

STUDENT WORK

Douglas Borton





COURSE: Portfolio Practicum – Personal Identity Design



COURSE: Advertising Design II- Publication Design





COFFEA GALLERIA Artistic Flavor
www.coffeagalleria.com

MUSIC

FRIENDS

POETRY

COFFEE

ART

SERVING THREE MAJOR COLLEGE AREAS

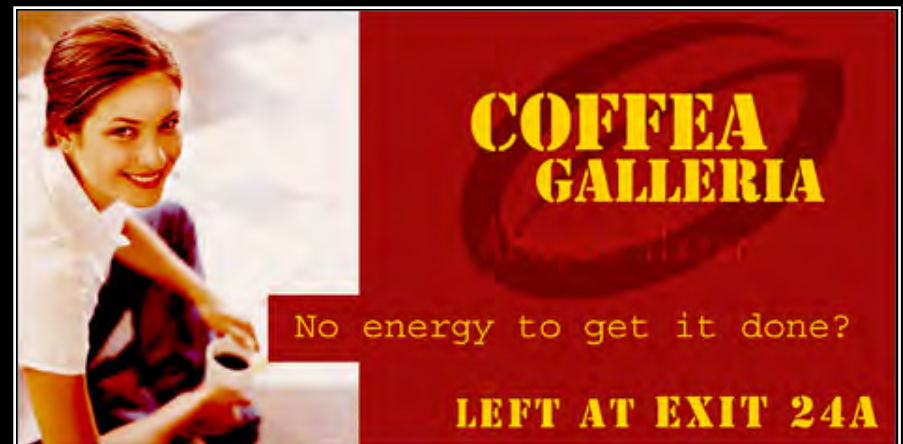
Western Michigan University Michigan State University
The University of Michigan



COFFEA GALLERIA

Forget about homework

LEFT AT EXIT 24A



COFFEA GALLERIA

No energy to get it done?

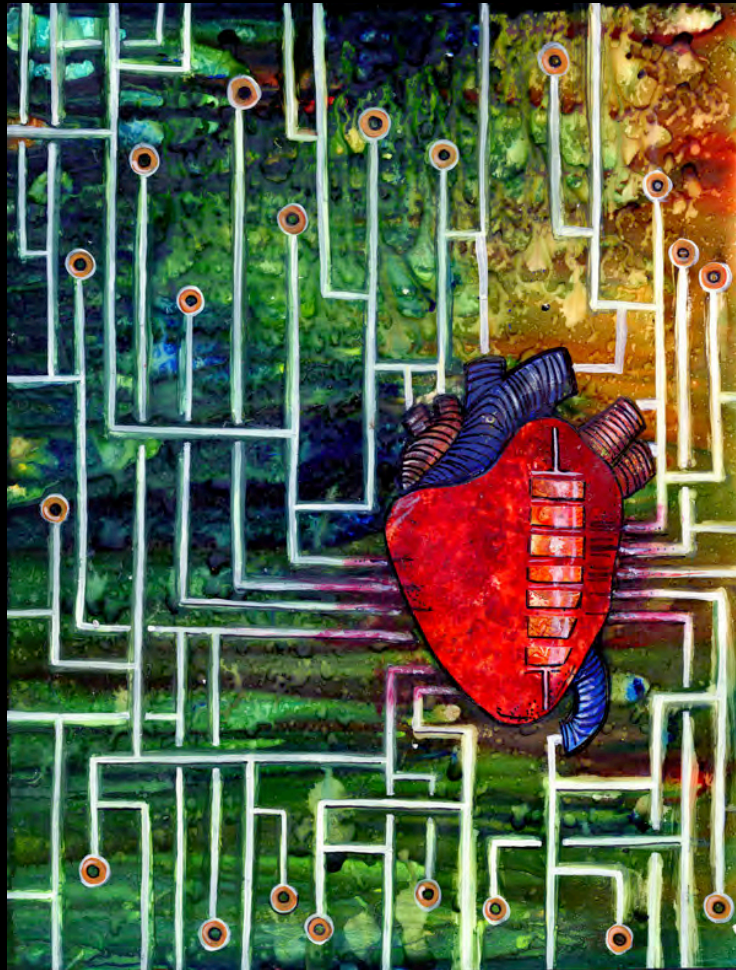
LEFT AT EXIT 24A



COURSE: Web Design – Branded Website Landing Page Project



COURSE: Drawing I – Still Life Project



COURSE: Painting I – Abstract Project



COURSE: Painting I – Still Life



COURSE: Drawing I – Line & Form Project



COURSE: Drawing I – Visual Poetry Project



COURSE: Painting I – Landscape Project

FREDS

Making Family Time ...
... More Convenient!



Too busy to make dinner?

Don't want to go out to a restaurant?
Wish you could get the restaurant quality food
you enjoy delivered right to your door?

We Have the solution!

Find out how simple it is to order your
favorite **restaurant food** right from home
or work. Then get it **delivered right to
your door** at anytime you decide.

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Garden

OUTBACK
STEAKHOUSE

Denny's

Applebee's
Neighborhood Grill & Bar

Chi-Chi's

Qdoba
MEXICAN GRILL

BENNIGAN'S
BATTY'S CAVEMAN

chili's
GRILL & BAR

CARRABBA'S
ITALIAN GRILL

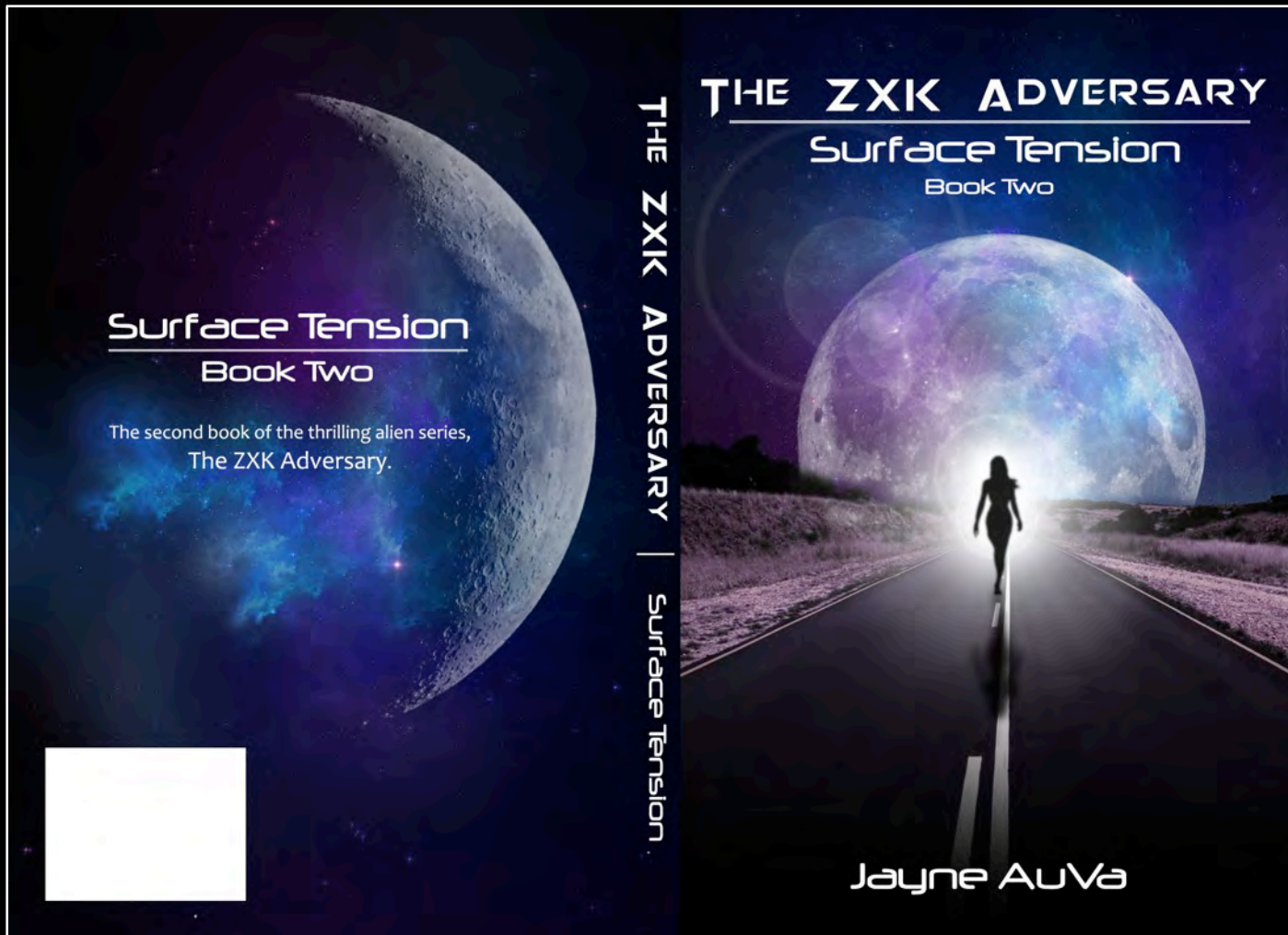
PONDEROSA
Steakhouse

P.O. Box 128 Michigan Street
Kalamazoo, MI 49012
(269) 555-FRED (3733)

www.EatAtFREDS.com



COURSE: InDesign – Poster Design Project



COURSE: InDesign – Book Cover Design Project

INTRODUCING
tC The 2005



SCION

IT'S WHAT MOVES YOU

With a Lexus inspired design and the proven track record of Toyota reliability, the tC is as fun to drive as it is classy. The 2.4L power plant, which is mated with a 5 speed manual or 4 speed automatic transmission (optional) puts down a respectable 60hp and 163 ft lbs of torque, all while maintaining 26 mpg highway / 23 mpg city.



The roomy interior of the tC is complimented with a first of its kind all glass panoramic power sunroof with retractable shades for front and rear seat passengers. With the intuitive design of the Scion tC's interior, the very stylish Japanese rice-paper textured dash, and brushed aluminum accents, you'll be quick to question the tC's \$16,995 base price.

In addition standard power sunroof, power door locks, power windows, power brakes with traction



assist steering, the tC comes standard with an aggressive front fascia, BMW 6-series style halogen headlamps, and split 6-spoke 17" cast aluminum alloy wheels with Bridgestone Potenza tires - the same as found on the Lexus IS300.

The dash of the tC is treated with many brushed aluminum accents and a sleek and ergonomic design that is both modern and functional. The standard Pioneer AM/FM/CD/MP3 6-speaker stereo system, with satellite radio (optional) is as easy to use as it is on the senses. With large 6.5" woofers up front and in the rear, and 1" tweeters mounted flush to the front door panels, you'll be immersed in amazing sound.

SPECIFICATIONS

Dimension Specifications

Length: 174 inches Wheel Base: 106.5 inches
Height: 55.7 inches Curb Weight: 2905 pounds
Width: 69.1 inches Gr. Clearance: 5.2 inches

Engine Specifications

Horsepower: 160 fwhp Max hp: 6000 rpm
Torque: 163 ft lbs fwhp Max tq: 4200 rpm
Engine Size: 2.4L Drive Type: FWD
Engine Type: Front transverse mount inline 4

Fuel Data

Fuel Tank Capacity: 14.5 gal
EPA City Mileage: 22 mpg
EPA Highway Mileage: 26 mpg
Range in Miles City: 210 mi.
Range in Miles Highway: 420.3 mi.

Performance Specification

0-30 mph: 3.2 seconds 0-60 mph: 6.9 seconds
1/4 mile ET: 15.7 seconds 1/4 mile speed: 89 mph

0-60 figures are estimates from manufacturer. Actual performance may vary due to weather, road conditions, driver, vehicle condition, accessories, etc. Always use proper driving techniques. Always wear your seat belt. Always use proper driving techniques. Always use proper driving techniques.

INTRODUCING
The 2005
tC



Why say luxury has to cost a fortune?
Well equipped at \$16,995

SCION

BILLY HAWKINS

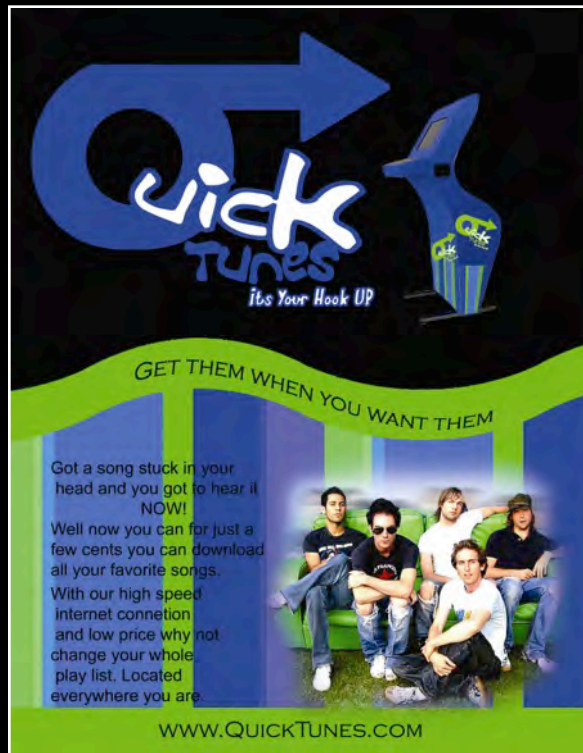
JOURNEY MAP



3 LITTLE PIGS

BIRD CONDOS



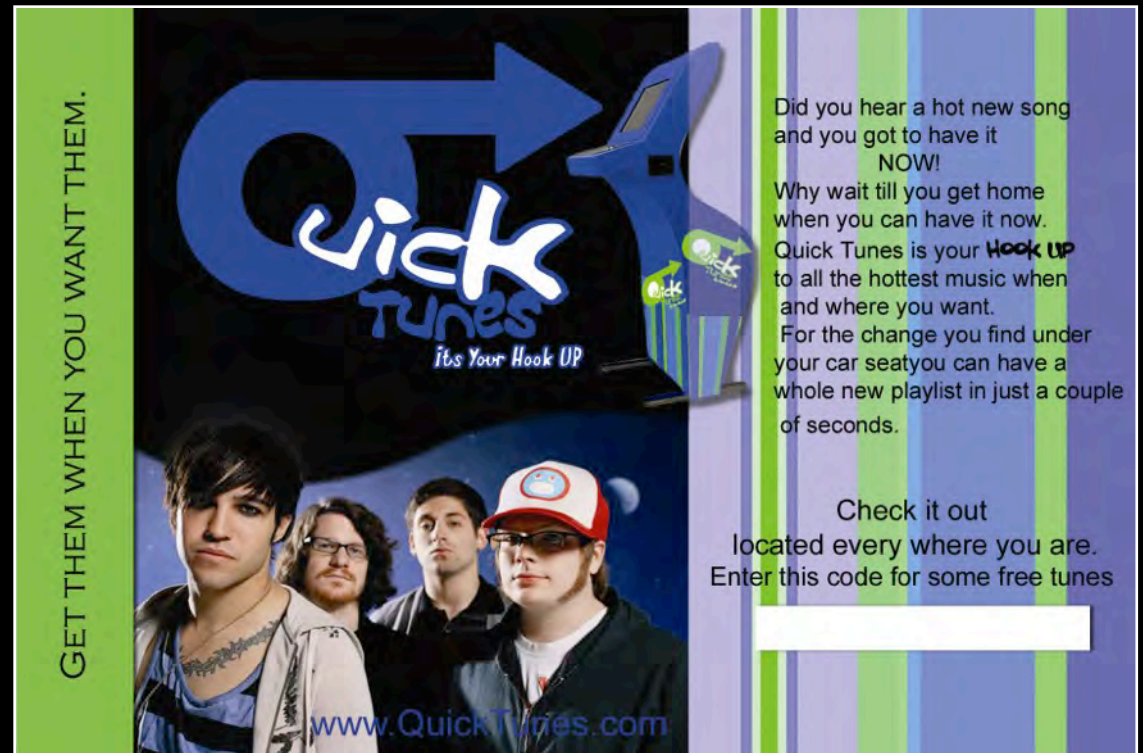


Quick Tunes
It's Your Hook UP

GET THEM WHEN YOU WANT THEM

Got a song stuck in your head and you got to hear it NOW!
Well now you can for just a few cents you can download all your favorite songs.
With our high speed internet connection and low price why not change your whole play list. Located everywhere you are.

WWW.QUICKTUNES.COM



Quick Tunes
It's Your Hook UP

GET THEM WHEN YOU WANT THEM.

Did you hear a hot new song and you got to have it NOW!
Why wait till you get home when you can have it now.
Quick Tunes is your **Hook UP** to all the hottest music when and where you want.
For the change you find under your car seat you can have a whole new playlist in just a couple of seconds.

Check it out located every where you are.
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**Rainé sparkling water
in 6 great flavors:**

citrisé	straberé	cheré
peché	meloné	naturalé

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COURSE: Advertising Design II - Advertising Campaign Project

F.R.E.D.S. - Commercial	Client	FREDS	Title	Eat At Freds
	Spot	FREDS	Job #	123456



Shot 1: Busy At Work
Busy Dad and Mom are at work.



Shot 2: Mom Calls Dad about Dinner
Mom calls Dad about dinner, Dad: "No Time", Mom: I guess we'll have to go out



Shot 3: Dad gets on FREDs website
Dad sees FREDs and then offers to take care of dinner. Mom is shocked.



Shot 4: Order from FREDs
Dad orders, "That was easy!"



Shot 5: Order sent to restaurant
Order sent to FREDs and restaurant. FREDs gets into gear.



Shot 6: The FRED-mobile
FREDs Delivery is on the way!

Benny Benassi



MOVEMENT

WORLD ELECTRONIC MUSIC FESTIVAL '06

PIAZZA DELLA SIGNORIA

FLORENCE, ITALY

MAY 29 - 31, 2006

WWW.MOVEMENTFESTIVAL.COM

COURSE: Graphic Design I – Poster Design & Copywriting

beauty. love. life.



Satisfy your inner thirst

Rainé carbonated water,
now with: ginkgo
ginseng, beta
carotene, vitamin c
and B12,
echinacea,
chamomile,
natural fruit
flavors and
electrolytes.

Rainé carbonated
water; now in cherry
(cherry), strawberry
(strawberry), peach
(peach), melon
(melon), citrus
(lemon-lime) and
natural (plain).
strawberry (strawberry)



COURSE: Graphic Design II – Black & White Ad & Copywriting Design

TARGET MARKET

People on the go
Business'
Third shift workers
Large Corporations

Large Corporations
People with a crazy schedule
Work-a-holics
People that don't take breaks



Recipe for:
JANICE

*"THERE IS HARDLY EVER TIME FOR
BREAKS—WE ARE JUST TOO BUSY."*

Oven Temperature: 32 years old

Ingredients:

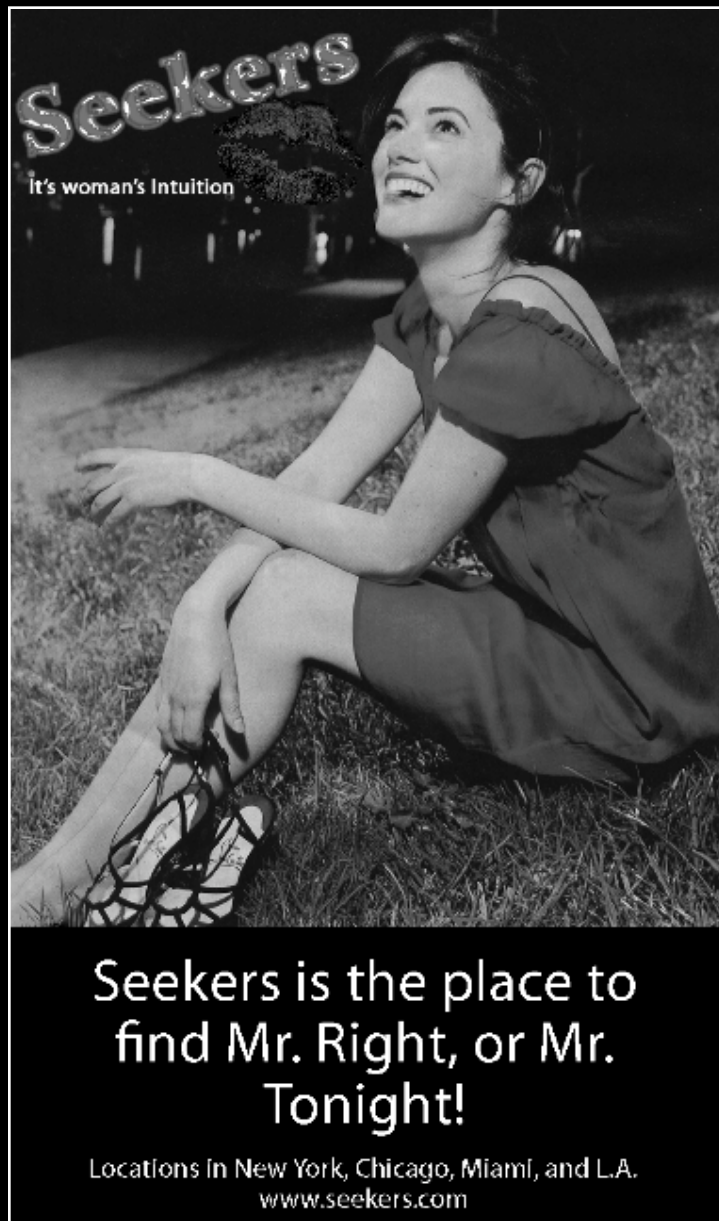
- Female
- Born in Trinidad; or Caribbean
- Married
- No children-yet! (Optional)
- 1 dog
- 2 chinchillas
- Lives in Grand Rapids, Michigan
- CEO at Perrigo
- \$452k per year
- Voted for Trump

Time: Fastest Route

Serves: 4 meetings
per month.

Instructions:

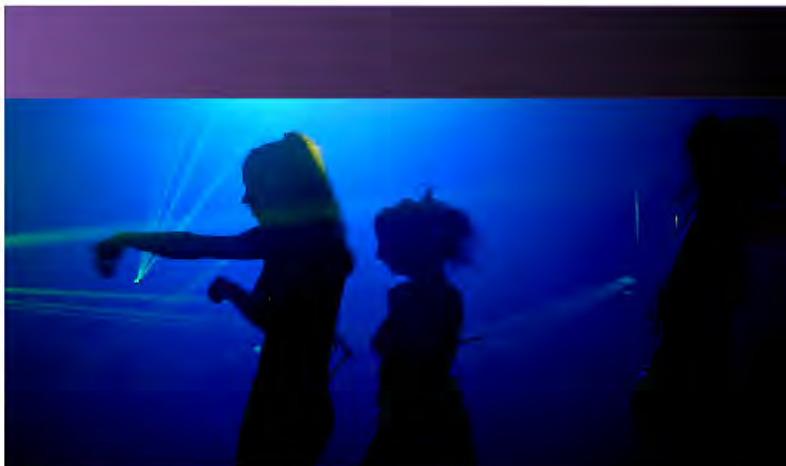
- A work-a-holic; she typically never has time for extra activities; Rush hour in the morning and rushing home.
- Breakfast is extremely important to her and is her favorite meal of the day.
- Extrovert, reliable-but is always running behind.
- Frequently shops online; Amazon Prime-2 day delivery, Jimmy Johns freaky fast delivery.
- Picky and likes things to run fast and smooth.
- Attends art festivals and enjoys jazz music.
- Communicates through mainly email, and group texts.
- A trendy perfectionist.



COURSE: Graphic Design II – Black & White Ad & Copywriting Design



COURSE: Typography – Poster Design



seek *excitement*

With locations in New York, Los Angeles, Chicago, and Miami, Seekers has all of the major hot spots covered. Seekers members enjoy the finest and most exciting experience while attending our clubs nightly. Seekers affiliates roll some of the nicest cars and sport some of the hottest fashions available - guaranteeing a first class sense of belonging for all members. Excitement is always our first priority - all day, every day.



At Seekers, our number one goal is to keep the entire party the height of the party. From the time you walk in the door until the time you leave, you'll be greeted with, stay with, and leave with an exciting and pleasant experience. You've never seen anything like this before. Whether you're looking for that special someone to hook up with, or just want to hang out with friends, Seekers has got you covered!

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seek *entertainment*

With locations in New York, Los Angeles, Chicago, and Miami, Seekers has all of the major hot spots covered.

At seekers, we value the joys of entertainment. With live DJs, large dance floors, dynamic lighting setups, and the newest and hottest music in multiple varieties, Seekers clubs are your one and only answer to all of your entertainment needs.

Laser shows, light shows, and big screen TVs fill the lounges and dance

floors at Seekers guaranteeing that the party is always going on non-stop. If you're feeling a little more intimate and want to slip away into a more quiet location, that's available too, but when you're ready to party, Seekers has some of the finest drinks, most famous DJs, most kickin sound systems, and hottest music that this industry has ever seen.

At Seekers it's not just a party sometimes, it's a party all the time.



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