator | visionary

AVERY SHELL



WELLNESSE ADVERTISING

I crafted real-world advertisements for a health and wellness company using Adobe Illustrator and Photoshop. In Illustrator, I designed the layout and graphics, ensuring they were visually appealing and professional. Then, I turned to Photoshop to add shadows. I used these programs to produce high-quality advertisements that effectively promote the company's products or services while conveying a message of health and well-being.



**WELLNESSE
TOOTHPASTE**



01

Micro-Hydroxyapatite

This naturally occurring mineral is biocompatible and non-abrasive. This means it won't be rejected by your body, rarely causes irritation or allergies, and won't erode your precious enamel.

02

Balance Your Oral Microbiome

We use a combination of powerful, all-natural ingredients to fight the overgrowth of bad bacteria that cause plaque, tooth decay, tooth sensitivity, demineralization, and bad breath.

03

No nano-Graphene

Some studies show that graphene damages cells. The micro-hydroxyapatite used in our toothpaste does not produce graphene.

04

Sugarcane Bioplastic

Made of Sugarcane Bioplastic, these tubes produce far fewer carbon emissions during manufacturing. These tubes are 100% biodegradable and the lids are recyclable.

05

Sensitive Teeth

By including ingredients such as neem, green tea, and hydroxyapatite, our toothpaste helps fight against tooth sensitivity and restores your enamel.



wellnesse
Whitening Toothpaste

- ✓ Fluoride Free
- ✓ Glycerin Free
- ✓ Micro Hydroxyapatite

  | Wellnesse.com @mywellnesse

CHIPGUARD SECURITY

Chipboard Security is a fictional security company conceptualized by a 'forced connection' methodology using the words "crunchy" and "lock" into one visual. Using Adobe Illustrator, I merged these ideas into a single design. I chose to work with bold colors to give a strong and serious feel to it. This approach instills Chipboard Security with a unique identity, effectively conveying both security and strength in an innovative way.







OATMEAL RECIPE

The concept for this oatmeal recipe poster originated from a food photography project. I researched, planned, and staged the setup for this photoshoot, which creates visually appealing arrangements based on ingredient colors and dish shapes. After taking multiple photos, I selected one that met my satisfaction. Next, I added text and manipulated it to ensure cohesive visual flow throughout the design.

Instructions

1. Add all ingredients to a pot and bring to a boil.
2. Reduce heat to low and simmer until thick.
3. Remove from heat and add toppings.



prep: 5 mins cook: 10 mins servings: 2