



**GAVIN WILLIAMS**

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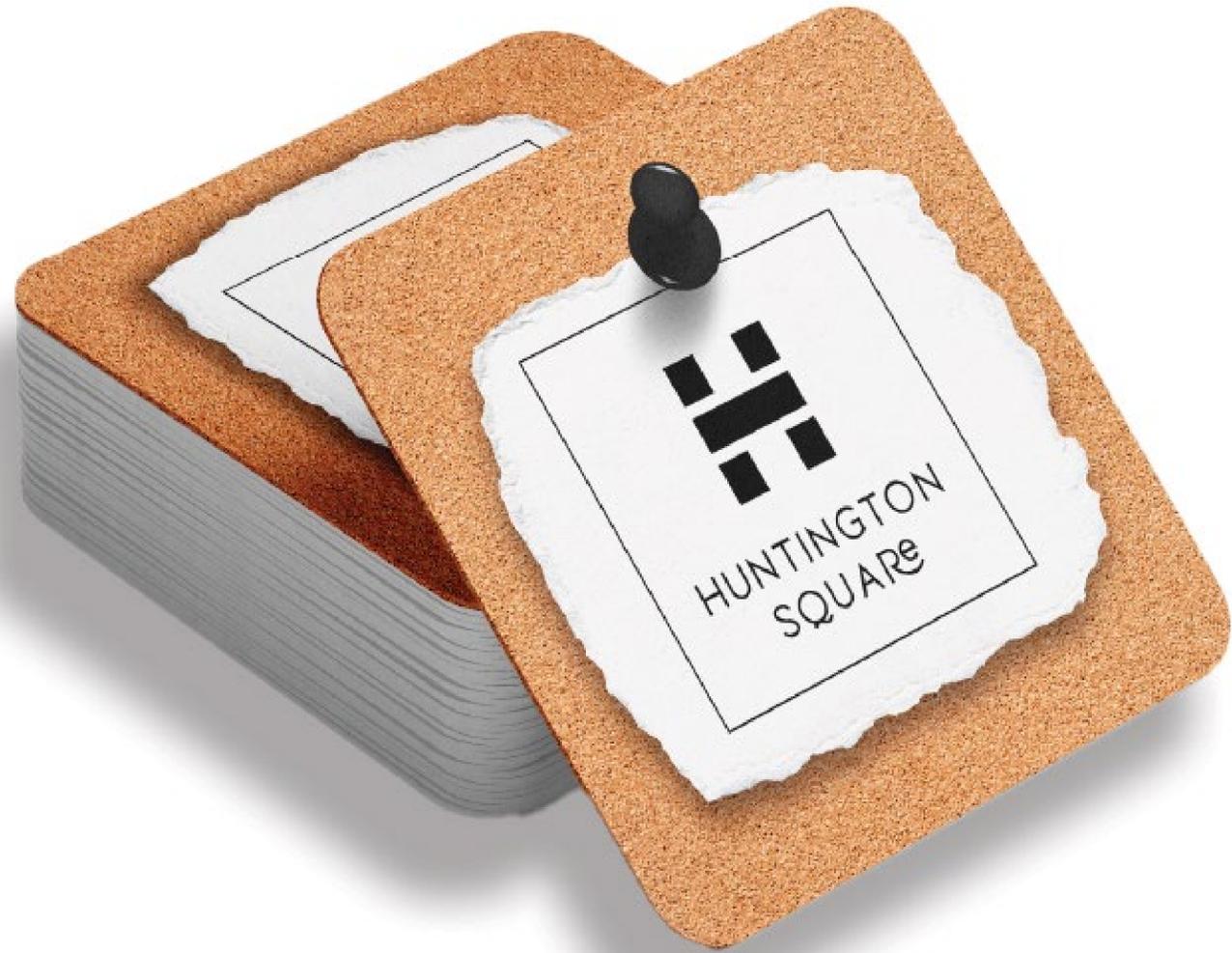
## HUNTINGTON SQUARE

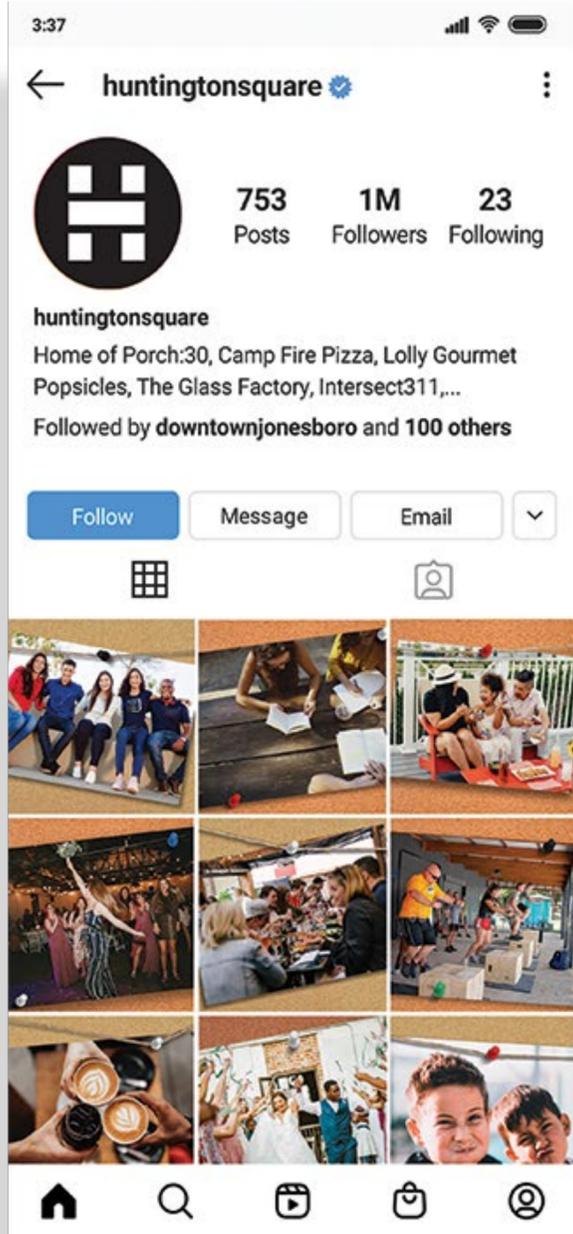
On this project, I worked on a team to create a campaign for Huntington Square through The Polish Agency in Jonesboro, Arkansas. We helped promote Huntington Square with print advertisements and social media posts. The challenge was finding a way to include all the small businesses featured at Huntington Square. While working with my team of designers, we pitched our work, where the client gave us positive feedback and complimented the campaign.

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## SKATEBOARD DESIGNS

The skateboard designs were a personal project. The goal was to create skateboard decks with visually appealing intricate designs. I approached this challenge with previous knowledge of designing and crafting skateboards. As a child, other kids in my neighborhood would pay for me to repaint and create their skateboards. I wanted to use my passion for this type of design and combine it with my love for graphic design, resulting in this project.



## ASSORTED STICKERS

These assorted stickers were personal work made to be sold at a group pop-up shop. I designed multiple stickers, printed, and cut them. The result of the pop-up shop was around \$150 worth of stickers being sold with the price being \$1 per sticker.



## EMOTION GIFS

I wanted to try my hand at gif-making as a personal project. I chose to do three different gifs based on emotions: happy, sad, and mad. I researched how to create and animate gifs for this project, and each slide for these gifs was hand-drawn and adjusted by me. I wanted the quality of the animation to be smooth and evenly spaced.

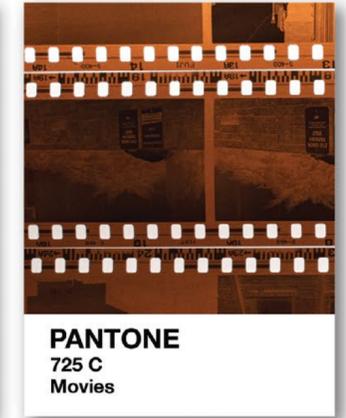
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## PANTONE CHIP PHOTOGRAPHY

This was a series of photographs that would tell a story when aligned. The story I wanted to portray is that of a date night. The photos start with a gift of roses and chocolate with a written note. It then leads into the date itself with movies and some popcorn. There is some sweetness and spice in the air, which finally leads them into the bedroom with the pillow & sheets and mattress, which brings us full circle back to the roses.



## BLM ZINE

The BLM Zine was a personal work made to design the page layout for a pre-existing article. I created the cover via collage and then created every spread to fit the text shown. I believe the result successfully indicates the seriousness of the article's topic while still being visibly appealing.

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# "ALL LIVES MATTER" AND OTHER BACKLASH

they are not a fan of its approach, contrasting some of the protests today to the peaceful ones of the civil rights movement of the 1960s.

Many have condemned the more progressive demands of the cause, most notably the call to defund the police, which would instead invest those funds in communities, especially marginalized ones where much of the policing occurs.

Like Abdullah said, the call to defund the police has been a key priority of the movement for years. But as these calls increase, police unions across the country have dug in to protect their own – even though the movement has support from organizations like Amnesty International and video evidence of officers using excessive force against protesters. And the notion still faces pushback from people on both sides of the political aisle. President Donald Trump has defended the police. Meanwhile, politicians like Gov. Tony Evers of Wisconsin, a Democrat, has said defunding goes too far. Others have called the movement too radical.

In Arizona, Rep. Walt Blackman, a Black GOP member of the Arizona Legislature, labeled BLM a "terrorist organization" in an interview with Fox News Radio affiliate KFYL. He then told the Arizona Republic in a follow up interview that BLM is an ideology that goes against the very concepts and precepts of our principles in the United States.

Critics have also responded to the phrase "Black Lives Matter" by coining their own slogans, such as "All Lives Matter," which some argue minimizes the current struggle Black people face against systemic racism, and "Blue Lives Matter," referring to the lives of police. Trump previously called the words "Black Lives Matter" a "symbol of hate" in a tweet criticizing New York City Mayor Bill de Blasio for "denigrating Fifth

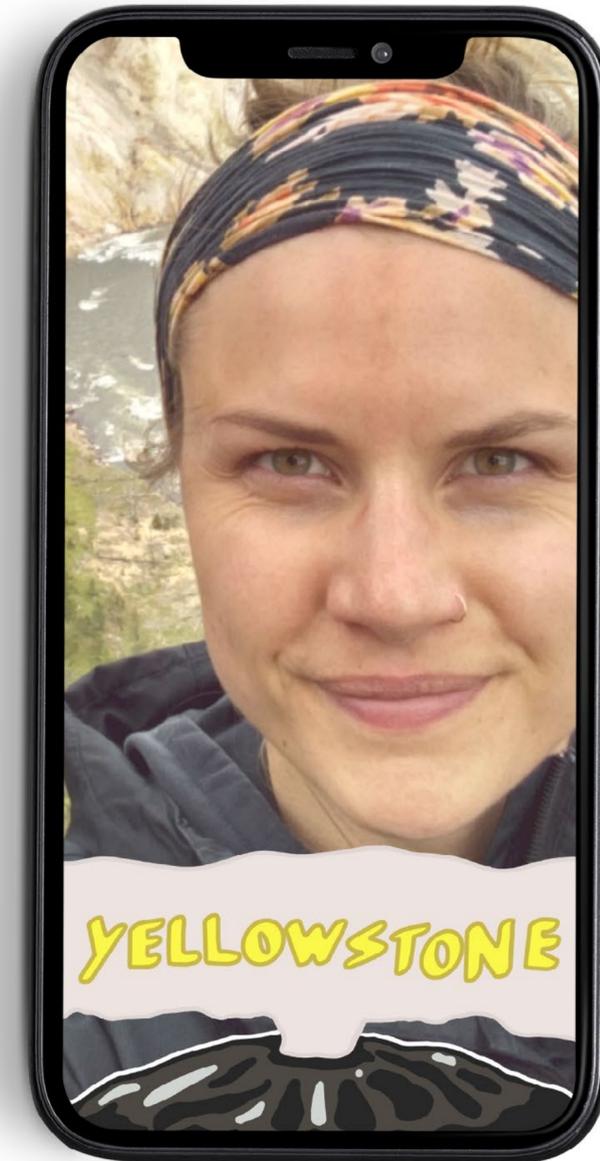
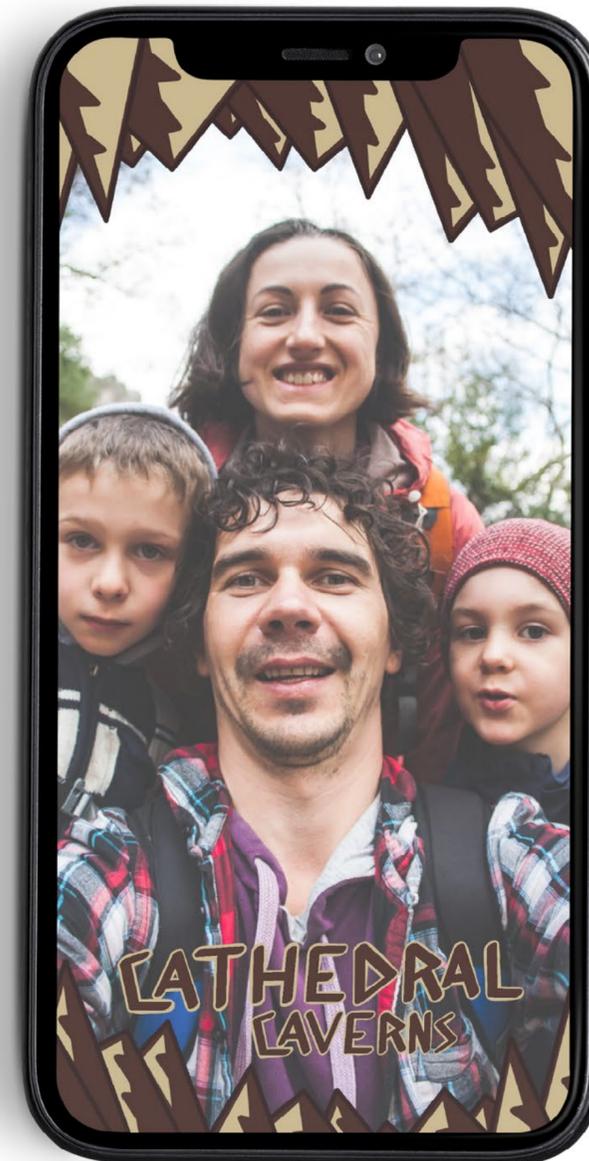
avenue in Manhattan with a BLM mural. In an interview with CNN, Michael Kazin, who studies social movements at Georgetown University, said it's surprising that the movement has not seen a similar backlash in history that a movement focused on Black equality has seen this level of support from White people.

But he has said that this movement feels different. It's bigger, more mainstream. These people are protesting just as much as people of color. Even large corporations and brands, which may have been silent in the past, are getting involved. Last month NYU commissioner Roger Goodell said "Black Lives Matter" in an apology video, a far cry from the league's stance during the 2017 season, when Colin Kaepernick became increasingly vocal about police



## STATE PARK GEOFILTERS

These filters were created with Snapchat in mind as the main focus of use. They are made for national parks to boost user interaction, allow the parks to be more recognizable by their attractions, and give a fun and exciting way to take a photo while showing off the most memorable parts of each park.



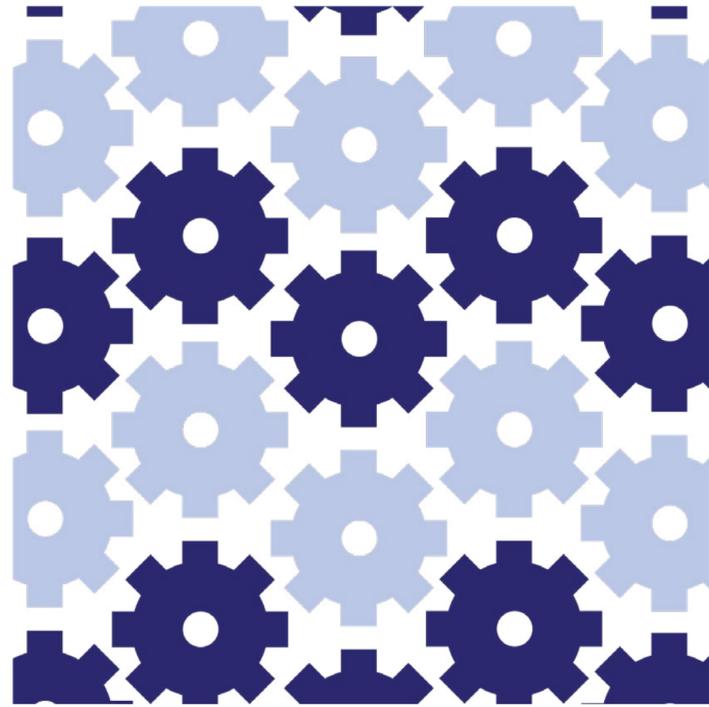
## MASSIVE ENTERPRISE

The goal of this project was to create a logo and decide the style for Massive Enterprise, a fictional conglomerate in the fields of biomedical, ballistics, AI, aeronautics, entertainment, and energy. I wanted the brand to have a corporate feel with a modern yet serious personality. The result is a logo with lockup variations and brand extensions in the form of seamless patterns.

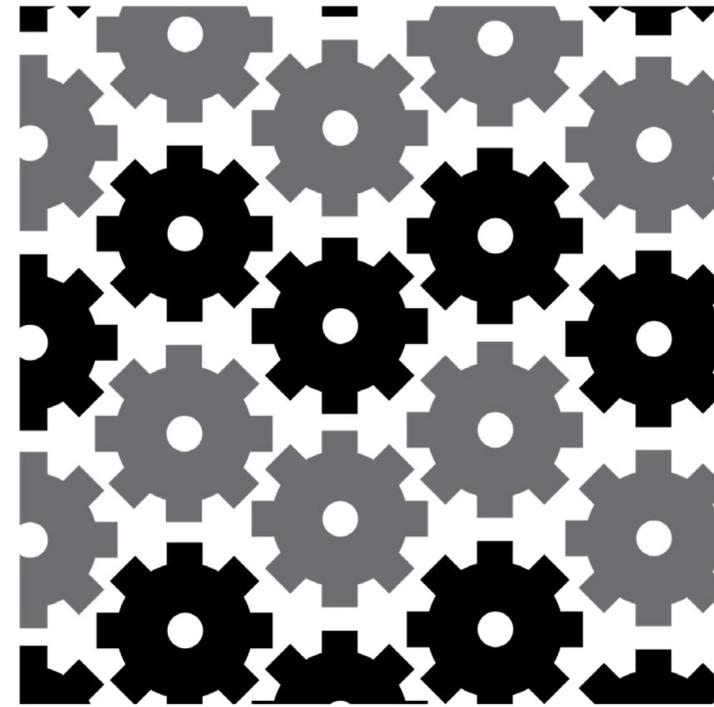








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## TYPEFACE DESIGN AND WORKING FONT

Making fonts is fun and one of the most rewarding things to do. GavinWilliamsDesign was created as a custom font for my brand and used throughout my visual guidelines. The font is working and downloadable.

[Download](#)

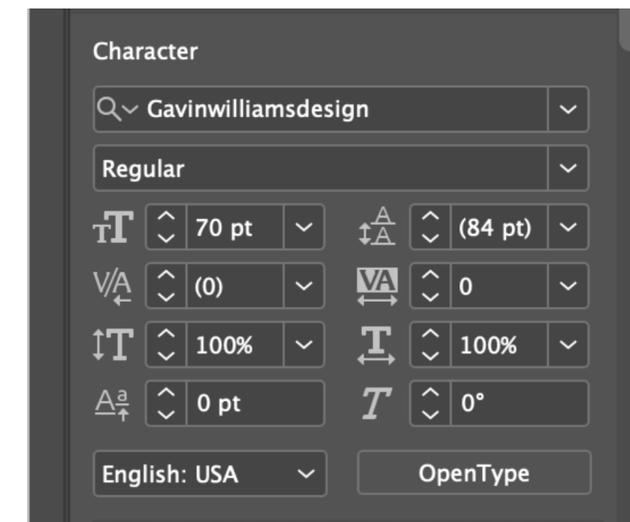


# GAVINWILLIAMSDESIGN

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## HOMWORK LOCKDOWN APP

Homework Lockdown is a prototype for a homework help app. The premise was to create an app that would wirelessly connect to multiple devices and lock them down while you work. Doing this would help with getting distracted and keeping retention while doing homework.

[Link here](#)

