

PRA 305
Spring 2020

Ava Altmann
Design Portfolio

Hello!

My name is Ava Altmann and I am a senior Public Relations and Advertising major with a minor in Documentary Production. I am a hard-working college student who is able excel both inside and outside the classroom.

During the course of my academic career both in high school and college, I managed to accrue nearly 7 years of work experience. I currently serve as a Digital Media intern for 4:08 Productions, a small documentary production company working with clients such as Live Nation and 60 Second Docs. Through this position, I create copy and content for their social platforms, promote film releases and plan promotion events, and conduct consumer insight research through on our short films. With this position, I have strengthened my design sense, improved my writing, and gained experience working public relations in a fast-paced entertainment environment. This past spring, I was fortunate enough to work as a Community Outreach intern for OC Animal Care, a county-run animal shelter. Through this, I was able to plan the annual fundraising and adoption-promotion event with over a thousand attendees, implement branding and design on the shelter's website and social media platforms, and organize and train the shelter's volunteer team. I also have the privilege of working for Chapman University Office of Admission as a Tour Guide and Office Assistant where I employ valuable professional skills such as completing administrative tasks in Microsoft Office programs, interpersonal communication and collaboration, and event planning for prospective students and families. Through this position, I have demonstrated professionalism in order to problem solve and mediate conflict.

In work and school, I have been consistently praised as efficient, focused, and personable by my professors and peers. Whether working on academic, extracurricular, or professional projects, I apply proven leadership, teamwork, creative, and storytelling skills, which I hope to leverage in whatever position I am thrown into.

Thank you for taking the time to check out my portfolio, and please reach out if you have any questions.

Ava Altmann

Week 1

About Me

A hand-drawn mind map centered on the text **ATTENTION-WHORE**. The central text is in bold black letters with a yellow highlight. Surrounding it are several traits and decorative elements:

- optimistic**: Written in a cursive font inside a yellow sun with rays.
- CLUMSY!**: Written in blue, slanted letters with an exclamation mark and a small circle below it.
- chatty**: Written in blue, lowercase letters inside a speech bubble.
- THRIFTY**: Written in a jagged, yellow, comic-style font.
- indecisive**: Written in blue, lowercase letters inside a black rectangular box.
- Dedicated.**: Written in black, uppercase letters inside a cloud-like shape.
- detail** and **- oriented**: Two bullet points listed on the left side.

The diagram is decorated with several hand-drawn stars, wavy lines, and blue arrows pointing towards the central text. There are also some question marks and scribbles scattered around the page.

Week 2

Personal Identity Package



AVA ALTMANN
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ALTMANNAVA@GMAIL.COM

FEBRUARY 19TH 2020

AVA
A WORKPLACE SUPERSTAR

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@AVAALTMANN

WWW.FRESHAVACADOS.WEEBLY.COM

Ava Altmann

AVA ALTMANN

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PLACE
STAMP
HERE

John X. Doe
1234 Main Street
Anytown USA, 55555

Week 3

Chapman University Ads

Before



Discover the university that helps you discover your best.

Chapman University is among the top universities in the country, according to the latest rankings from U.S. News & World Report. For the first time in its history, Chapman was ranked as a top-tier institution, an indication of its rising reputation, student selectivity, world-class faculty and growing research programs.

The annual U.S. News report ranked Chapman at No. 125 in the National Universities group, an elevated category that includes 399 of the leading private and public research universities across the United States, from Princeton and Harvard to UCLA and Berkeley.

Ready to discover your best?
Apply today at www.chapman.edu/applynow or call 1 800 PANTHER to get started




Discover the university that helps you discover your **BEST**



Chapman University is among the top universities in the country, according to the latest rankings from U.S. News & World Report. For the first time in its history, Chapman was ranked as a top-tier institution, an indication of its rising reputation, student selectivity, world-class faculty and growing research programs.

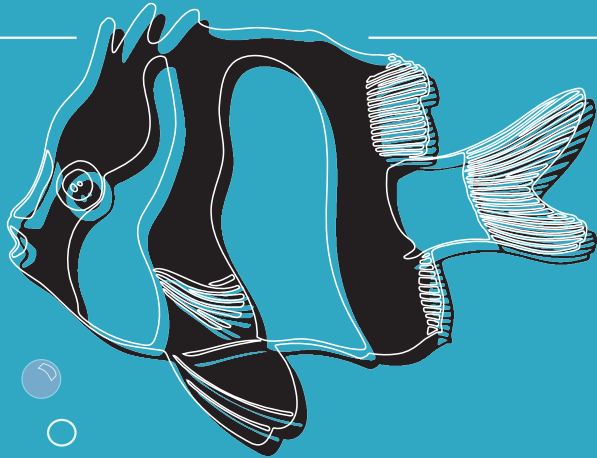
The annual U.S. News report ranked Chapman at No. 125 in the National Universities group, an elevated category that includes 399 of the leading private and public research universities across the United States, from Princeton and Harvard to UCLA and Berkeley.

Ready to discover your best?
Apply today at www.chapman.edu/applynow or call 1 800 PANTHER to get started

After

Week 4

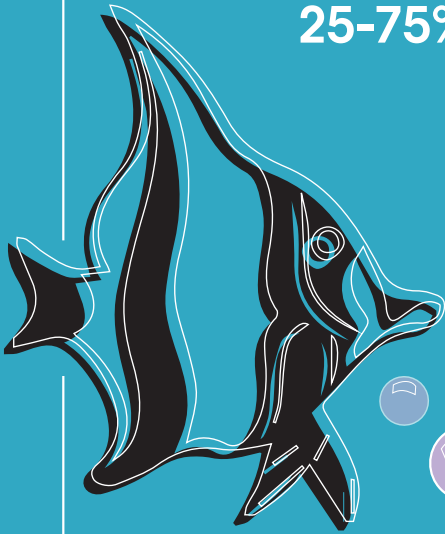
Fresh Fish Flyer



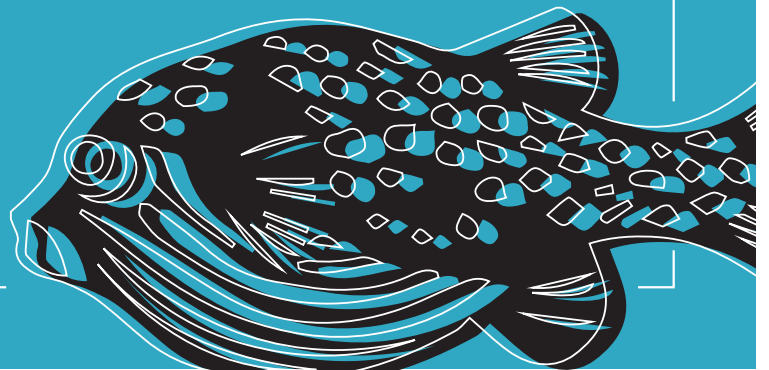
FRESH FISH

Annual Tropical Fish Sale

25-75% off selected species
through 10/31/19



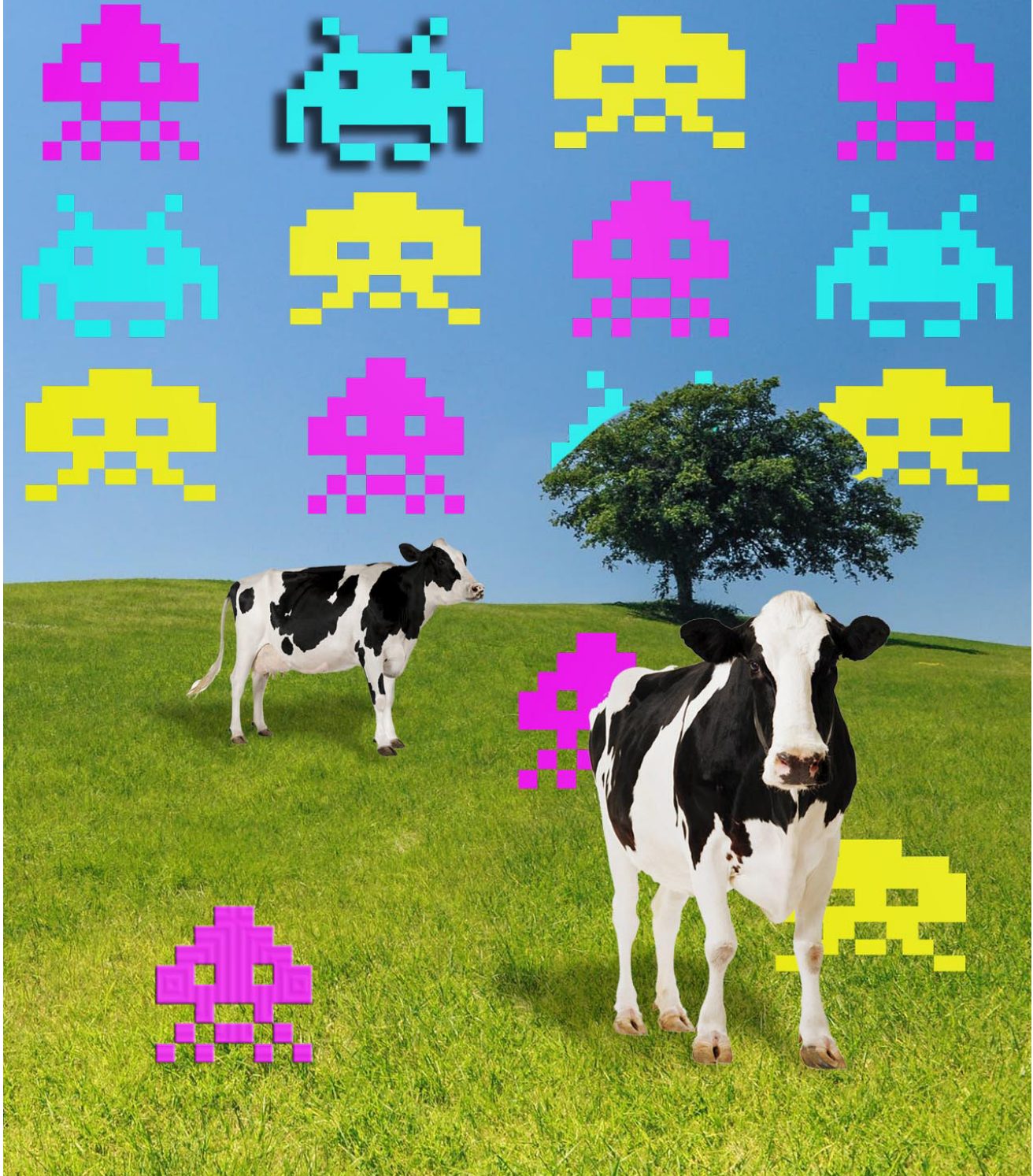
New Wave Tropical Fish Store
175 North Tustin Ave., Orange
714-997-8648
Mon.-Sat. 10-6, Sun. 12-5
newwavetropicalfish.com



Week 5

Photoshop Skills

SPACE INVADERS



Market Basket Case Study

Logo Redesign

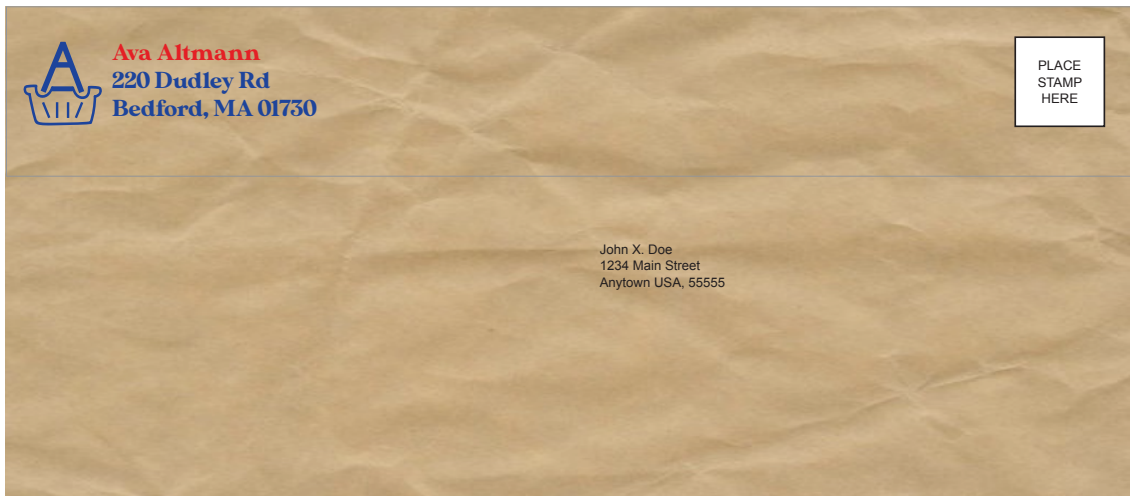
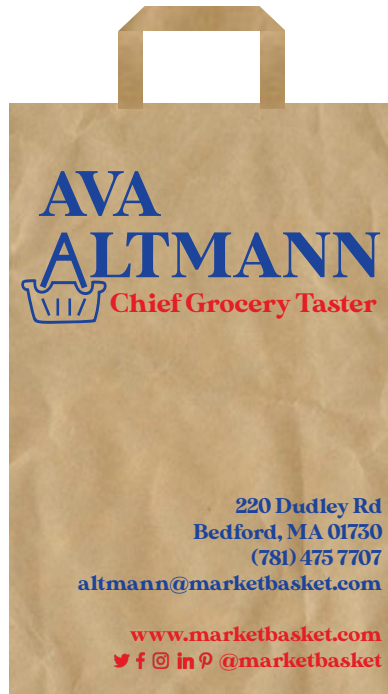
Option 1



Option 2

Market Basket Case Study

Graphic Identity Package



Market Basket Case Study

Graphic Identity Package



MARKET
BASKET
More For Your Dollar



Ava Altmann
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Bedford, MA 01730
☎ (781) 475-7707
✉ altmann@marketbasket.com

April 15, 2020

Recipient's Name
Title
Address

Dear Mr./Ms. Last Name:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam volutpat urna eu tempus semper. Maecenas nec ante nulla. Nam ac lectus purus. Nunc ac sem elit. Nunc quis massa venenatis, euismod ligula ut, blandit turpis. In varius maximus dolor. Fusce interdum commodo varius. Aliquam quis arcu in odio scelerisque egestas eget vel purus. Vivamus mollis orci at lectus ultricies porta et eget nibh. Cras quis augue posuere, efficitur risus in, ultricies libero. Vestibulum finibus sed risus vitae vulputate. Sed finibus leo sapien, at malesuada massa rutrum vitae. Maecenas pretium ipsum eu turpis maximus sodales. Nunc dictum mattis ullamcorper.

In vitae neque id tellus pulvinar imperdiet a ac mauris. Donec egestas hendrerit sagittis. Praesent ac ornare erat, sit amet volutpat eros. Nam tellus ante, suscipit ut malesuada sit amet, efficitur eu dui. Donec dignissim diam quis massa rhoncus varius. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vel nisi sit amet nisi pellentesque volutpat.

Respectfully yours,

AVA ALTMANN
Chief Grocery Taster



MARKET
BASKET
More For Your Dollar

Market Basket Case Study

Ad Campaign

Their dollar.



Our dollar.



Their dollar.



Our dollar.



Their dollar.



Our dollar.



Market Basket Case Study

Website

MARKET BASKET
More For Your Dollar

Weekly Flyer My List Find a Store Product Search About Us

Save this week!

\$0.99
Market Basket Chocolate Chip Cookies

Add to Your List:

[View My List >](#)

Save \$1.99
Market Basket Hamburger Helper +

Save \$0.75
Zucchini +

Save \$3.29 +

MARKET BASKET
More For Your Dollar

Weekly Flyer My List Find a Store Product Search About Us

Search Products...

By Department

- Produce >
- Grocery >
- Dairy >
- Frozen Foods >
- Meat >
- Seafood >
- Cheese Shoppe >
- Bakery >
- Market's Kitchen >

Bestsellers By You

\$2.49
Cape Cod Chips +

\$1.99 +

Market Basket Brand

\$0.99
Hamburger Helper +

\$1.29 +

Market Basket Case Study

Newsletter Email



May 2020 Newsletter (Waltham, MA)

7 Lunches to Spruce Up Your WFH Routine



Mouth-Watering Mac & Cheese, Easy Tuna Salad, Hearty Cobb Salad, and More!

[View Recipes >](#)

Saving Cans Could Pay for Your Next Vacation?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mauris neque, varius quis nibh eu.

[Learn More >](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Add to Your List +](#)

New Product Alert! Chocolate Peanut Butter Cheerios

Employee Spotlight: Bob Duncan (Waltham, MA)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris mauris neque, varius quis nibh eu.

[Recommend an Employee >](#)



Market Basket Case Study

Promotional Email



05/03/2020 Weekly Flyer (Waltham, MA)

Email Exclusive

50% OFF: SUMMER PARTY ESSENTIAL



Save \$3.99
Veggie Hummus Tray



Save \$7.92
Bud Light Seltzer 24-Pack

[View Full Weekly Flyer >](#)



Market Basket Case Study

Digital Ads

Their dollar.



Our dollar.



Save More > **MARKET BASKET**

The tastiest equation.



View more ways to save >

MARKET BASKET

\$1.00




Add to Your List +

Example layout

ESPN NFL NBA NCAAF NCAAM Soccer MMA ... **ESPN+** Watch Listen Fantasy


The tastiest equation.




View more ways to save >

MARKET BASKET

Their dollar.



Our dollar.



Save More > **MARKET BASKET**

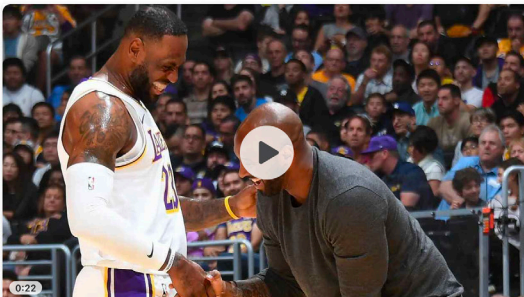
Favorites

- Steelers NFL
- Browns NFL
- Ravens NFL
- Saints NFL
- Vikings NFL
- Bills NFL

Hawks 4-8 **89** **7:50 - 4th** **106** **Lakers** 10-2

LAST PLAY WIN %: 99.7


Lakers Full timeout



LeBron James daps up Kobe Bryant courtside 2h

GAMECAST **BOX SCORE**


Bears 4-6 **7** Final **17** **Rams** 6-4



Top Headlines

- Hopkins: Need 'someone new' deciding PI calls
- Reid: Kap accomplished goal, proved he can play
- Tagovailoa set to have hip surgery on Monday
- Late 49ers TD 'worst-case scenario' for Caesars
- Kyle Busch captures his 2nd NASCAR Cup title
- Georgia edges past Alabama to No. 4 in AP poll
- ESPN Why Melo has shot to boost Blazers

\$1.00




Add to Your List +

Fantasy

Nachyo Bitchachos East Orange Gamers

Fantasy Home

On This Date: Nov. 17, 1996



Thanks!

Thank you for taking the time to look at my work. I really enjoyed the creative process of these assignments, and look forward to further developing my graphic design skills.

Ava Attmann