

PROCESS BOOKS

Summit Metro Parks | Señor Frogs | Bauman Orchards | Hive & Harvest | Spook - a - roni | Mending Infographic



SUMMIT METRO PARKS BRAND IDENTITY

Emily Townsend | Processbook 1 | Rebranding Campaign

SUBJECT RESEARCH - SUMMIT METRO PARKS

Summit Metro Parks









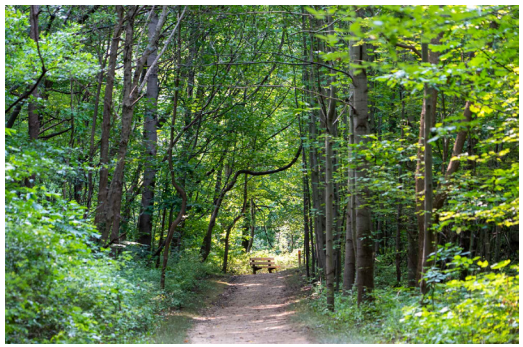








SUBJECT RESEARCH - SUMMIT METRO PARKS





oak and maple trees are most common throughout parks
Other significant trees found in the parks include elm, sycamore, black walnut, tulip, beech, black cherry, and various pines.















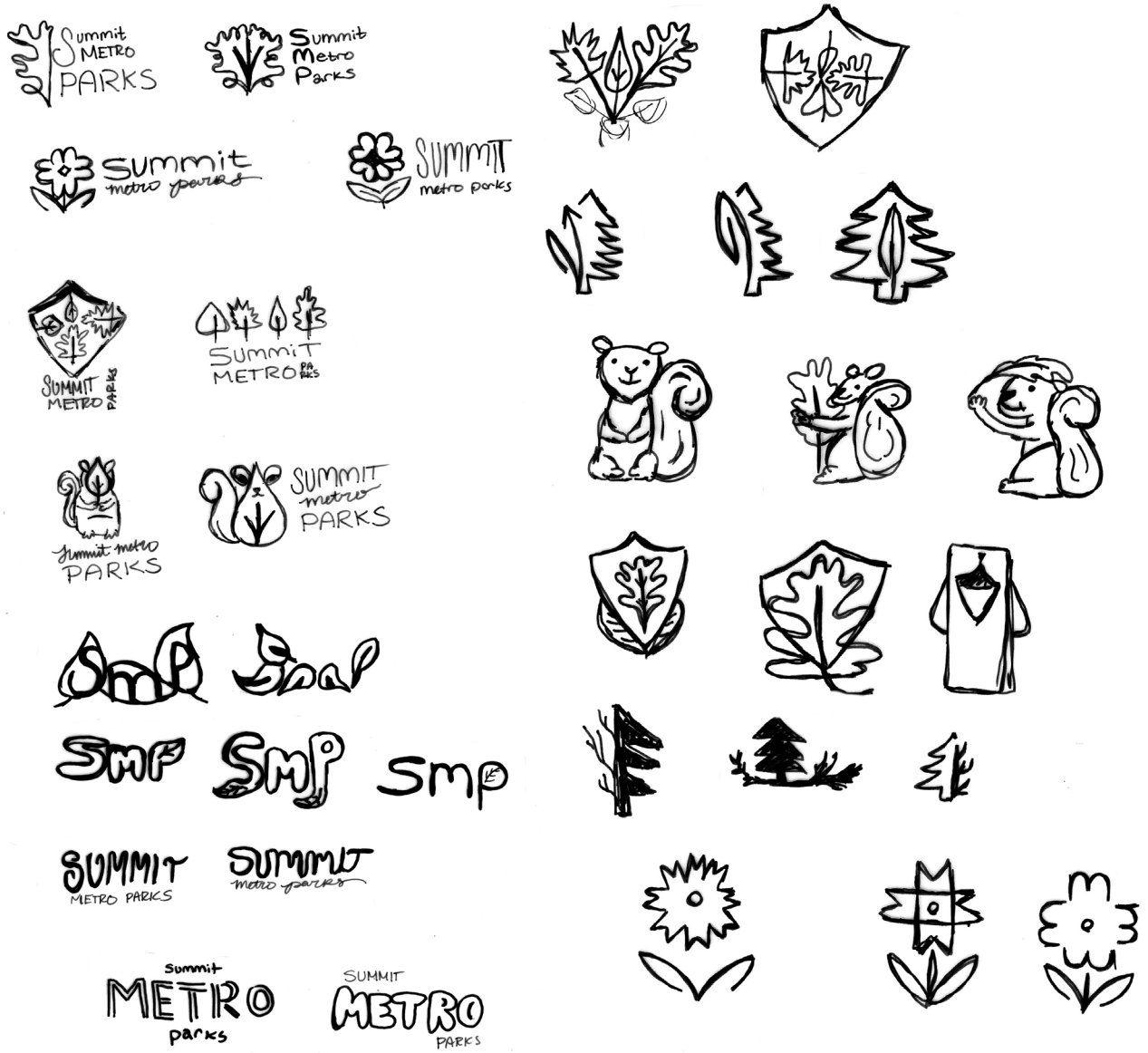
SKETCHES - SUMMIT METRO PARKS



SKETCHES - SUMMIT METRO PARKS



SKETCHES - SUMMIT METRO PARKS REFINEMENT



FINAL LOGO SKETCHES - SUMMIT METRO PARKS

Summit Metro Parks

Non - Profit Business

Key Words: Hiking, Nature, Community, Trails, Biking, Sustainability, Trees, Animals.

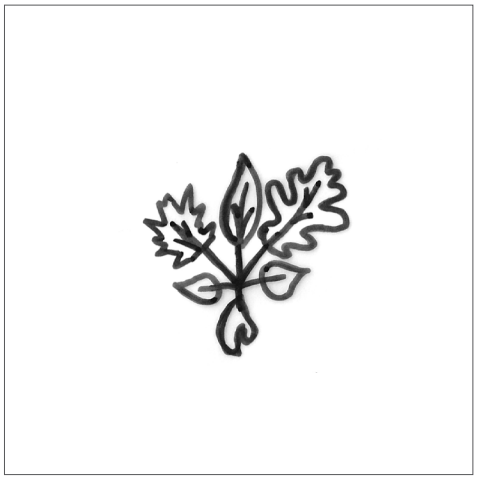
Summit Metro Parks' Mission is to conserve, sustainably manage and value natural resources for the health and enjoyment of our community, and inspire people to connect with nature though clean and safe parks.

Competitors: Cuyahoga Valley National Park, Cleveland Metro parks, Stark Parks System, National Parks Services.

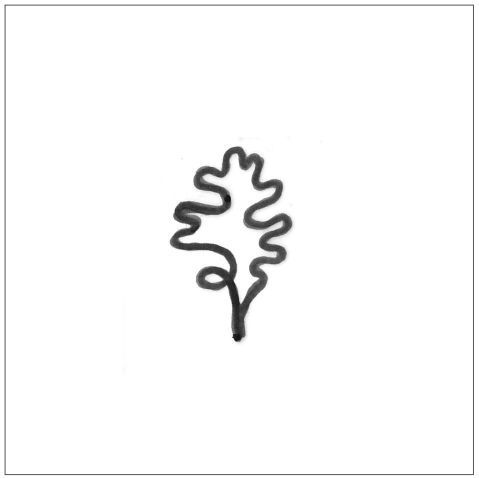
Competitor parks logos are very straightforward by making their marks very realistic rather than abstract. The redesigned logos tie in realism with other elements through abstraction to give the icons more depth than surrounding parks.

Emily Townsend | *Corp ID* | Fall 2025

1. Pictogram or Icon



2. Abstract Symbol



3. Monogram



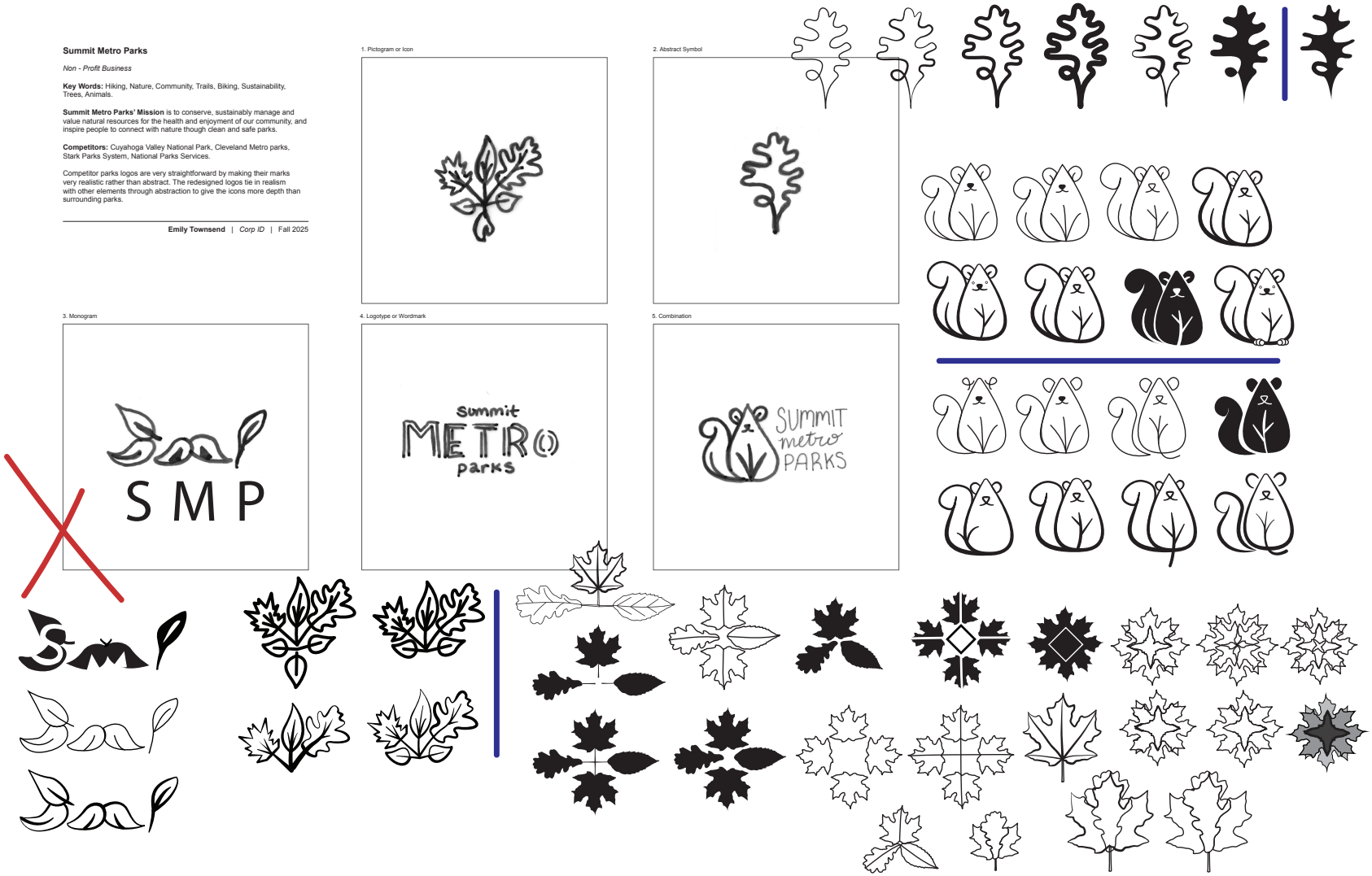
4. Logotype or Wordmark



5. Combination

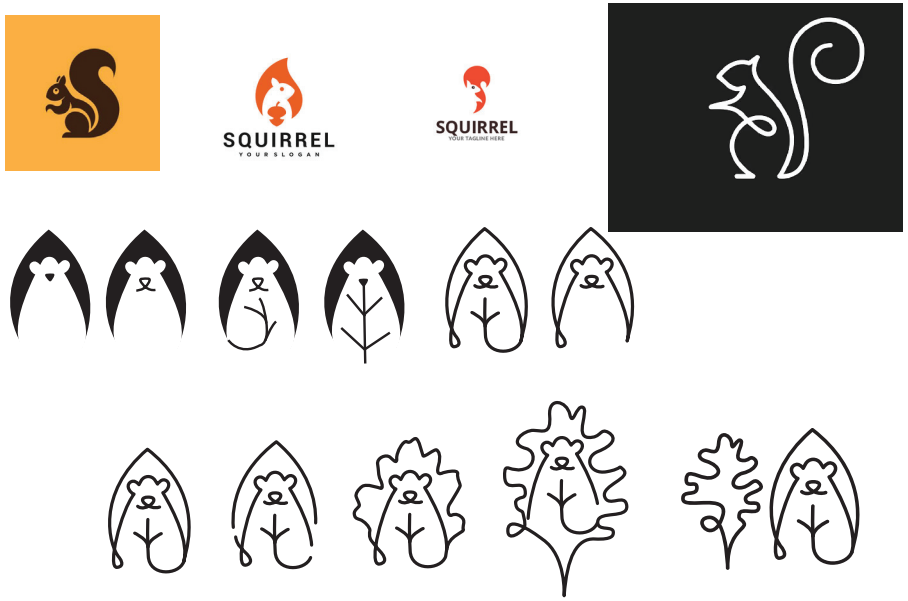


COMPUTER ROUGHS



COMPUTER ROUGHS





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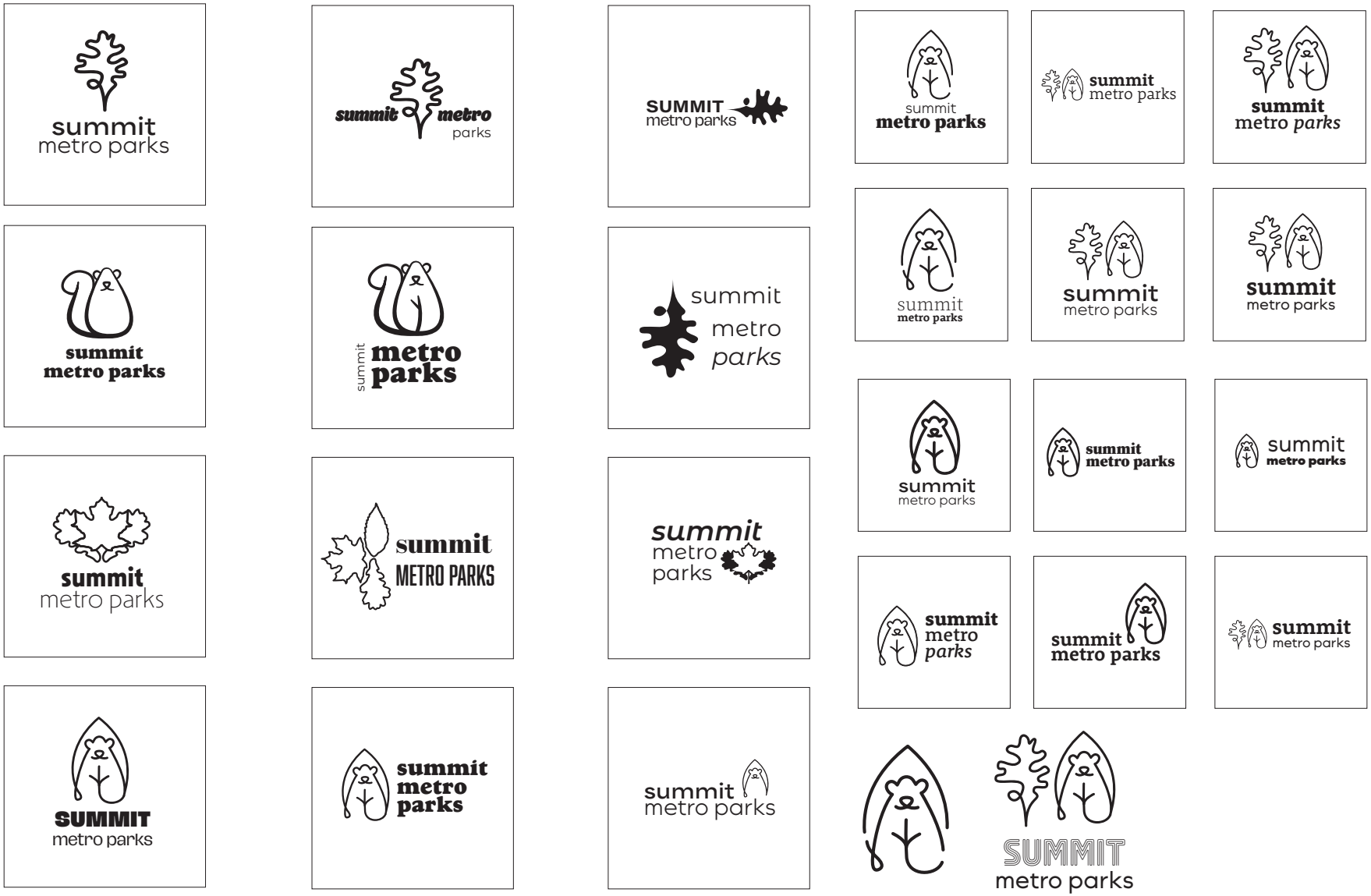
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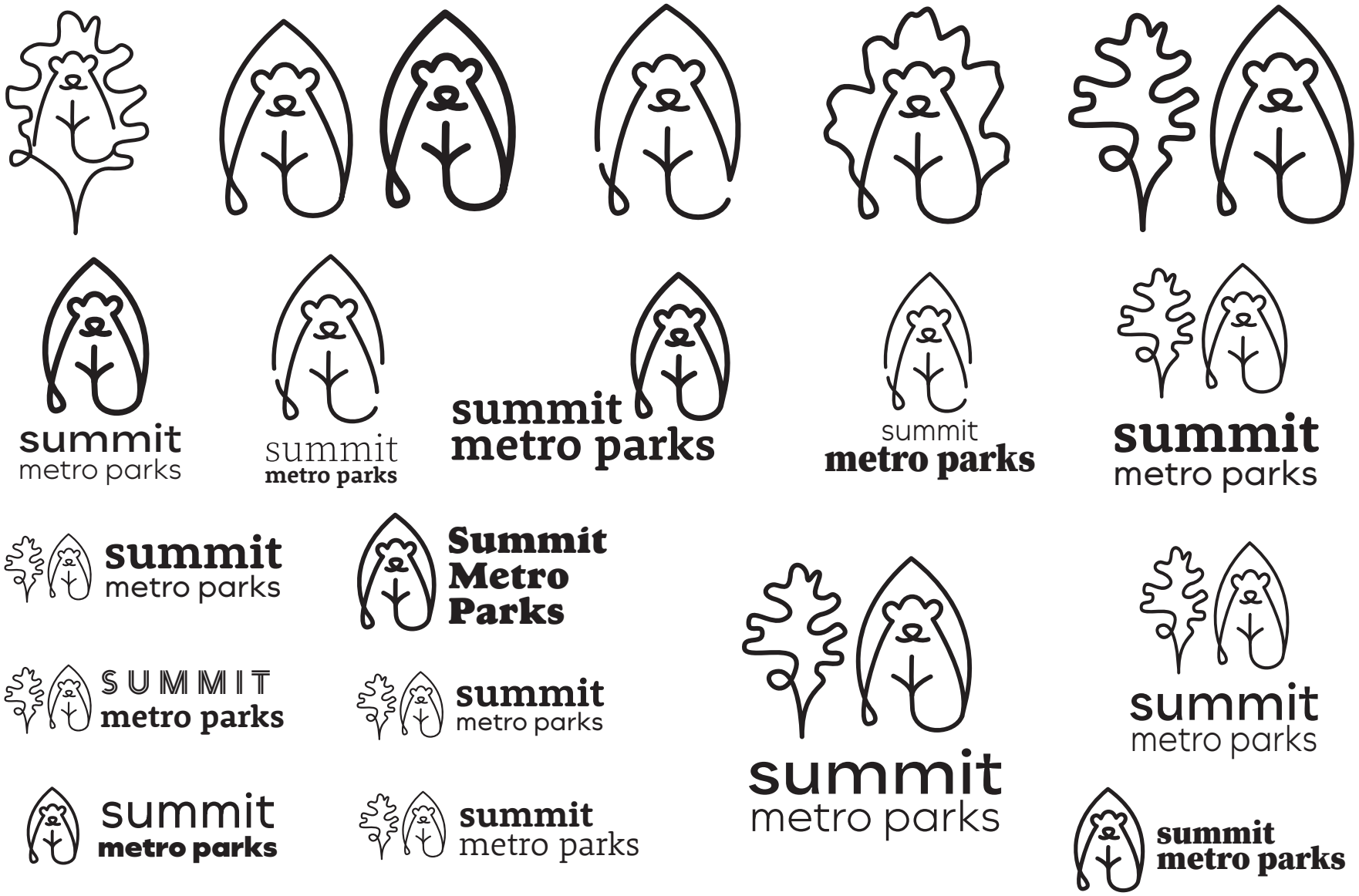
COMPUTER REFINEMENT



SUMMIT METRO PARKS - FINAL B&W

Vertical Mark







Horizontal Mark







SUMMIT METRO PARKS - COLOR EXPLORATION





















SUMMIT METRO PARKS - FINAL MARKS

Black and White



2 Color Pantone



4 Color CMYK





Color Palette

Pantone: 348 U | C=90 M=30 Y=95 K=30

Pantone: 360 U | C=85 M=10 Y=100 K=10

Pantone: 374 U | C=55 M=0 Y=96 K=0

SUMMIT METRO PARKS - STATIONERY REFINEMENT



SUMMIT METRO PARKS - STATIONERY REFINEMENT



















SUMMIT METRO PARKS - STATIONERY REFINEMENT

















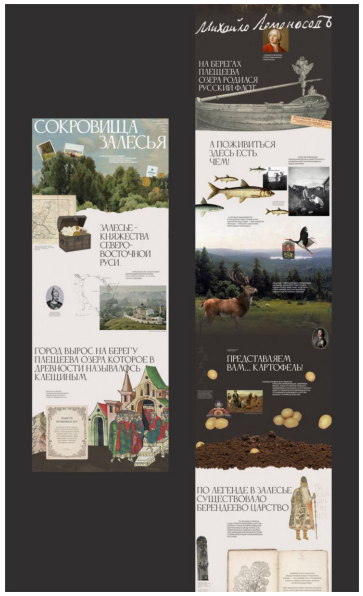


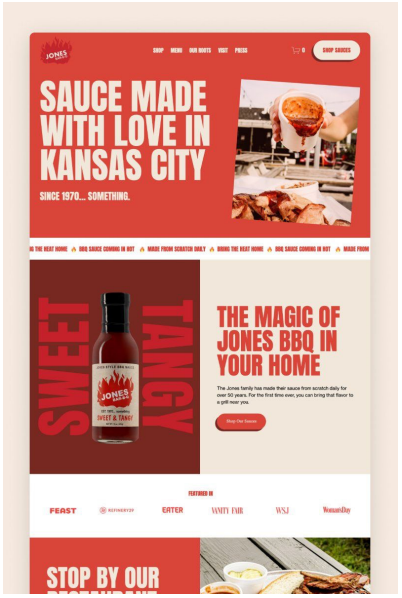
SUMMIT METRO PARKS - FINAL STATIONERY



Emily Townsend | Company Rebrand | Corp ID | *Fall + 2025*

SUMMIT METRO PARKS - WEBSITE INSPO



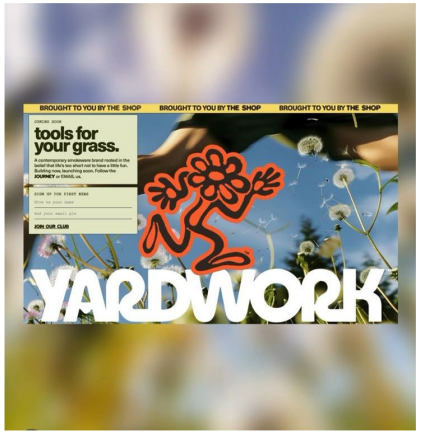


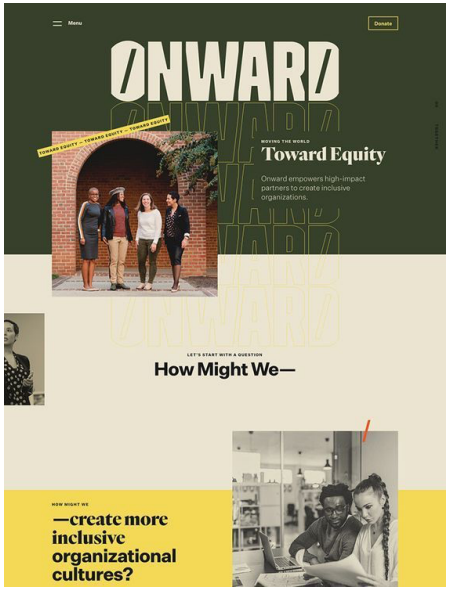












SUMMIT METRO PARKS - FINAL WEBSITE DESIGN

desktop

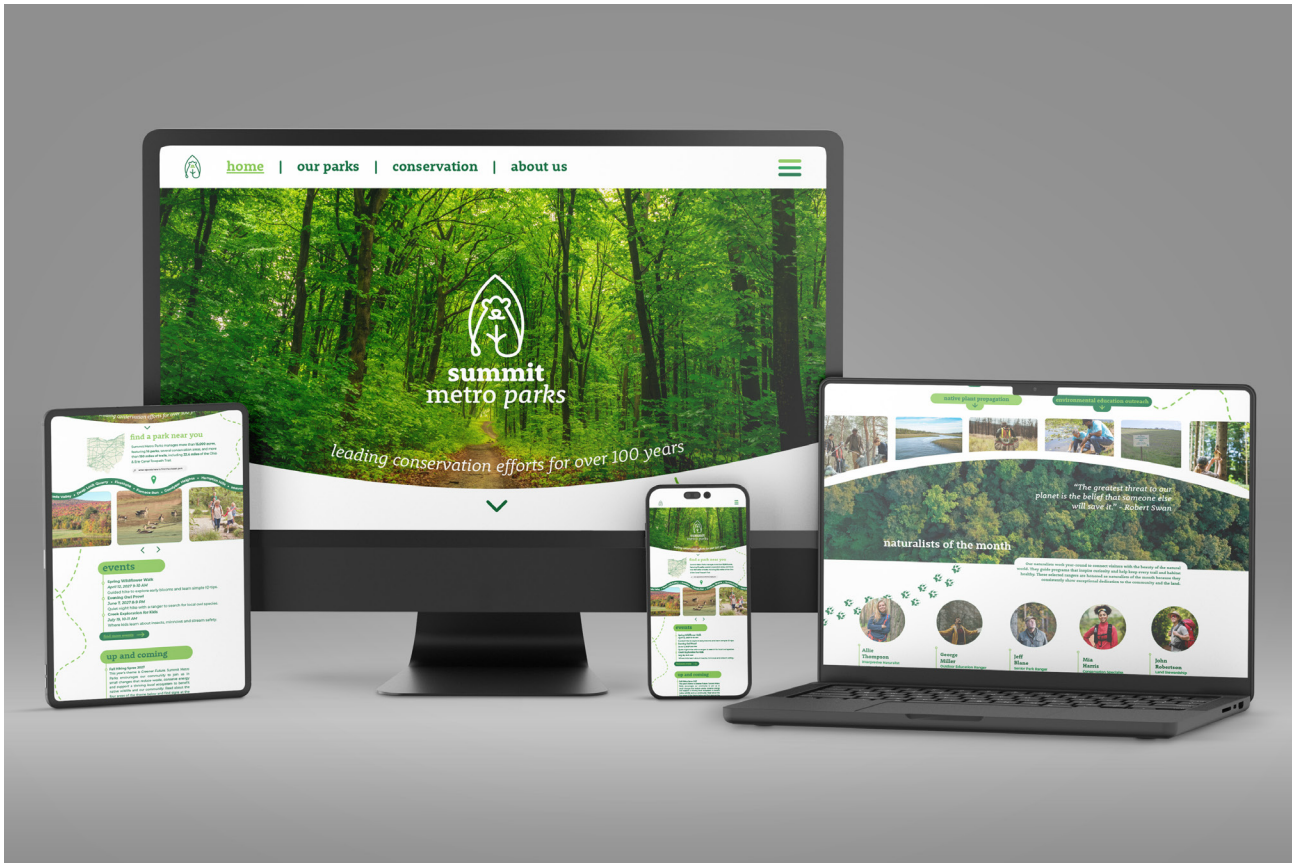


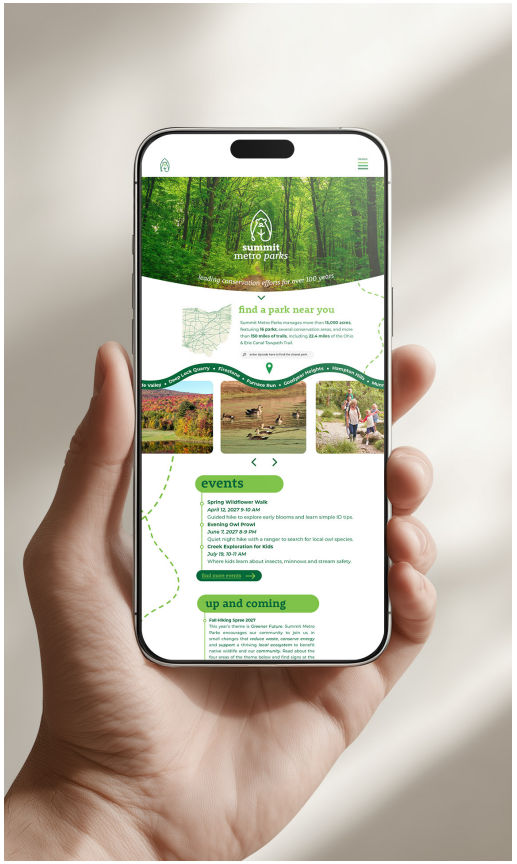


mobile

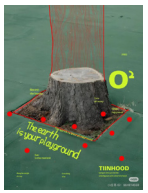


SUMMIT METRO PARKS - FINAL WEBSITE DESIGN

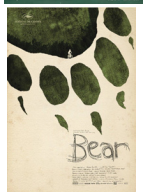




SUMMIT METRO PARKS - AD CAMPAIGN INSPO



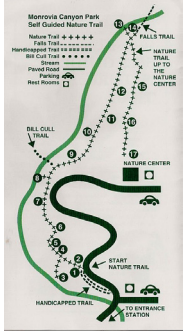














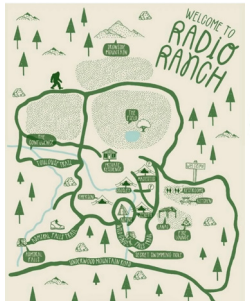














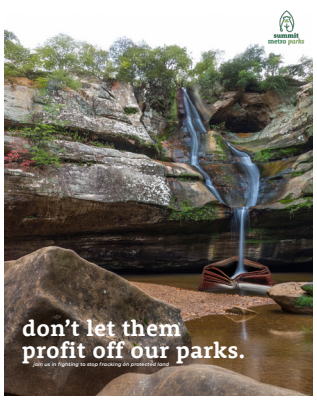






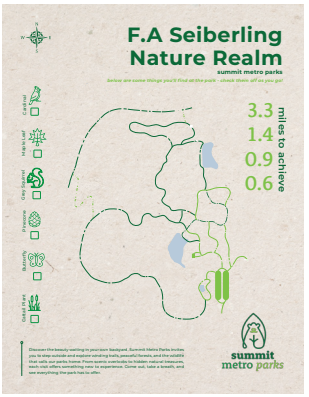
SUMMIT METRO PARKS - AD CAMPAIGN ROUGHS



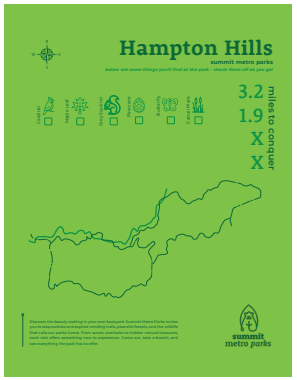


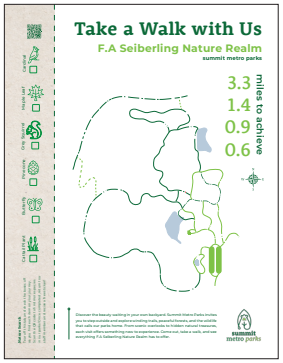


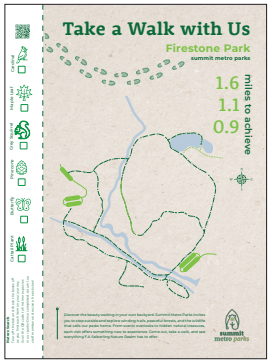




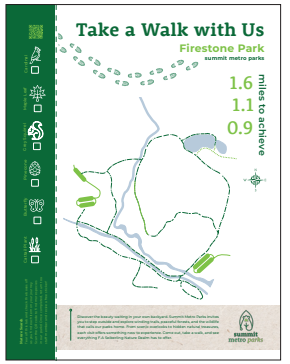




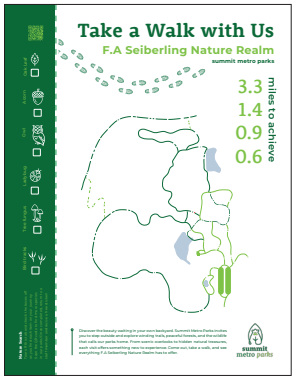


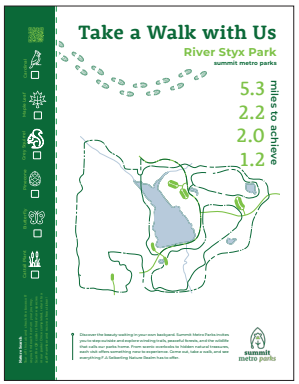


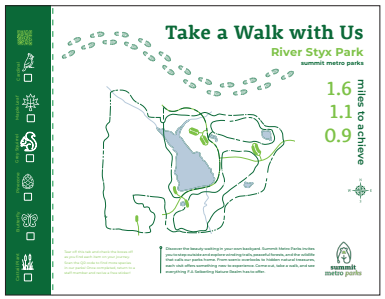












SUMMIT METRO PARKS - AD CAMPAIGN FINALS



SUMMIT METRO PARKS - EXTERIOR SIGNAGE INSPO

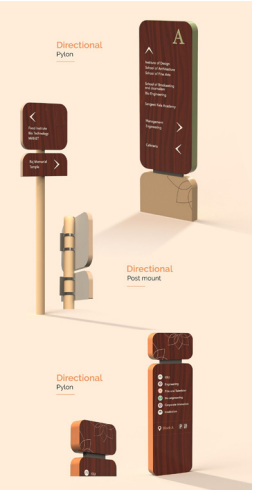






























SUMMIT METRO PARKS - EXTERIOR SIGNAGE ROUGHS







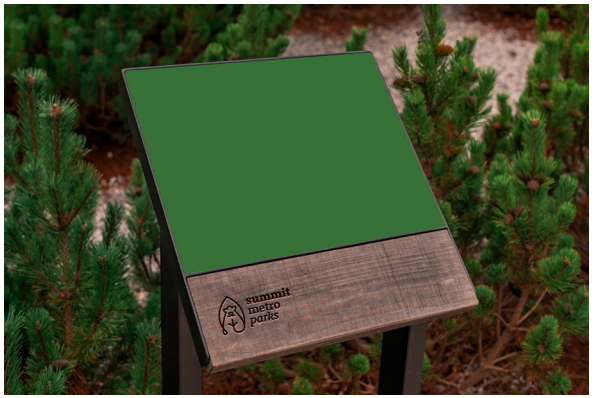












SUMMIT METRO PARKS - EXTERIOR SIGNAGE FINALS



SUMMIT METRO PARKS - ADDITIONAL APPLICATIONS











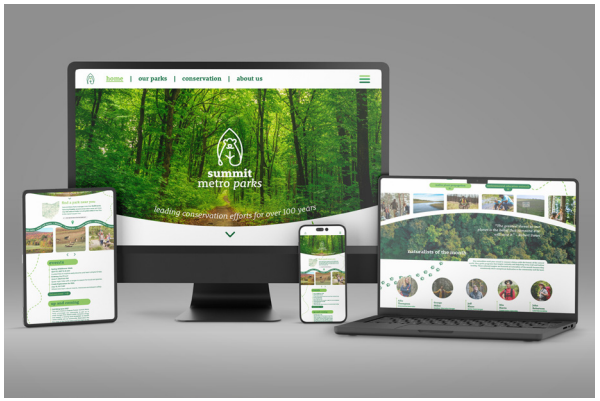
FINAL LAYOUTS

summit
metro
parks

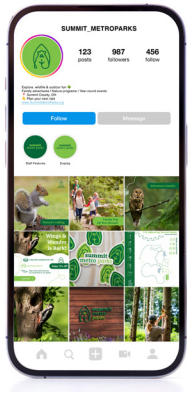








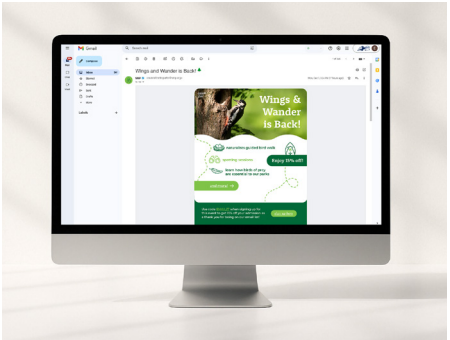














SEÑOR FROGS MENU DESIGN

Emily Townsend | Processbook 2 | Menu Design

CREATIVE BRIEF

A ROLL OF THE DICE

As a designer, clients often provide a set of parameters to work within—these can lead to the most creative results as you explore something outside of the expected application.

THE PROCESS

For this project, each student will roll a die for each of the 5 columns to determine your projects parameters.

Requirements:

1. You are required to utilize each of the 5 items you “rolled”
2. You may use paper but it is not as a substitute to any item
3. Size is up to you
4. Piece must be type dominant
5. Must contain some sort of imagery—photography, illustration etc.
6. Remember paper can be used to your benefit.

Example:

Corporate event Invitation. Grayscale. Fabric. Die cut. Large-scale application.

Remember:

Think outside of the box.

Push yourself to try something new.

The best projects are ones that you only know how to solve 50% of... because the other 50% you will be learning.

Restrictions: Restaurant Menu, 1 Pms, Acrylic / Plexiglass, Reveal, and a Keepsake.

SUBJECT RESEARCH

Thinking Senor Frogs or Rainforest Cafe. Rainforest has a larger kids menu if I go that direction however I am drawn more to doing a mexican theme with blocky letters and design instead of the rounded rainforest cafe design.









DESIGN RESEARCH

















DESIGN RESEARCH

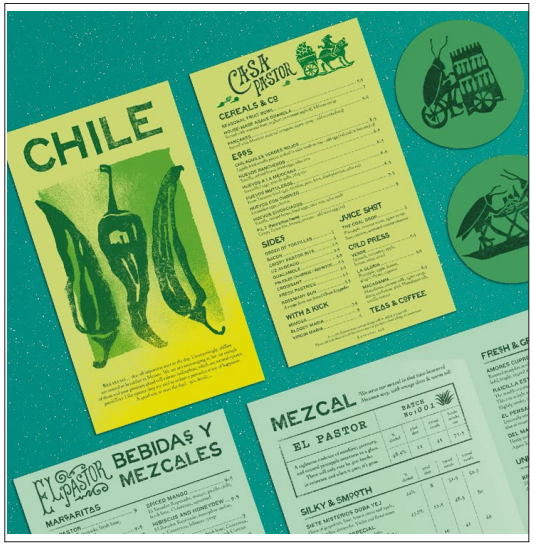




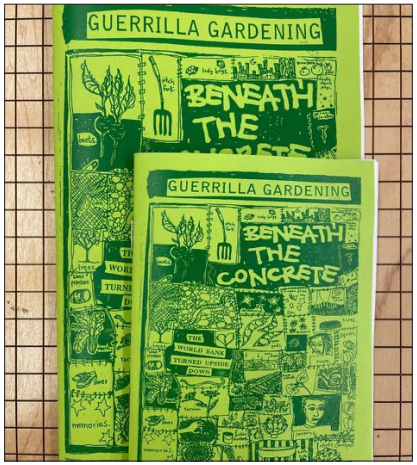








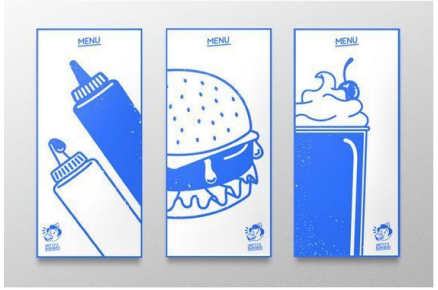
DESIGN RESEARCH







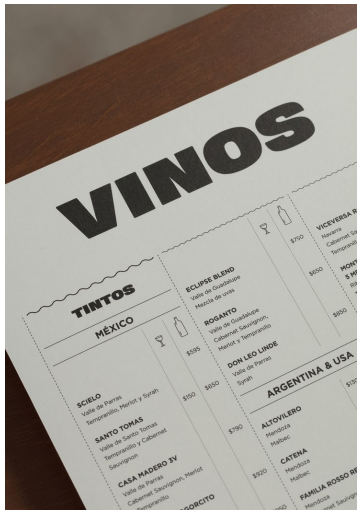




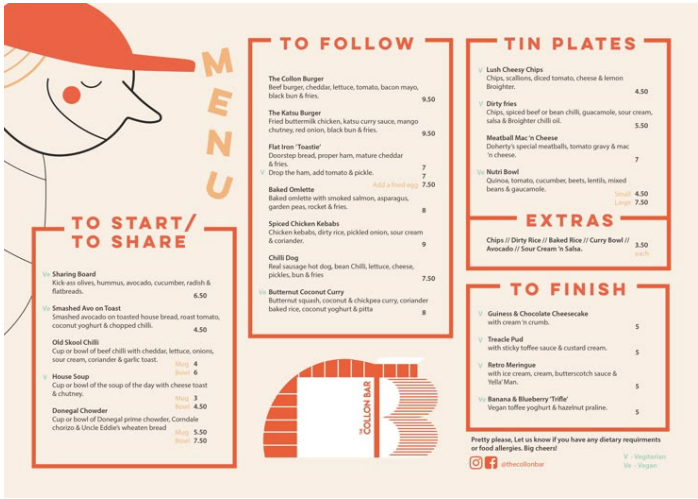


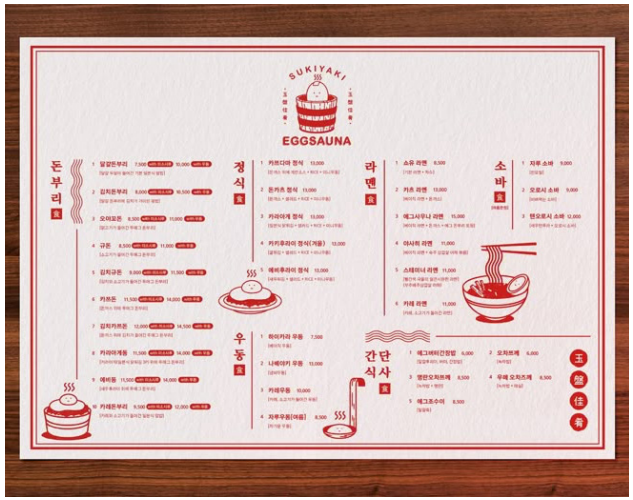


DESIGN RESEARCH













TYPOGRAPHY EXPLORATIONS

MENU SENOR FROGS

MENU SENOR FROGS

MENU SENOR FROGS

MENU SENOR FROGS

MENU Senor Frogs

MENU SENOR FROGS

MENU SENOR FROGS

KIDS MENU

MENU SENOR FROGS













COLOR COMBINATIONS

KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

Penne pasta with Cajun sauce, bell peppers,

KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

Penne pasta with Cajun sauce, bell peppers, onion, garlic

KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

Penne pasta with Cajun sauce, bell peppers,

KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

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KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

Penne pasta with Cajun sauce, bell peppers,

KIDS MENU - SENOR FROGS

MARDI GRAS PASTA

Penne pasta with Cajun sauce, bell peppers, onion, garlic,

KEEPSAKE IDEAS



sticky frog hand - designed bag



crayons- designed box and crayon wraps



sticker pack - some type and drawn things to accessorize face



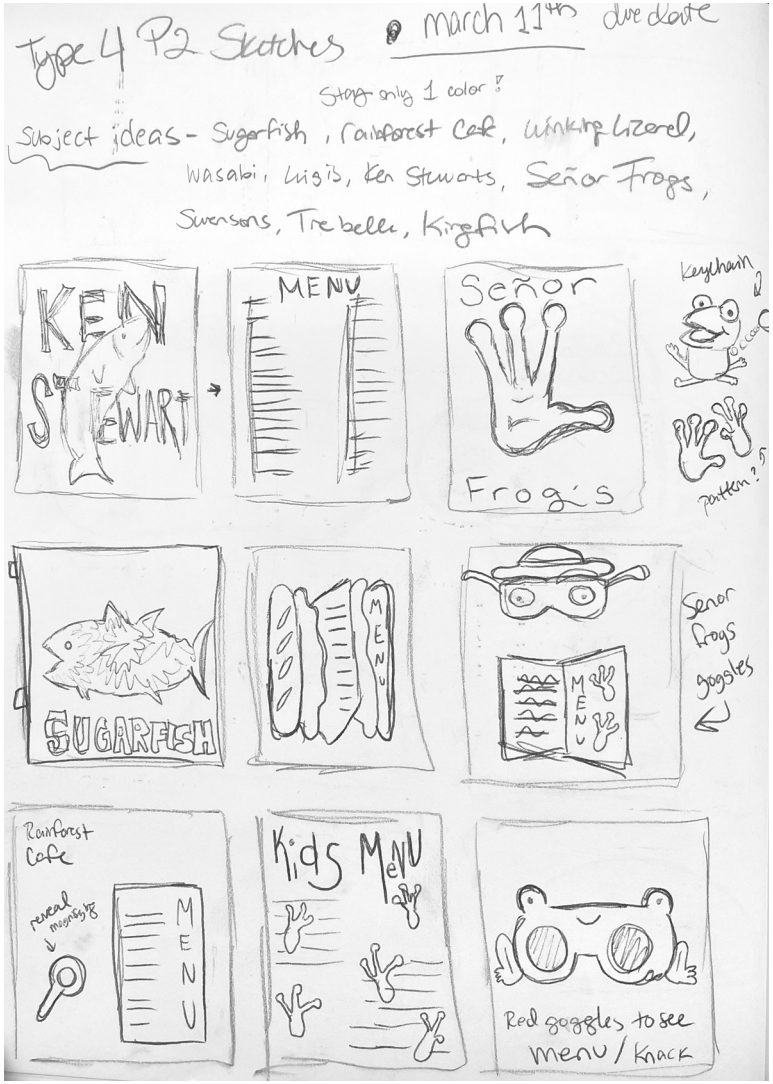
slime - designed wrapper



sticky note or notepad that is the frog hands?

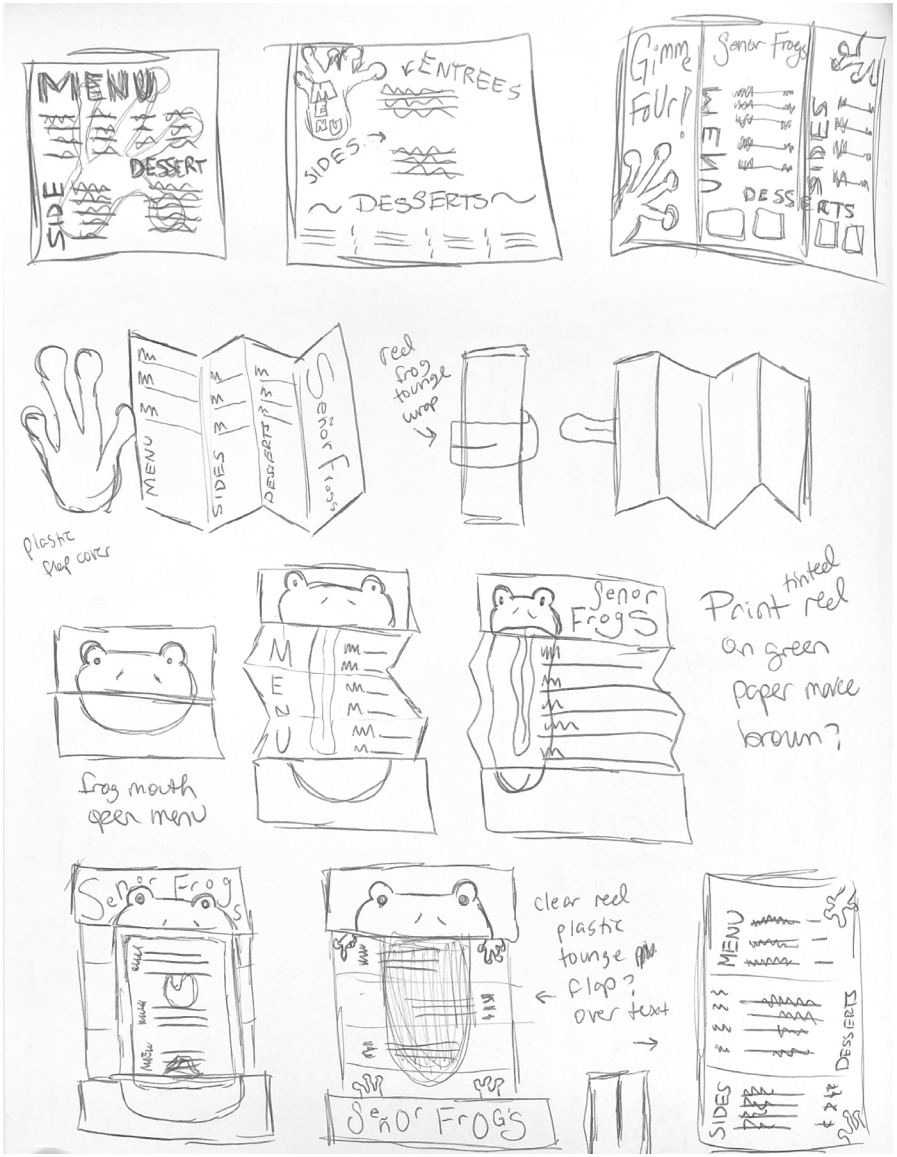


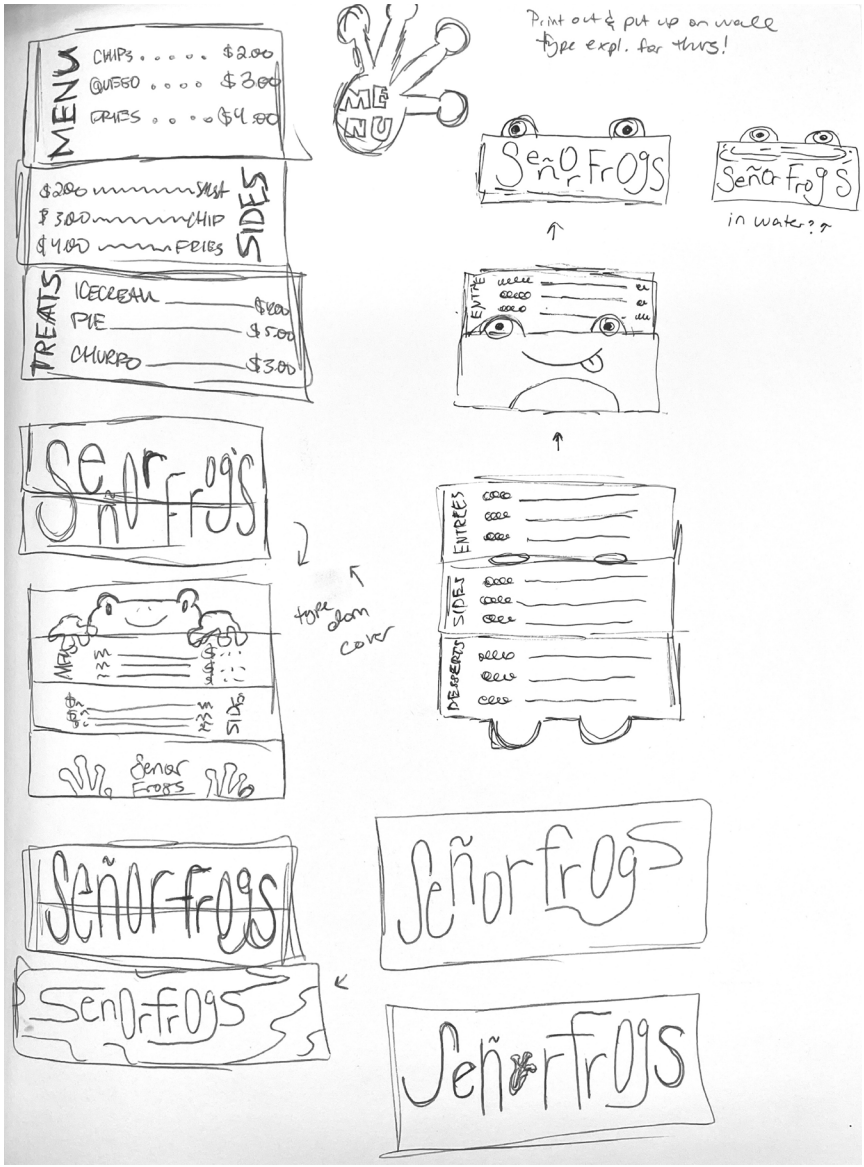
SKETCHES


Type 4 P2 Sketches
march 11th due date
Stays only 1 color
Subject ideas - Sugarfish, rainforest cafe, winking lizard, Wasabi, Luigis, Ken Stewarts, Señor Frogs, Swensons, Trebelle, Kingfish
KEN STEWART
MENU
Señor
Frogis
keychain
pattern?
SUGARFISH
MENU
Señor frogs goggles
Rainforest Cafe
reveal meanings
MENU
Kids Menu
Red goggles to see menu / knack


MENU
MENU
merchandise sticker pack?
Señor frogs
frog tongue
frog hand menu?
merchandise
Foam frog hat
"Gimme Four"
MENU
bifold menu
cover flap?
green film strip?
MENU
Rainforest
Red gloss to see menu
MENU
UV Light Appears menu

SKETCHES


MENU
SIDE
DESSERT
ENTREES
SIDES
DESSERTS
Gimme Four!
Senor Frogs
MENU
SIDES
DESSERTS
MENU
SIDES
DESSERTS
Señor Frogs
plastic flap cover
red frog tounge wrap
MENU
Senor Frogs
Print tinted red on green paper make brown?
frog mouth open menu
Señor Frogs
clear red plastic tounge flap? over text
Señor Frogs
MENU
SIDES
DESSERTS


MENU
CHIPS $2.00
QUEGO $3.00
FRIES $4.00
SIDES
$2.00 SALT
$3.00 CHIP
$4.00 FRIES
TREATS
ICECREAM $4.00
PIE $5.00
CHURRO $3.00
Print out & put up on wall type expl. for thurs!
Señor Frogs
Señor Frogs
in water??
ENTREES
SIDES
DESSERTS
Señor Frogs
type dom cover
MENU
SIDES
Senor Frogs
Señor frogs
Señor frogs
Señor frogs
Señor frogs

COMPUTER ROUGHS



ENTREES

MARDI GRAS PASTA Penne pasta with Cajun sauce, bell peppers, onion, garlic
CHEESE QUESADILLA With potato chips.
CHICKEN TAQUITOS 3 pcs With lettuce, sour cream and queso fresco. With potato chips.
BEANS & CHEESE BURRITO With potato chips.
FROGGY BURGER With ketchup, American cheese, and French fries.
CHICKEN TENDERS Breaded chicken strips. With French fries and ketchup.
FETTUCCINE In a light marinara sauce.

SIDES

Corn tortilla chips with chunky sauce. CHIPS 'N SALSA
Tomato, onion, cilantro, garlic, and lime juice. With corn tortilla chips. GUACAMOLE
With tomato sauce and basil CHEESE STICKS
Cheddar cheese sauce, parmesan cheese au gratin, and baguette bread MAC & CHEESE
With mayonnaise and sweet chili sauce. ONION RINGS
Crispy potato fries topped with cheese and bacon.It FRENCH FRIES
Wrapped in bacon and stuffed with our cheese blend. CORN RIBS

TREATS

CHURROS With sugar and cinnamon, homemade chocolate sauce, and caramel.
CHOCOLATE MOUSSE With whipped cream, Ferro Rocher, marzipan, and waffle cookie straws.
KEY LIME PIE Homemade creamy key lime pie made with graham cookies. Topped with whipped cream and lime.
3 LECHES CAKE - Homemade vanilla cake with tres leches milk and rum. Topped with whipped cream and freshly cut fruit.

SENOR FROGS

ENTREES

MARDI GRAS PASTA $10.25
Penne pasta with Cajun sauce, bell peppers, onion, garlic.
CHEESE QUESADILLA $9.50
Handmade flour tortilla with shredded montero jack cheese and potato chips on the side.
CHICKEN TAQUITOS $6.78
3 pcs With lettuce, sour cream and queso fresco. With potato chips.
BEANS & CHEESE BURRITO $12.65
With potato chips.
FROGGY BURGER $9.34
With ketchup, American cheese, and French fries.
CHICKEN TENDERS $6.99
Breaded chicken strips. With French fries and ketchup.

ENTREES

MARDI GRAS PASTA $10.25
Penne pasta with Cajun sauce, bell peppers, onion, garlic.

CHEESE QUESADILLA $9.50
Handmade flour tortilla with shredded montero jack cheese and potato chips on the side.

CHICKEN TAQUITOS $6.43
3 pcs With lettuce, sour cream and queso fresco. With potato chips.

BEANS & CHEESE BURRITO $4.99
With potato chips.

FROGGY BURGER $6.89
With ketchup, American cheese, and French fries.

CHICKEN TENDERS $9.99
Breaded chicken strips. With French fries and ketchup.

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entrees

MARDI GRAS PASTA Penne pasta with Cajun sauce, bell peppers, onion, garlic. $9.50
CHEESE QUESADILLA Handmade flour tortilla with shredded montero jack cheese and potato chips on the side. $10.25
CHICKEN TAQUITOS 3 pcs With lettuce, sour cream and queso fresco. With potato chips. $6.78
BEANS & CHEESE BURRITO With potato chips. $9.99
FROGGY BURGER With ketchup, American cheese, and French fries. $12.23
CHICKEN TENDERS Breaded chicken strips. With French fries and ketchup. $6.99

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KIDS MENU - SENOR FROGS
MARDI GRAS PASTA
Penne pasta with Cajun sauce, bell peppers,

KIDS MENU - SENOR FROGS
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Penne pasta with Cajun sauce, bell peppers, onion, garlic

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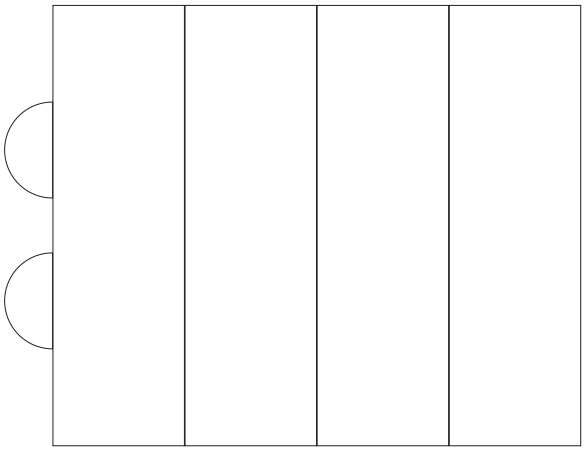

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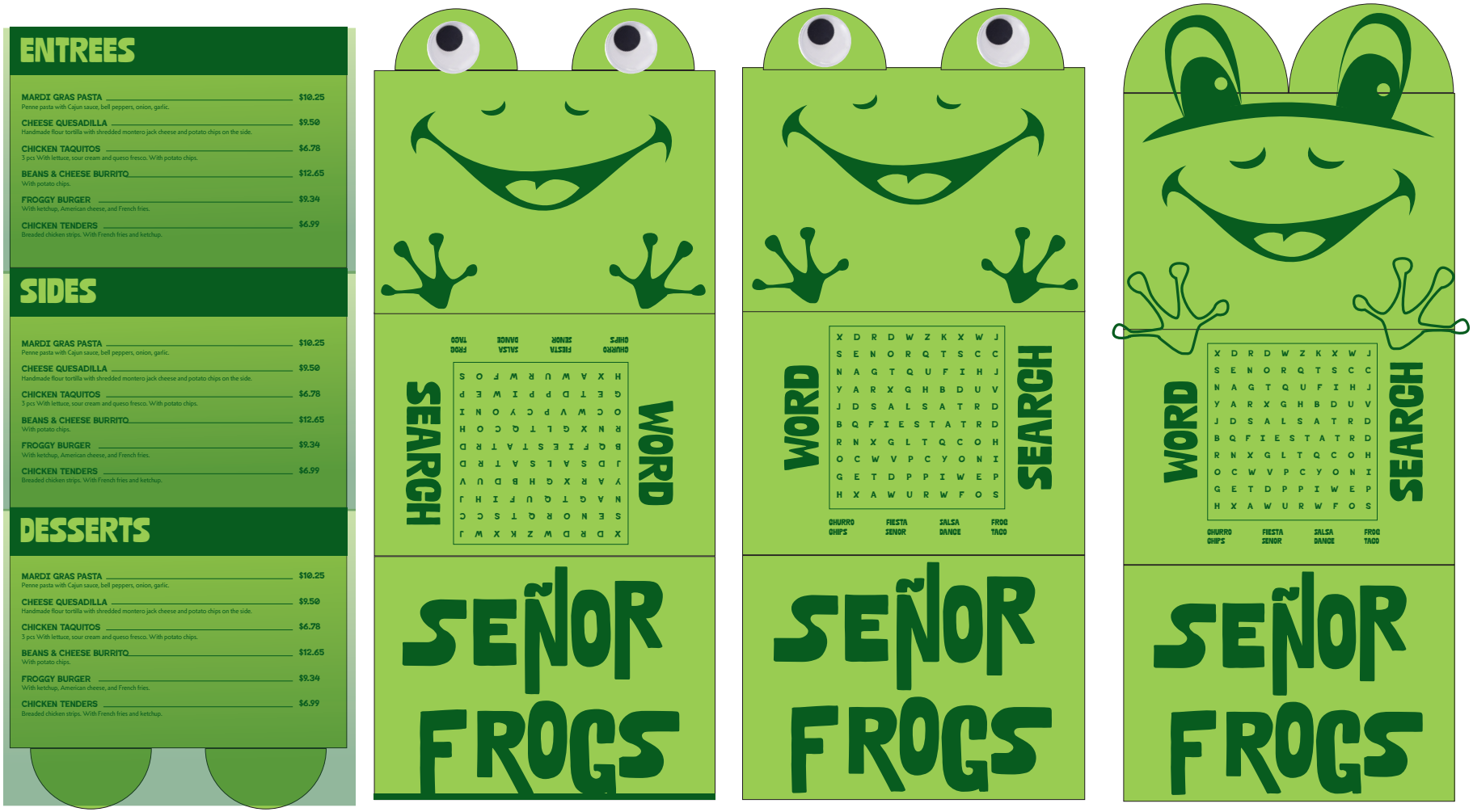

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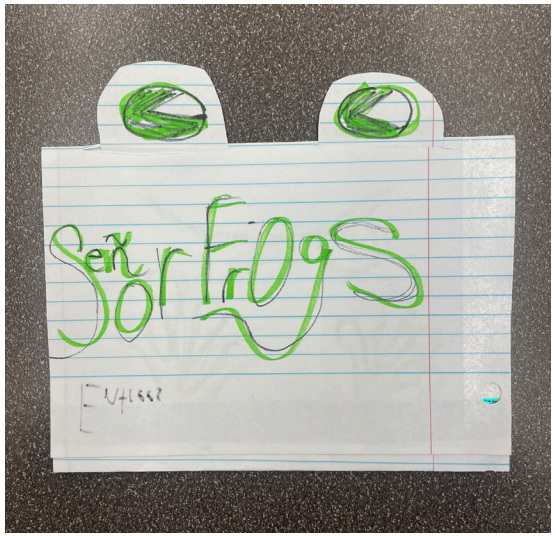

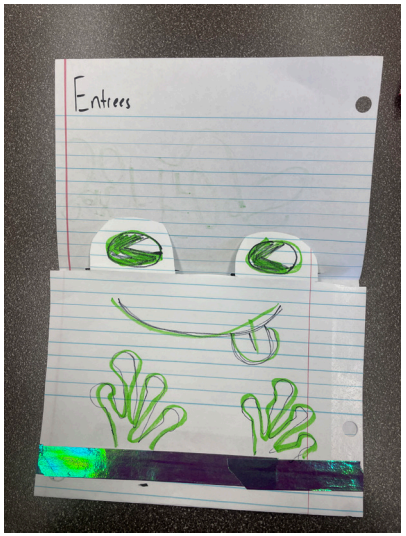

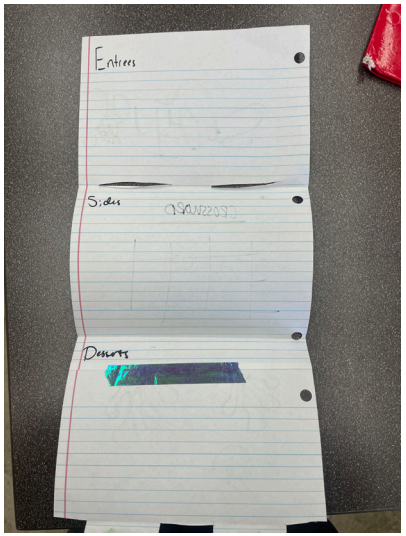

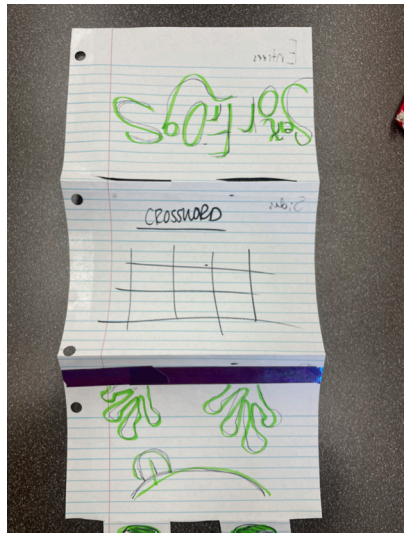

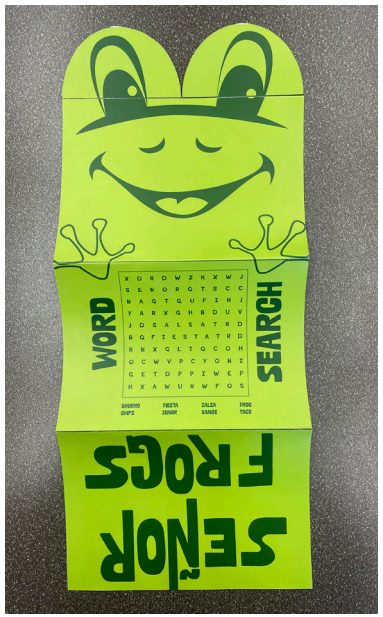

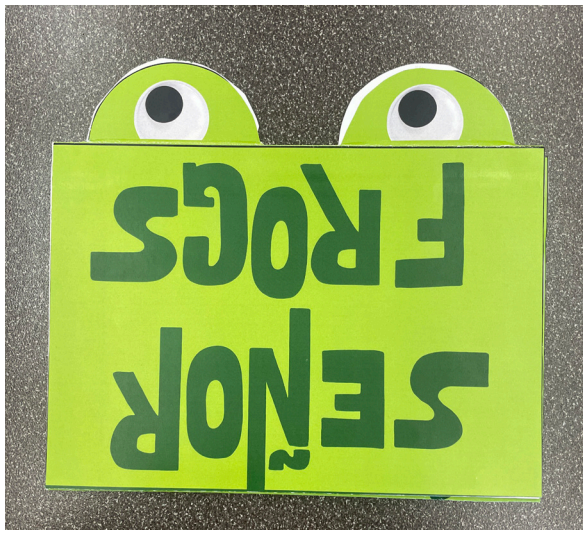

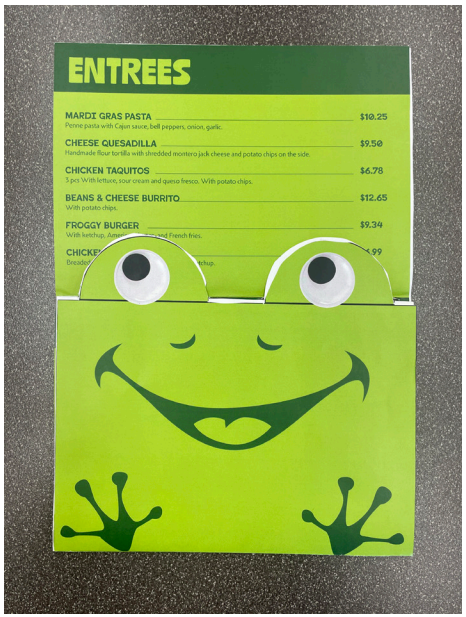



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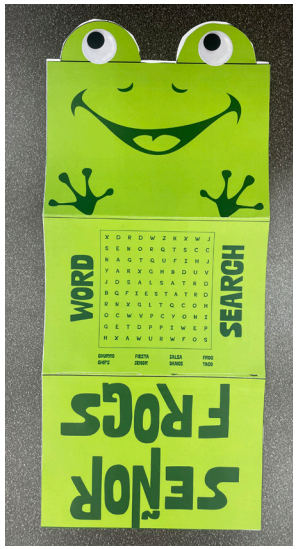
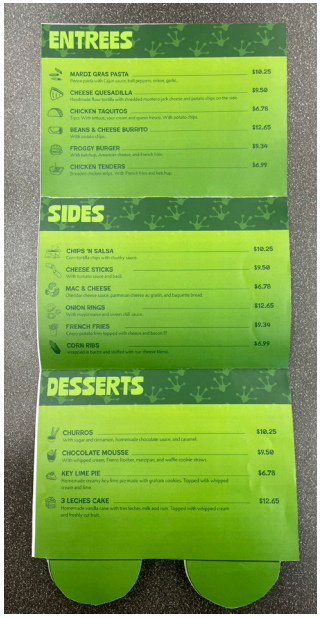
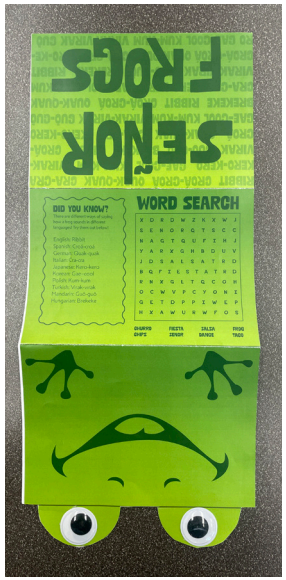
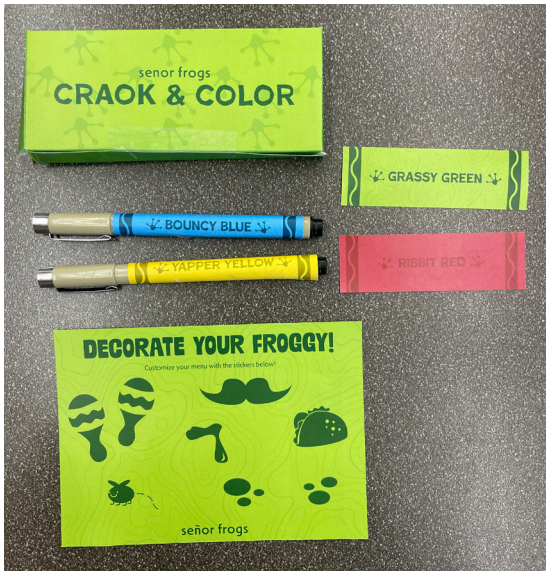




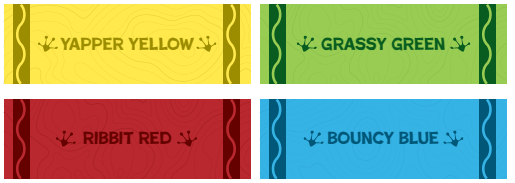














FINAL LAYOUTS







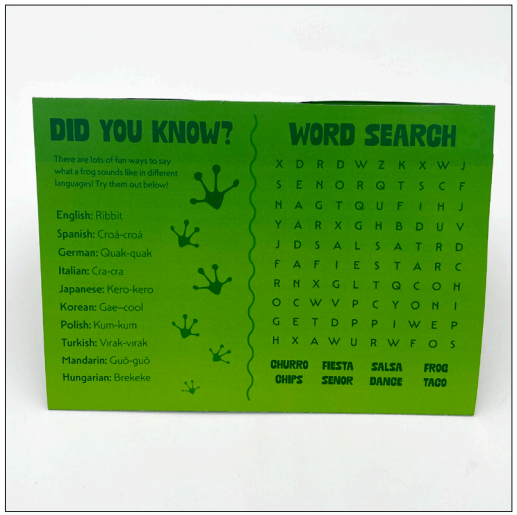


FINAL MOCKED UP LAYOUTS















BAUMAN ORCHARDS PROMOTIONAL MAILER

Emily Townsend | Processbook 3 | Typography Explorations

CHOSEN COMPANY IDEATION

BAUMAN ORCHARDS

ripening dates

incorporate recipies into design and correlate to season of fruit

Small Events: Tree Pruning Seminar, Apple Blossom 5K, Mothers Day moment, Yoga in the orchard, field trip through the orchard, u-pick apples,

Large Events: Strawberry Festival, Fall Festival, Apple Ripening, Peach Ripening

Peach Recipies: peach cobbler, crisp, jelly, jam,

Apple Recipies: apple pie, tart, applesauce,

something with fruit stickers or fruit basket?? hole puncher to get free thing

script font with bold sans serif? tan color







Farm Market Ripening Dates

Apples

Variety	Date
Transparent	July 1
Lodi	July 1
Earligold	July 15
Paulared	August 20
Honeycrisp	September 4
Jonathan	September 18
Gala	September 4
Empire	September 25
McIntosh	September 8
McIntosh	September 8

Peaches

Variety	Date
Red Haven	July 24
John Boy	July 24
Coralstar	August 1
White Lady	August 3
PF-23	August 5
Blushing Star	August 7
Glowing Star	August 7
Contender	August 5
Cresthaven	August 20

BAUMAN ORCHARDS CONTENT

BAUMAN ORCHARDS EVENTS

Tree Pruning Seminar - March 23, $20, Bill & Brett Bauman, third and fourth generation owners / operators of the outdoor, year-round operations here at Bauman Orchards will conduct the seminar featuring pruning demonstrations in the Orchard along with a Q&A session afterwards along with our Apple Cider and Cookies.

Apple Blossom 5k & Mile Walk - May 4, 5k $25, 1 Mile $15, Grab your family, friends & leashed dogs to come run or walk through the Orchard for our third annual race benefiting the Wayne County Humane Society. Leashed Dogs are welcome to join the 1 Mile Walk.

Mothers Day Moment - May 11, Join us for Yoga in the Orchard and a Cookie Decorating Class by Just Eat The Cookie ($35 per) along with lovely food trucks! This event will be at our 161 Rittman Ave. Rittman, OH 44270 location.

Yoga in the Orchard - June 1, August 24, $10 per, yoga class taught by Dee from Flex Yoga. Coffe and candle shops will be available.

Strawberry Festival - June 8,15, Free Festival featuring homemade strawberry donuts, food trucks, flower truck, cookie stand, candle stand, and live music.

Field Trip Through The Orchard - September 16, $6 per person, The field trips include a wagon ride into the orchard to pick an apple from a tree. Each child receives a coloring book and a plastic sipper filled with Bauman's own fresh pressed apple cider. Featuring free hay maze, petting zoo.

U-Pick Apples - September 20, This year, our u-pick Apples will be exclusively available on Mondays, Fridays (8 am to 6 pm), and Saturdays (8 am to 5 pm). Prices are set at $12.00 per peck and $22.00 per half-bushel Check out the ripening chart to see what varieties will be available.

Fall Festival - September 21,28, October 5, Free festival featuring U-Pick apples, homemade cider donuts, apple cider, free hay maze and petting zoo, pony rides, food trucks, and live music.

PRODUCE RIPENING DATES

APPLES

Transparent - July 1

Lodi - July 1

Earligold - July 15

Paulared - August 20

Honeycrisp - September 4

Jonathan - September 18

Gala - September 4

Empire - September 25

McIntosh - September 8

PEACHES

Red Haven - July 24

John Boy - July 24

Coralstar - August 1

White Lady - August 3

PF-23 - August 5

Blushing Star - August 7

Glowing Star - August 7

Contender - August 5

Cresthaven - August 20

ADDITIONAL PRODUCE

Strawberries

Sweet Cherries

Honeyrock Melons

Blackberries

Blueberries

Sour Cherries

Sweet Corn

Green Beans

Stanley Plums

BAUMAN ORCHARDS ASSETS

Bauman ORCHARDS
Family Owned Since 1929

Bauman ORCHARDS
Family Owned Since 1929



























MAILER DESIGN RESEARCH















MAILER DESIGN RESEARCH







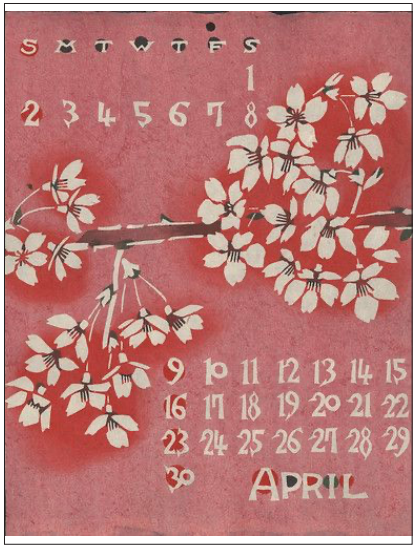






DESIGN IDEATION

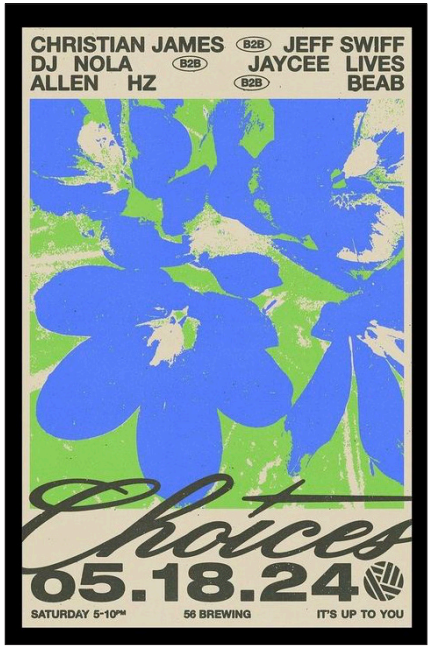












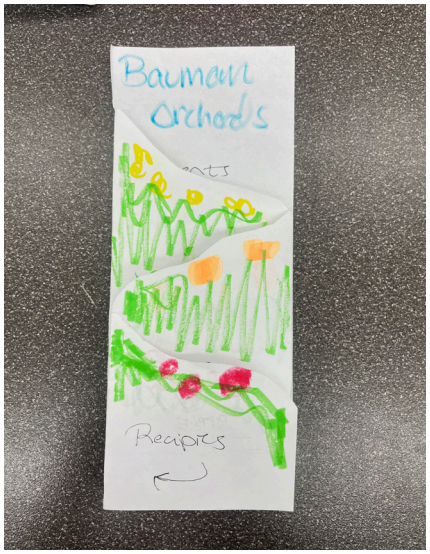


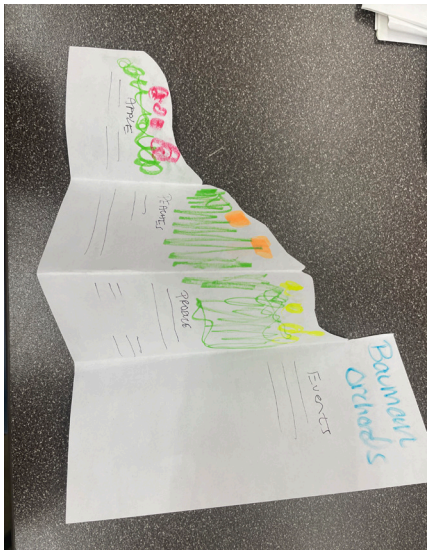


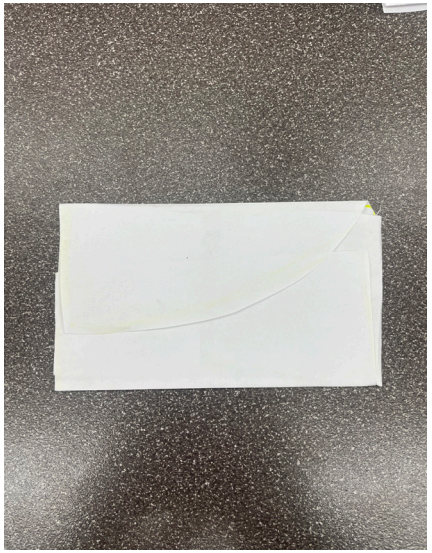
TYPOGRAPHY EXPLORATIONS

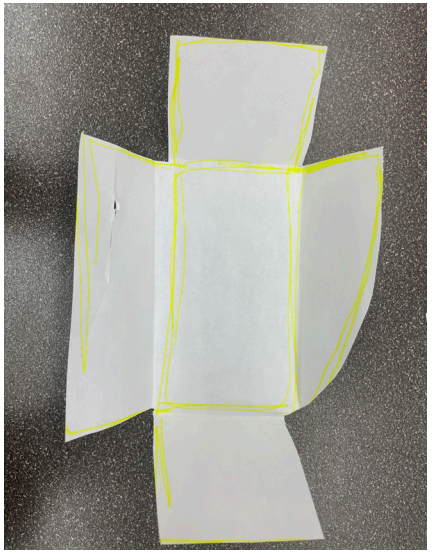

Events
Produce
Events
Produce
Events
Produce

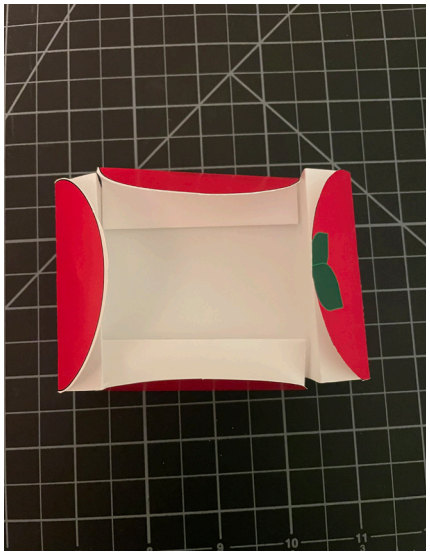
FOLDING IDEAS





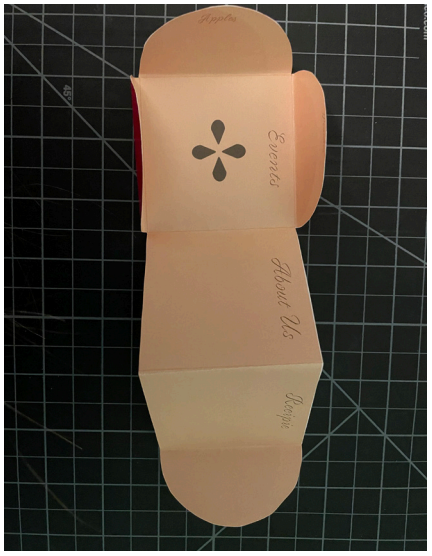












COMPUTER ROUGHS

produce

APPLES

- Transparent – July 1
- Lodi – July 1
- Earligold – July 15
- Paulared – August 20
- Honeycrisp – September 4
- Jonathan – September 18
- Gala – September 4
- Empire – September 25
- McIntosh – September 8

PEACHES

- Red Haven – July 24
- John Boy – July 24
- Coralstar – August 1
- White Lady – August 3
- PF-23 – August 5
- Blushing Star – August 7
- Glowing Star – August 7
- Contender – August 5
- Cresthaven – August 20

OTHER

- Strawberries
- Sweet Cherries
- Honeyrock Melons
- Blackberries
- Blueberries
- Sour Cherries
- Sweet Corn
- Green Beans
- Stanley Plums

Produce Dates

apples

- Transparent 7.1
- Lodi 7.1
- Earligold 7.15
- Paulared 8.20
- Honeycrisp 9.4
- Jonathan 9.18
- Gala 9.4
- Empire 9.25
- McIntosh 9.8

peaches

- Red Haven 7.24
- John Boy 7.24
- Coralstar 8.1
- White Lady 8.3
- PF-23 8.5
- Blushing Star 8.7
- Glowing Star 8.7
- Contender 8.5
- Cresthaven 8.20

other

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- Sweet Corn
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about us

Bauman Orchards, started in 1929, currently has a total of 260 acres with 70,000 apple trees and 12,000 peach trees. Now in our forth generation, we also raise pears, plums, sweet corn, strawberries and blueberries. Our retail farm market in Rittman, OH is open all year round. We offer seasonal fruit, homemade pies, cookies and gift baskets. We have two other seasonal farm market locations: Scenic Ridge Fruit Farm in Jeromesville, OH and our Corner Market also in Rittman.

events

3.23 Tree Pruning Seminar
$20 per person
Bauman Orchards will conduct the seminar featuring pruning demonstrations in the Orchard along with a Q&A session afterwards along with our Apple Cider and Cookies.

5.4 Apple Blossom 5k & Mile Walk
5k $25, 1 Mile $15
Grab your family, friends & leashed dogs to come run or walk through the Orchard for our third annual race benefiting the Wayne County Humane Society. Leashed Dogs are welcome to join the 1 Mile Walk.

5.11 Mothers Day Moment
$35
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6.8 Strawberry Festival
Free Festival
featuring homemade strawberry donuts, food trucks, flower truck, cookie stand, candle stand, and live music.

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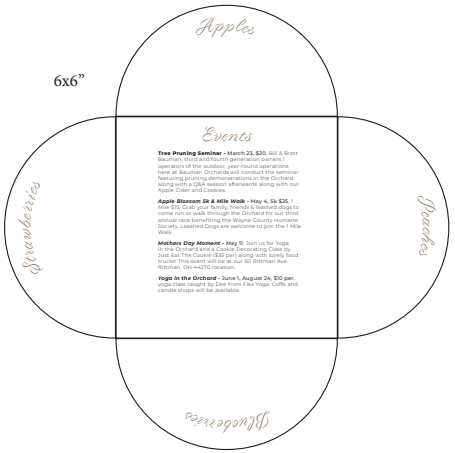

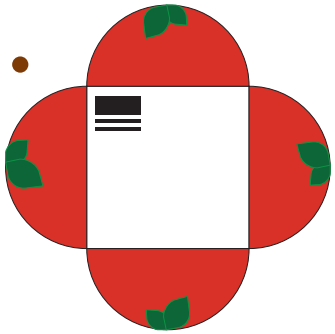

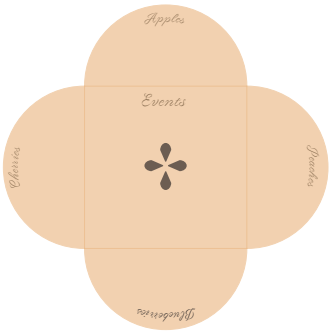

COMPUTER ROUGHS

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5.11 **Mothers Day Moment**
$35
Join us for Yoga in the Orchard and a Cookie Decorating Class by Just Eat The Cookie ($35 per) along with lovely food trucks! This event will be at our 161 Rittman Ave. Rittman, OH 44270 location.

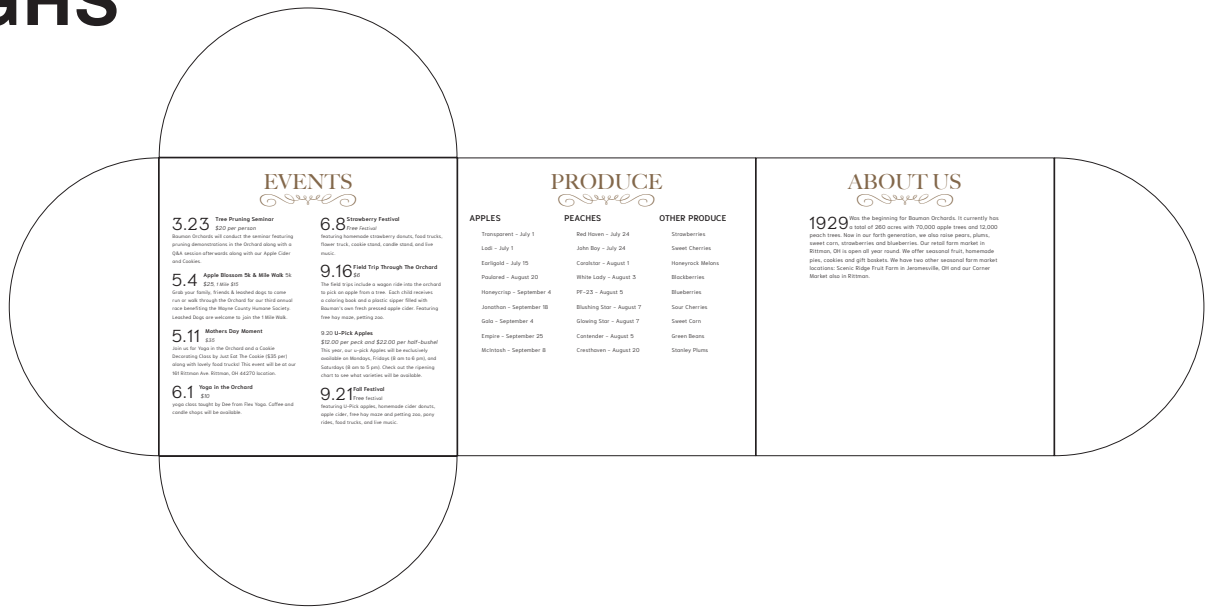
6.1 **Yoga in the Orchard**
$10
yoga class taught by Dee from Flex Yoga. Coffee and candle shops will be available.

6.8 **Strawberry Festival**
Free Festival
featuring homemade strawberry donuts, food trucks, flower truck, cookie stand, candle stand, and live music.

9.16 **Field Trip Through The Orchard**
$6
The field trips include a wagon ride into the orchard to pick an apple from a tree. Each child receives a coloring book and a plastic sipper filled with Bauman's own fresh pressed apple cider. Featuring free hay maze, petting zoo.

9.20 **U-Pick Apples**
$12.00 per peck and $22.00 per half-bushel
This year, our u-pick Apples will be exclusively available on Mondays, Fridays (8 am to 6 pm), and Saturdays (8 am to 5 pm). Check out the ripening chart to see what varieties will be available.

9.21 **Fall Festival**
Free festival
featuring U-Pick apples, homemade cider donuts, apple cider, free hay maze and petting zoo, pony rides, food trucks, and live music.



3.23 *Tree Pruning Seminar*
$20 per person
Bauman Orchards will conduct the seminar featuring pruning demonstrations in the Orchard along with a Q&A session afterwards along with our Apple Cider and Cookies.

5.4 *Apple Blossom 5k & Mile Walk*
5k $25, 1 Mile $15
Grab your family, friends & leashed dogs to come run or walk through the Orchard for our third annual race benefiting the Wayne County Humane Society. Leashed Dogs are welcome to join the 1 Mile Walk.

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COMPUTER ROUGHS











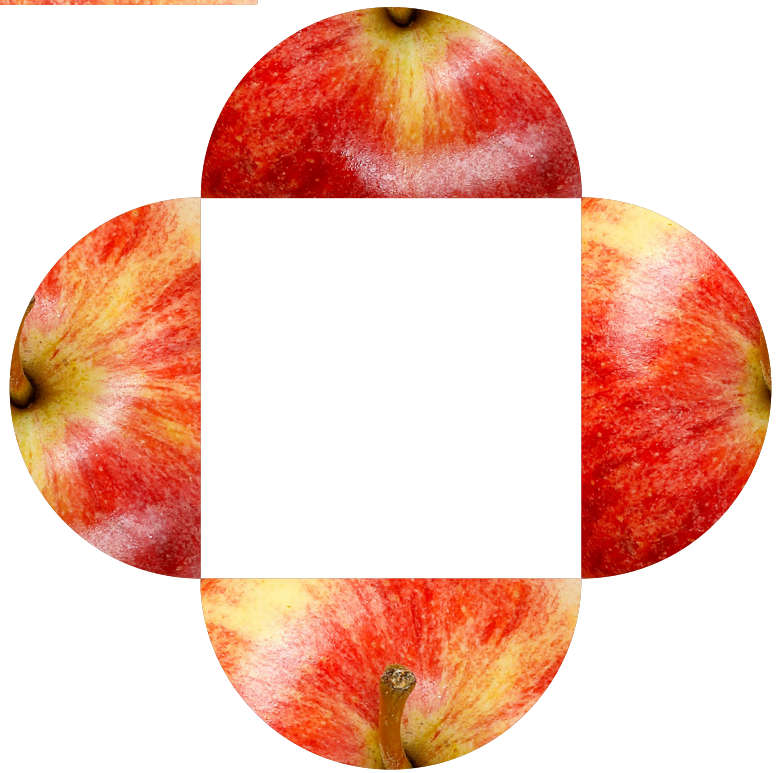

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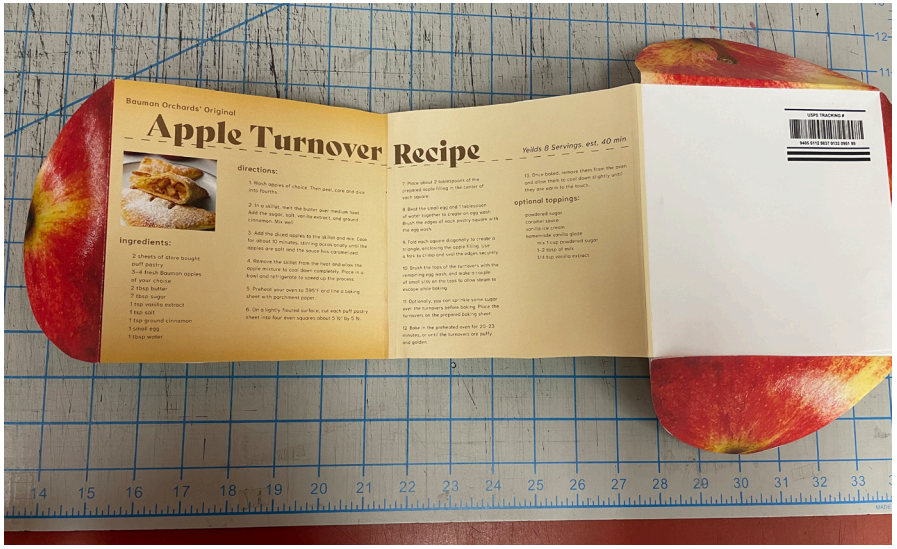
PRINTING REFINEMENT











FINAL LAYOUT - INSIDE



FINAL LAYOUT - OUTSIDE



FINAL MOCKED UP LAYOUTS





HIVE & HARVEST MAGAZINE DESIGN

Emily Townsend | Processbook 4 | Typography Exploration

IDEATION

Ideas

-dont bee afraid

-bees polinating at danger

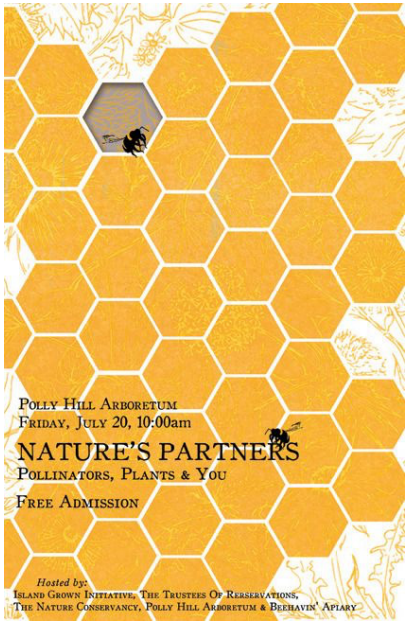
-cute facts about bees

-hexagon shape

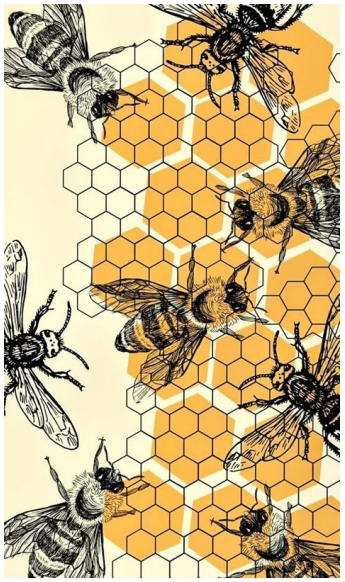
-how to help bees

-ads for gardening supplies

Company is “Busy as a Bee” with bee logo but all about different ways to self sustain like make bread. plant flowers. have bee hive. have chickens. grow spices fruit recipes! somesthing self sustaining made easy :)







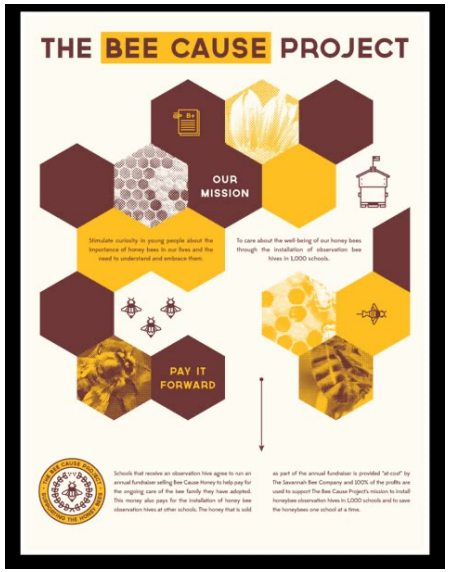




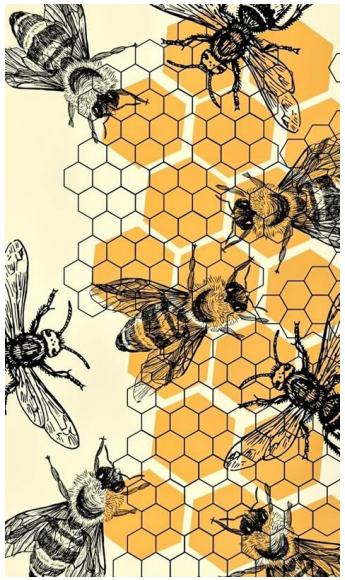


DESIGN RESEARCH



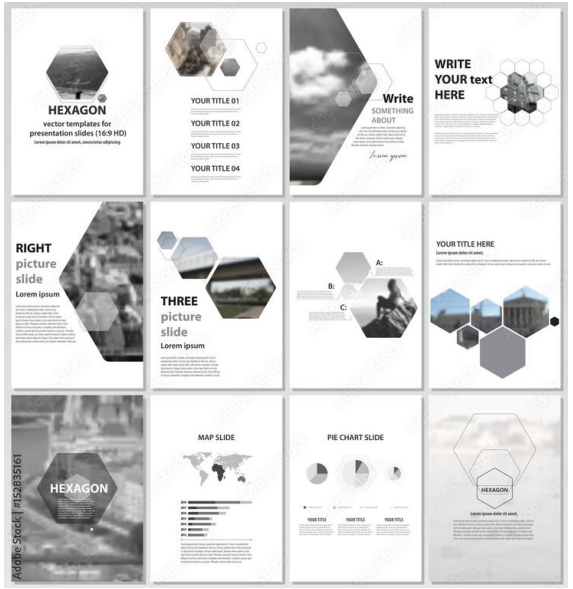












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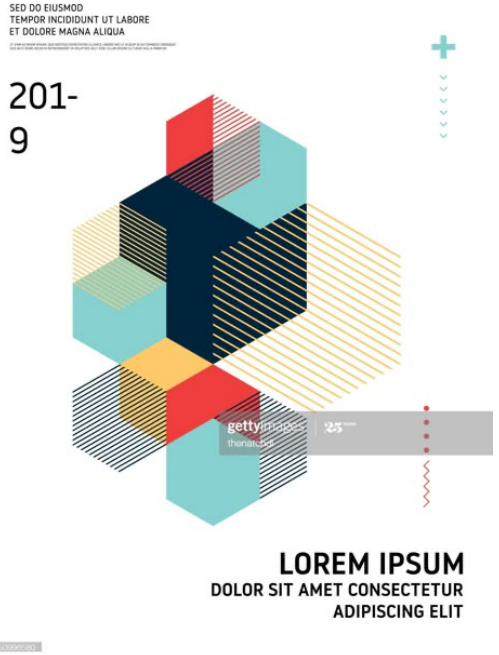

TYPOGRAPHY EXPLORATIONS

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H&H

H&H - SUGAR REGULAR

h&h - Rothwood Light

H&H

h&h - Limon Script Regular

H&H

H&H - RAFAELLA REGULAR

h&h - PF Market Display Black

H&H

h&h- Superior Title Black

H&H

H&H- FABIOLA CAPITALS

h & h - Sloop Sceipt Medium Two

H & H

hive & harvest

Hive & Harvest

HIVE AND HARVEST

hive & harvest

Hive & Harvest

hive & harvest

Hive & Harvest

HIVE & HARVEST

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CHOSEN TYPOGRAPHY

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Bold Header font

maya's story

Superior Title

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Masthead font

hive & harvest

Living Sustainably in Harmony with Nature

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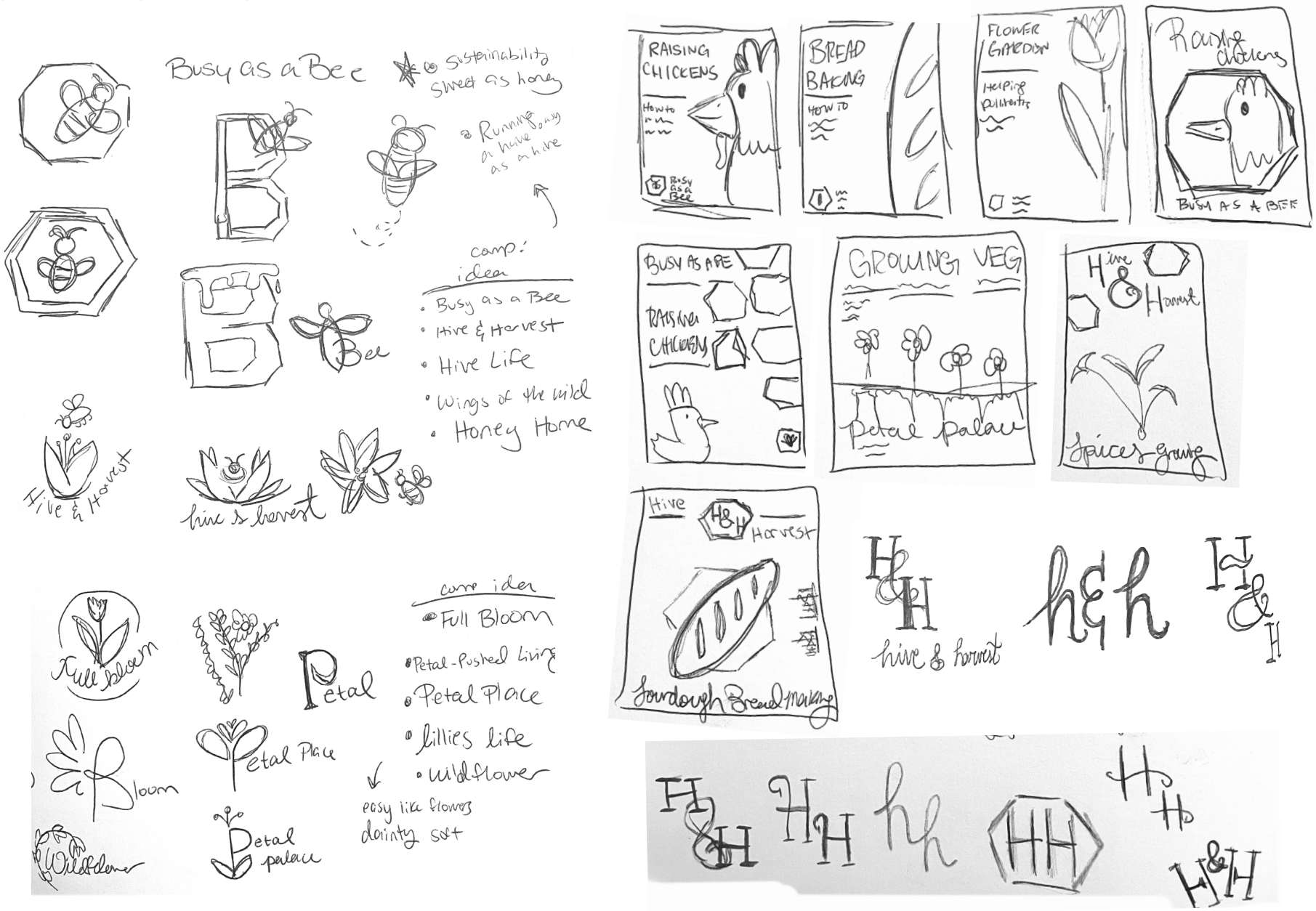
Subheading and Body font

This magazine is made from
100% recyclable materials!

SKETCHES


Busy as a Bee
sustainability
Sweet as honey
Running a hive easy as a hive
Bee
comp: idea
Busy as a Bee
Hive & Harvest
Hive Life
Wings of the wild
Honey Home
Hive & Harvest
hive & harvest
comp idea
Full Bloom
Petal-Pushed Living
Petal Place
lillies life
wildflower
easy like flowers
dainty soft
Full bloom
Petal
Bloom
Petal Place
Wildflower
Petal palace
RAISING CHICKENS
How to
Busy as a Bee
BREAD BAKING
HOW TO
FLOWER GARDEN
Helping pollinators
Raising chickens
BUSY AS A BEE
BUSY AS A BEE
RAISING CHICKENS
GROWING VEG
Petal palace
Hive & Harvest
Spices growing
Hive
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Harvest
Sourdough Bread making
hive & harvest
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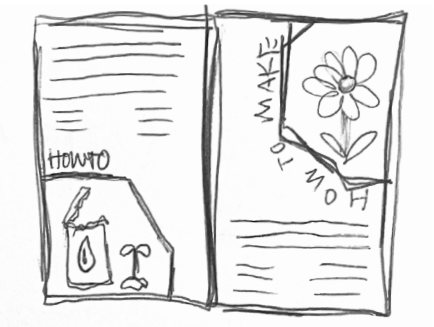
SKETCHES


H&H
HOW TO MAKE
SOURDOUGH


Bread Making


H&H
bread bakery


HOW TO
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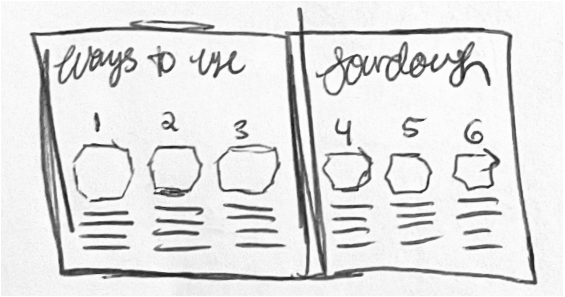
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sourdough
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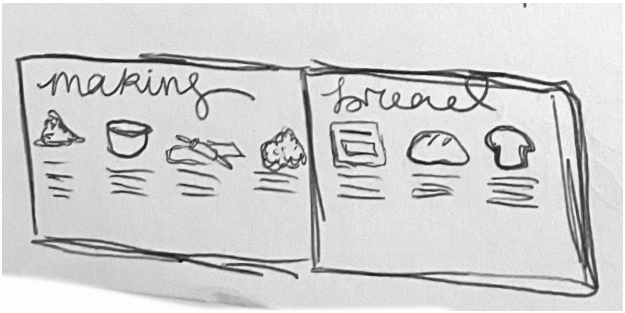
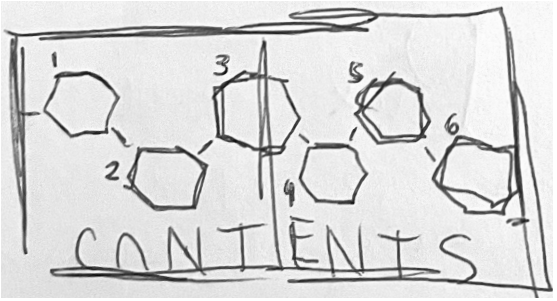
sourdough
made
easy
spices for
sourdough


making
bread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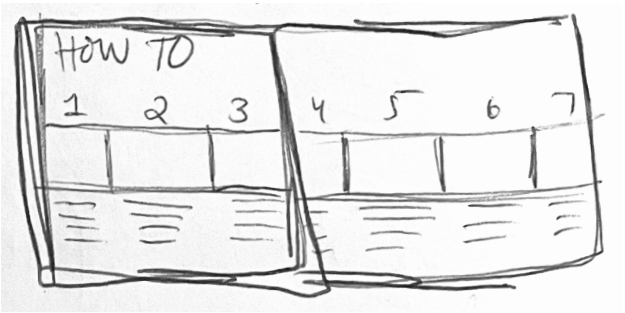
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HOW TO

COVER REFINEMENT













CONTENTS ROUGHS









MAIN ARTICLE REFINEMENT











SECONDARY ARTICLE ROUGHS

starting your garden

everything you need for a flourishing environment



1. cherry tomatoes

Cherry tomatoes are beginner-friendly powerhouses that thrive in sun and produce handfuls of sweet, juicy fruit. They're great for salads, roasting, snacking, or making quick sauces, and they ripen faster than larger tomato varieties. Just give them a sunny spot and a little support, and you'll be harvesting in no time.



2. strawberries

Strawberries are one of the easiest and most rewarding fruits to grow, especially in containers, garden beds, or even hanging baskets. They're perfect for fresh snacking, baking, jams, or freezing, and they'll even send out runners to multiply themselves over time. Choose everbearing varieties for fruit throughout the season and a steady harvest with minimal fuss.

5. lavendar



Lavender is both beautiful and functional — its fragrant blooms attract pollinators, deter pests, and can be used for teas, baking, or homemade self-care products. It thrives in full sun with little water, making it ideal for a low-maintenance corner of your garden. Once established, it comes back year after year with a stunning scent and calming presence.



6. merigolds

Marigolds are bright, cheerful flowers that do more than look pretty — they naturally repel common garden pests and attract pollinators. They're incredibly easy to grow from seed or transplant and can thrive in poor soil and hot sun. Plant them around vegetables for both color and protection.



3. g

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4. leaf lettuce

Leaf lettuce is a fast-growing, cool-season green that gives you fresh, homegrown salads in just a few weeks. It thrives in containers or tucked between other plants and can be harvested multiple times with the cut-and-come-again method. Its tender texture and mild flavor make it a garden staple.



7. basil

Basil is a kitchen essential that grows quickly and abundantly in sunny garden spots or containers. It pairs beautifully with tomatoes, can be used fresh or dried, and makes perfect homemade pesto. Regular harvesting encourages even more growth, and it's known to help protect nearby plants from pests.



8. garlic

Garlic is one of the easiest and most essential crops for a garden — plant it once and harvest it months later with barely any maintenance. It stores beautifully, adds rich flavor to nearly every meal, and even helps repel pests naturally. Plus, you can use garlic scapes (the curly green shoots) for cooking too!

starting your garden

everything you need for a flourishing environment



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starting YOUR garden

Cherry tomatoes are the ultimate garden snack. They thrive in full sun, need only basic support like a stake or cage, and produce handfuls of sweet, juicy fruit that are packed with vitamin C and antioxidants. You can toss them into salads, roast them with olive oil for pasta, or eat them right off the vine. Just as sweet and satisfying, strawberries are another garden favorite. They're **simple to grow** in containers, beds, or hanging baskets and do best in sunny, well-drained spots. With a little mulch and consistent watering, they'll reward you with bright red berries rich in vitamin C and perfect for smoothies, jams, or breakfast bowls. Strawberries also send out runners, so with just a few starter plants, you can expand your patch naturally over time.

Adding a sensory element to your garden, lavender brings beauty, fragrance, and function. It's incredibly **low-maintenance**, thriving in sunny areas with dry soil, and its calming scent makes it perfect for DIY teas, sachets, or even homemade body care. Plus, lavender draws in pollinators like bees, which help your entire garden grow. Just as beautiful and even more protective, **marigolds serve as a natural pest deterrent.** Their bright blooms can help keep aphids and other harmful insects at bay, and some varieties are even edible, adding color and spice to salads. They're low-effort, sun-loving plants that bring both beauty and benefit.

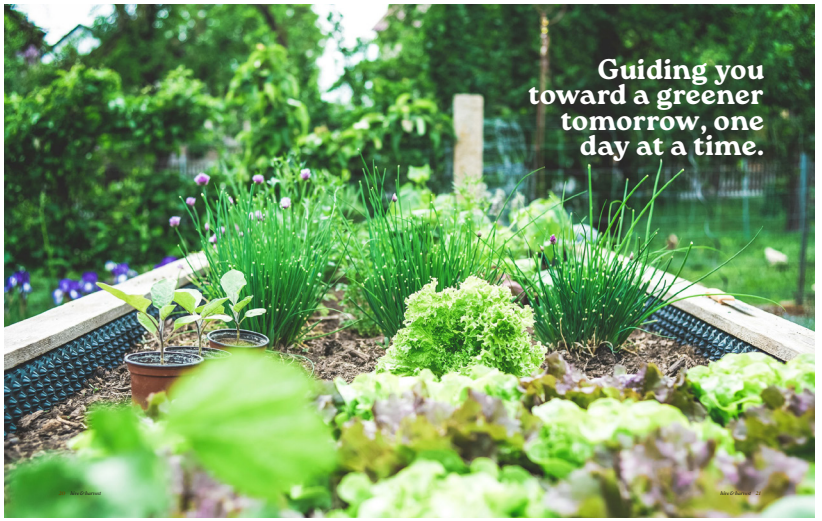
Garlic is a garden staple that practically grows itself. Whether planted in fall or early spring, it requires little care and by summer you'll have bulbs full of immune-boosting compounds and bold flavor. **It's essential for cooking** and also helps keep pests away with its strong scent. Leaf lettuce is another easy win for beginner gardeners. Fast-growing and forgiving, it thrives in cooler weather and partial shade. You can harvest the outer leaves as needed, giving you fresh salad greens all season. It's packed with vitamins and makes for a perfect base in everything from wraps to garden-fresh lunches.

Basil is a must for any herb garden—not just for its fragrance and flavor, but for how fast and easily it grows. Regular harvesting encourages more leafy growth, and it pairs beautifully with tomatoes in dishes like Caprese salad, homemade pesto, and pizza. It also repels mosquitoes, making it useful beyond the kitchen. Finally, while cherry trees take more time to mature, they're worth the wait. Dwarf varieties can fit in small spaces or even large pots, and once established, they produce antioxidant-rich fruit that's perfect for pies, jams, or just fresh snacking. Their spring blossoms are stunning and signal a sweet harvest to come.

With just a few of these easy-to-grow essentials, you'll build a garden that's full of flavor, color, and nourishment. Each plant offers something unique—whether it's food, fragrance, or natural pest control—and together, they create a balanced and beautiful homestead space. All it takes is a bit of sunlight, healthy soil, and some daily care. Soon enough, your garden will be thriving, and so will you.

"Each plant offers something unique whether it's food, fragrance, or natural pest control—and together, they create a balanced and beautiful homestead space"





FINAL MOCKED UP LAYOUTS





SPOOK-A-RONI MAC & CHEESE PACKAGE DESIGN

Emily Townsend | Processbook 5 | Package Design

IDEATION

Ideation

Rat mac

lactose intolerant mac and cheese?

mac and cheese grill cheese? packaging is squished between two loafs of bread

tarot card or astrology

schooled mac- the box is in the shape of a car or bus expanded to city or town (metro bus, car family mac)

teeth that come out of the box top, monster mac

rip down the middle tear line makes tounge or something weird

greek gods mac and cheese- anubis mac and diff flavors are gods with stars or constellations behind them.

Stars Big dipper?? mac ?

Aztec design style?

Scary or horror mac. Or fall inspired?? Something that goes along with the seasons like weird pumpkin mac, kinda like the halloween cereal that comes out. Black box with color would stand out a lot. Halloween would be purple orange and green?? Christmas white red and green. Openings is the mouth of a skeleton vampire or pumpkin or witch?

Something that has to do with the chineese calendar? would be red and white or yellow pallete

Manga mac? they looks like books on a shelf?

groovy pasta that has crazy noodle shapes ?

Instant pasta where the box turns into a bowl and has included fork inside just add hot water???

HALLOWEEN (HOLIDAY?) THEME























CHOSEN THEME - HALLOWEEN





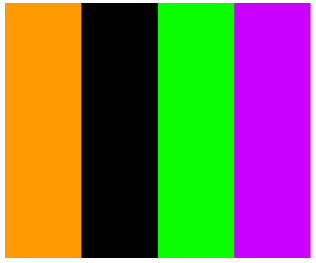














Character / Color Ideation:
Red - Vampire
Green - Witch or Frankenstein
Black - Spider, Bat, Grim Reaper, Cat
White - Skeleton or Mummy
Orange - Pumpkin
Purple - Ghost or witch
Grey- Gravestone

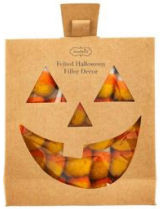
Flavors Ideation:
Habanero Hot
Candy Corn?
Pumpkin
Apple
White Cheddar
Mild
Regular
Ghost Pepper
Jalapeno
Pickle
Triple Cheese
Dairy Free
Gluten Free
Vegan
Buffalo
Queso
Garlic
Provolone
Sharp Cheddar

FURTHER DESIGN RESEARCH







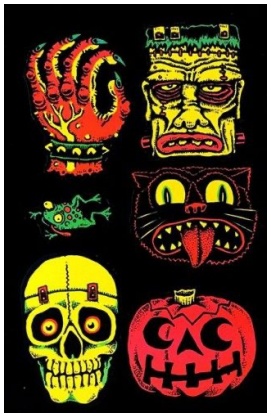






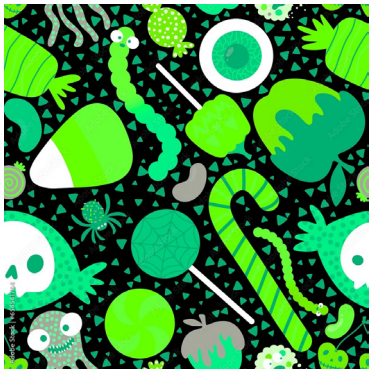


















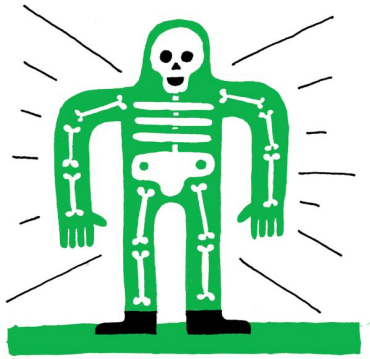
FURTHER DESIGN RESEARCH

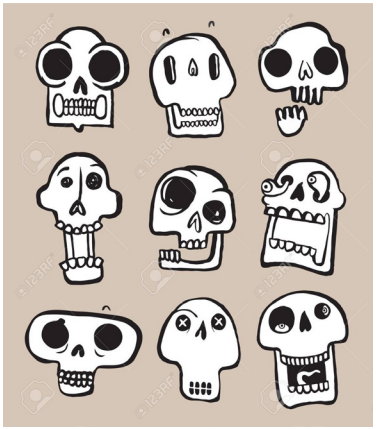
































TYPOGRAPHY / COLOR EXPLORATIONS

Vampire Garlic Mac

Ghost Pepper Mac

Gouda Ghost Mac

Pumpkin Parmesan Mac

Smoky Jack Skeleton Mac

SPICY SIRRACHA SKELETON MAC

Mild Mummy Mac

Spicy Spider Mac

BUFFALO BAT MAC

Broccoli Cheddar Bat Mac

GLUTEN FREE GRIM REAPER MAC

Grim Reaper Gouda

Cheddar Cat Mac

CAJUN CAT MAC

White Cheddar Witch Mac

MONSTER MAC

spook-a-roni

creepy mac

Monsteroni Mac

Vampire Garlic Mac

Ghost Pepper Mac

Gouda Ghost Mac

Pumpkin Parm Mac

Mild Mummy Mac

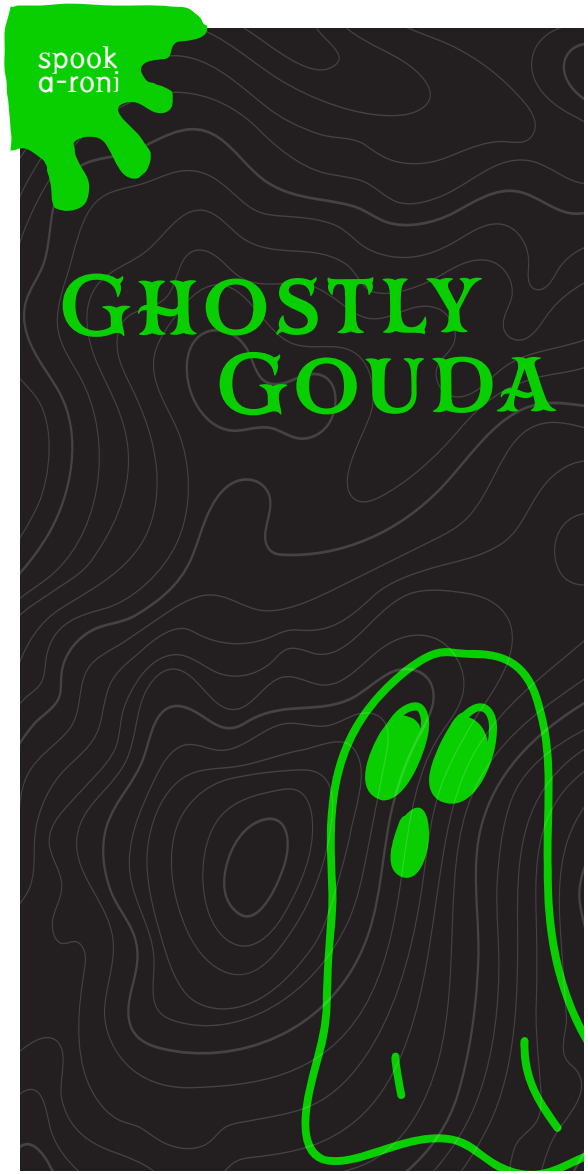
Spicy Spider Mac

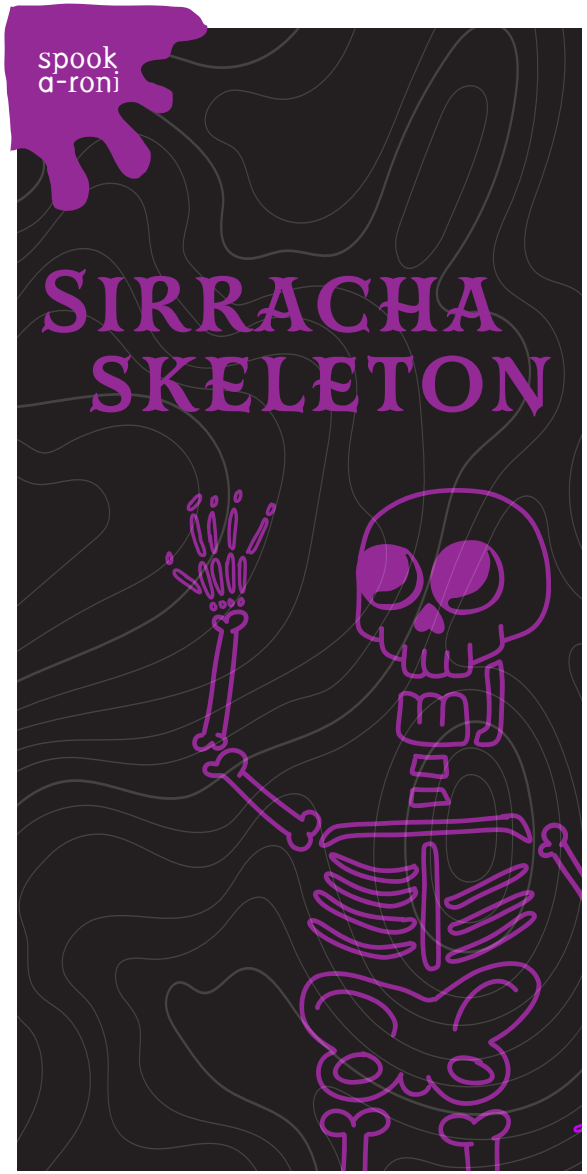
Buffalo Bat Mac

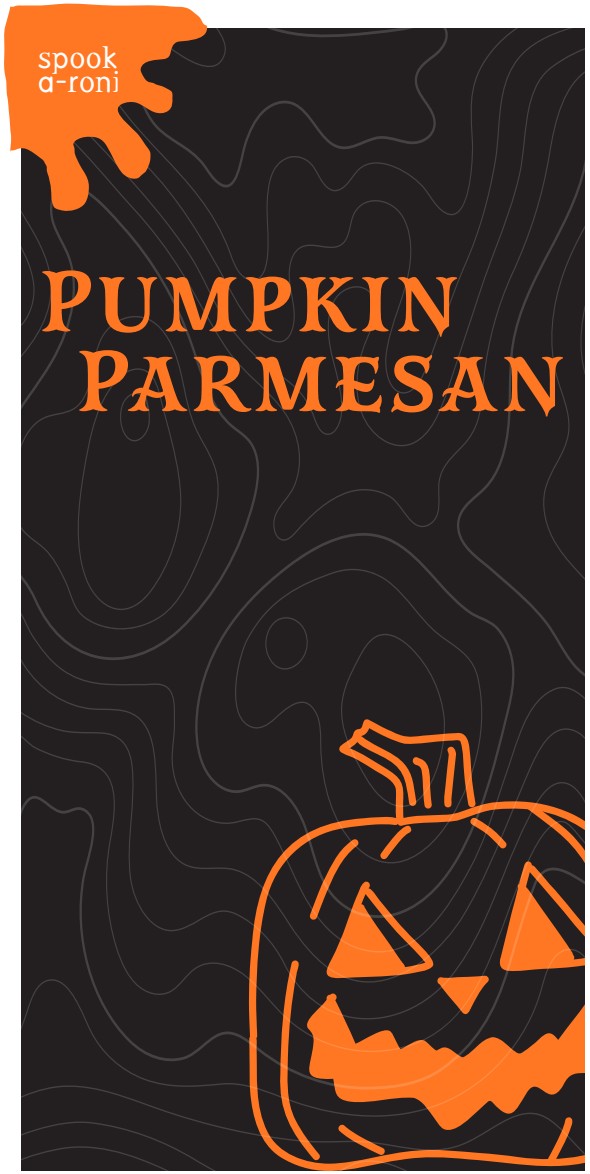
SKETCHES


Siracha Skeleton
SPOOK-A-RONI
PUMPKIN PARMESAN
CUT OUT
GHOSTLY GOUDA
GM spook-a-roni
PUMPKIN PARMESAN
GM Spook-a-roni
SIRRACHA SKELETON
SPOOK-A-RONI
ghostly gouda
SPOOK-A-RONI
pumpkin parmesan
Maximal
SIRRACHA SKELETON
GHOSTLY GOUDA
PUMPKIN PARMESAN
plain
PUMPKIN PARMESAN
GHOSTLY GOUDA
SIRRACHA SKELETON
Simplified

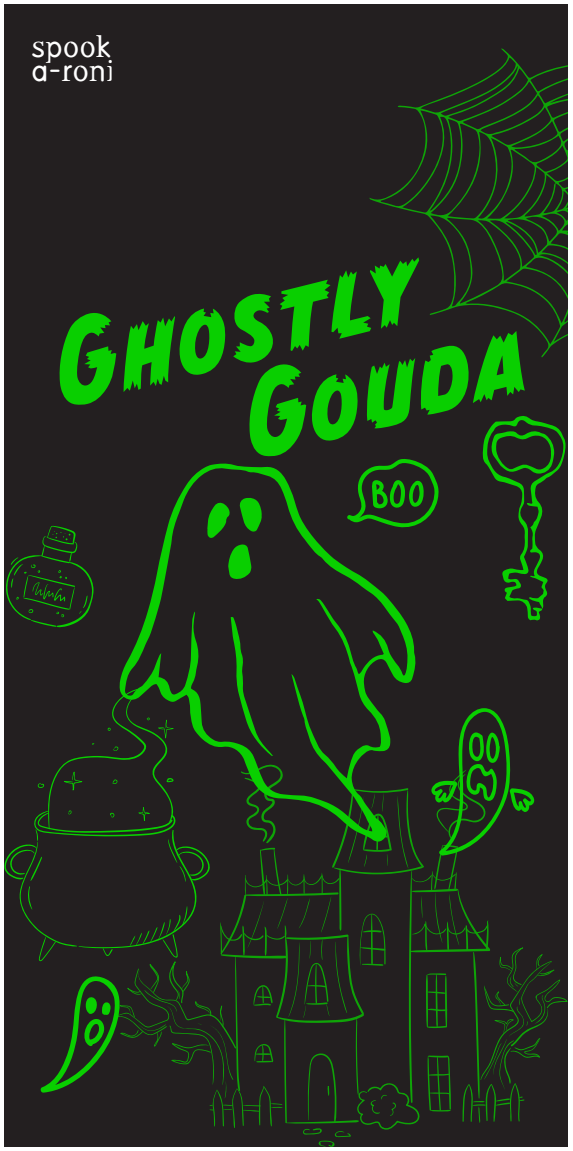
COMPUTER ROUGHS



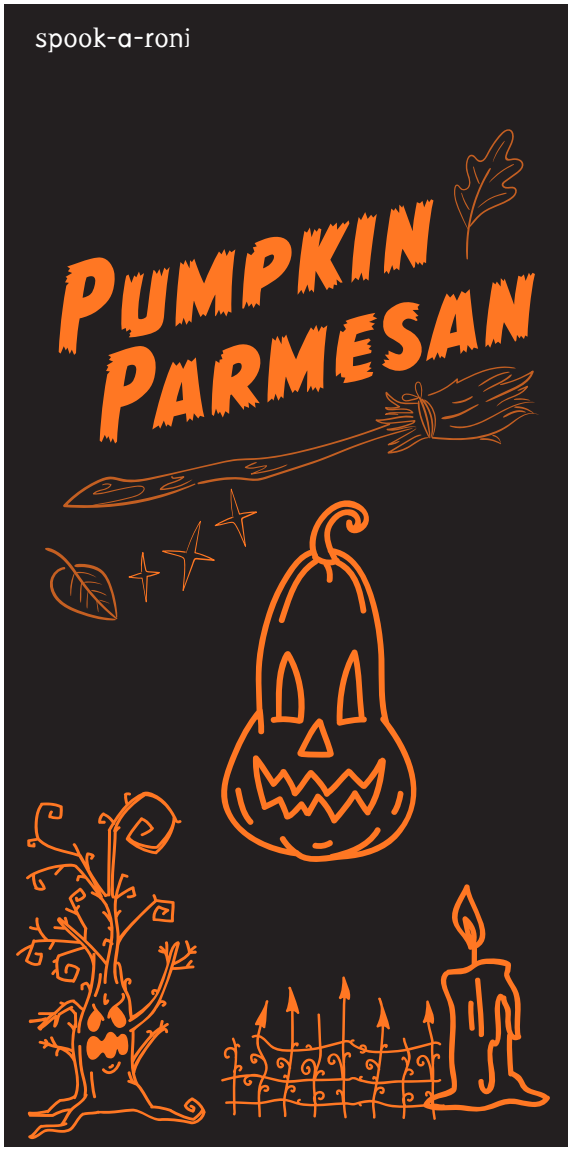




COMPUTER ROUGHS



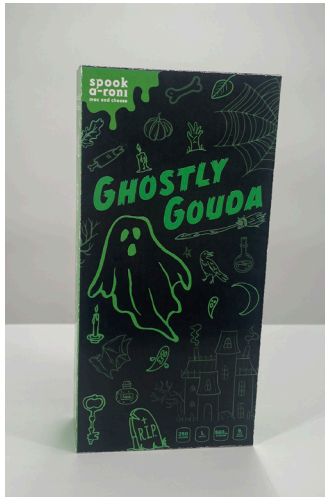




COMPUTER ROUGHS / MOCKUPS











COMPUTER ROUGHS





COMPUTER ROUGHS





COMPUTER REFINEMENT



FINAL LAYOUTS



FINAL MOCKED UP LAYOUTS





MENDING INFOGRAPHIC DESIGN

Emily Townsend | Processbook 6 | Typography Explorations

SUBJECT RESEARCH

Mending Clothes

(https://threadsmonthly.com/repair-clothes-statistics/)

55% of US participants never or rarely repaired their clothes. This was a study of 254 people in the US.

81.9% of US respondents agreed that repairing or mending clothing is important.

However in other countries there is a higher percentage of people that do or have mended clothes.

Reasons people would mend: if they had paid high prices for them, if they had a personal attachment to the item, if the clothes fit them really well, if their clothes continued to last longer, if they tried to reduce their environmental footprint.

Usually older generations mend clothes but it is currently becoming more popular in younger generations to mend clothes. (learning new skill, enviornmental footprint).

Not Mending Clothes

Most people agree: repairs to clothing are no longer undertaken as a normal, regular activity due to a lack of skills and equipment at home and the cost of professional repair and alterations services compared to the price of new clothes.

Some participants associated repairs with poverty or old age and indicated that they would want to avoid clothes with visible repairs in order to protect themselves and their families from stigma.

Its so popular to have new everything. Fast fashion is seen as high class and promoted to buy the new trends as they come out. However, it has become popular among younger generations to thrift. I think this is a step towards reusing clothes. But mending is definetly done far less.

You can get a sewing kit on Amazon for under $20. Look up a Youtube video for free. For hand stitching. However- fast fashion places like Shein sell and entire new piece of clothing for under $10. Yet that is hurting the carbon footprint on Earth so much.

IDEATION

You cant convince someone that it saves time or money becuase theres always something quicker and cheaper.

Probably have to drive the ecological and earth saving aspect of mending clothes and possibly the customization of it? Maybe keeping a skill that is passed down from ages.

“look what you’ve created” as a landfill ontop of a sewing pattern that shows how you can “create something better”

Take 5 minutes out of your time for 50 years of their life (contrast to fast fashion workers) or is it really worth 5$? how fast fashion is so cheap.

CRIT IDEAS

Theres no financial incentive to mend but every incentive to save the Earth.

The right thing to do.

Japanese breaking something and repairing with gold.

Fix a car why not clothes?

Sometimes when buy clothes they come with extra button baggie but no one uses them.

Flaws are beautiful scars are unique item.

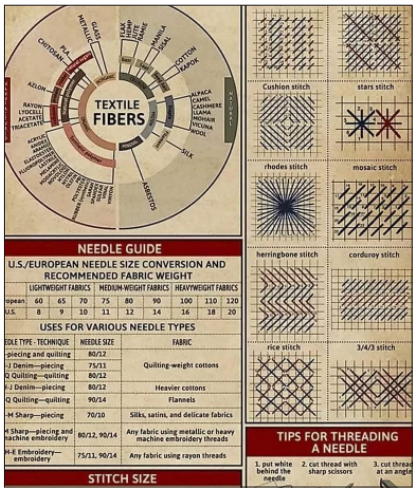
Advocate for a style choice

Need vs. choice NEED to save the world not NEED to buy.

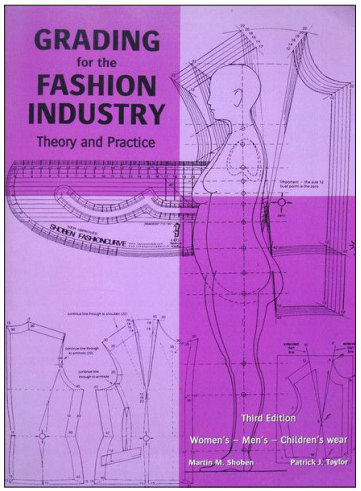
DESIGN RESEARCH



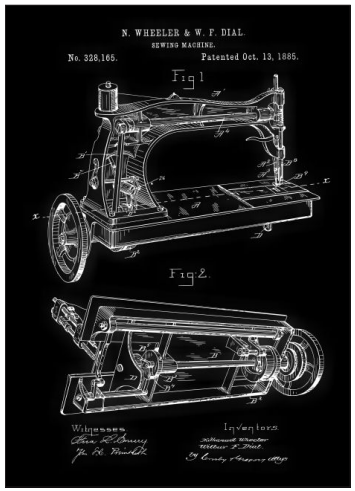
Vintage Collage idea.



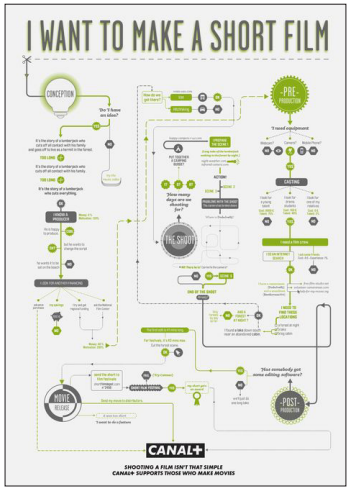
Details to possibly include stitching techniques.



Usage of pattern in unique design.



Design that higlights old sewing machines.



Organizes information in interesting way.



Vintage mending ad that has cohesive feel.

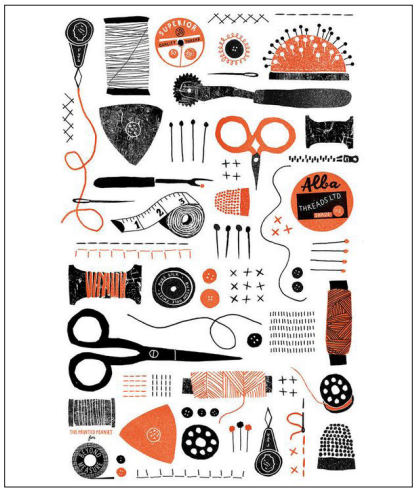


Life example of mending.

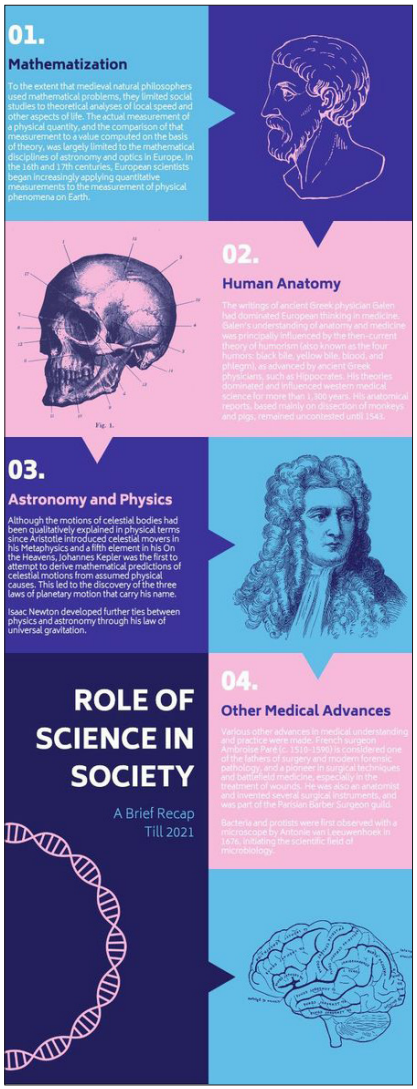


Interesting way of organizing information.

DESIGN RESEARCH

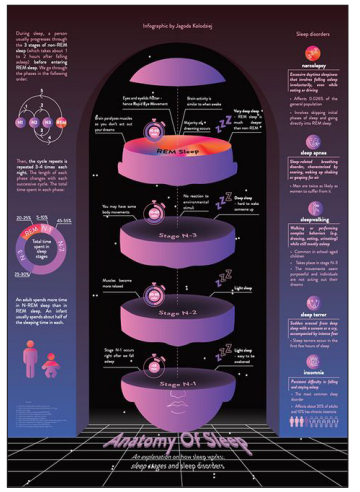


Visually interesting way of depicting sewing tools.

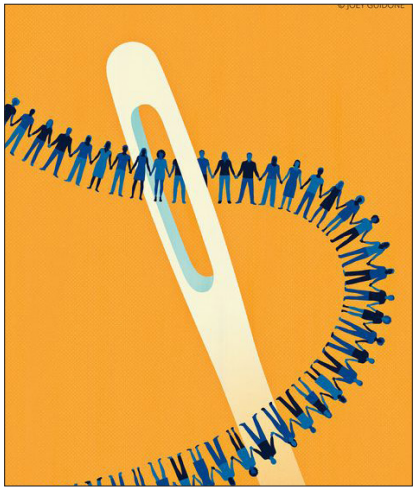




Visually displays old sewing tools.



Organizes information in pieces from object.



Impactful design that relates to sewing.

Organizes information in a chronological way.



Visually interesting screen printed infographic.

TYPOGRAPHY EXPLORATIONS

Rafaella

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

Explored as title. Didn't work effectively.

Helvetica Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Works best as body type.

Scotch Modern

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Works best as title and secondary type.

Baskerville

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Explored as title. Didn't work effectively.

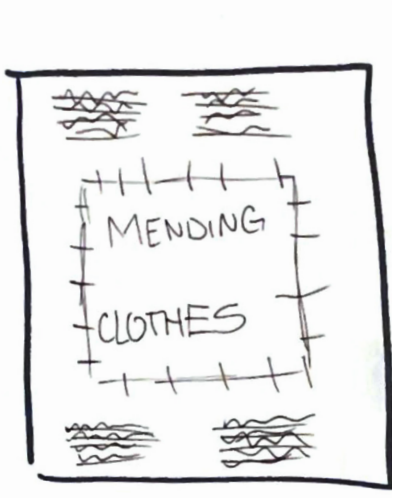
Edwardian Script ITC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

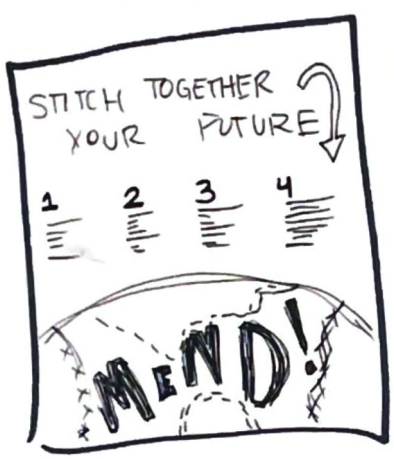
Explored as title. Didn't work effectively.

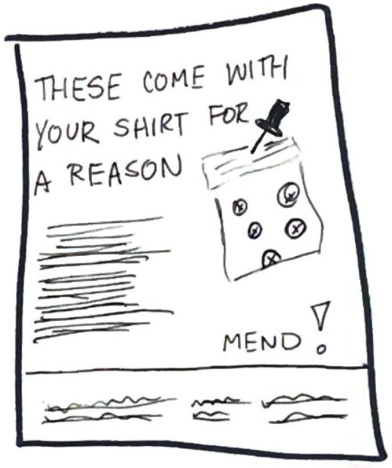
SKETCHES


SAVE the EARTH
ONE stitch at a TIME


MENDING
CLOTHES

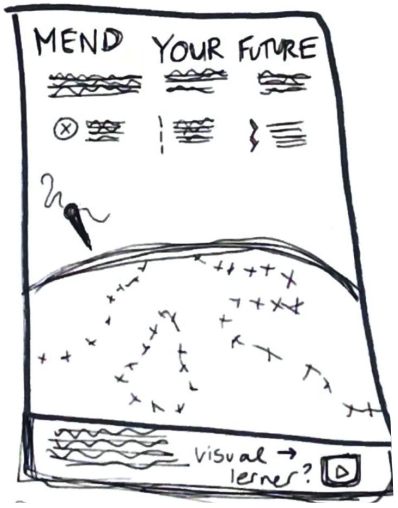

MENDING CLOTHES


STITCH TOGETHER YOUR FUTURE
1
2
3
4
MEND!

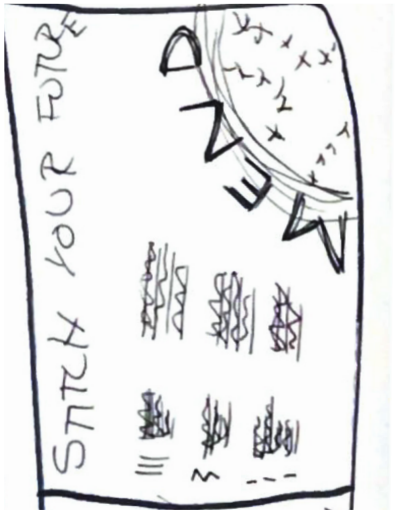

THESE COME WITH YOUR SHIRT FOR A REASON
MEND!

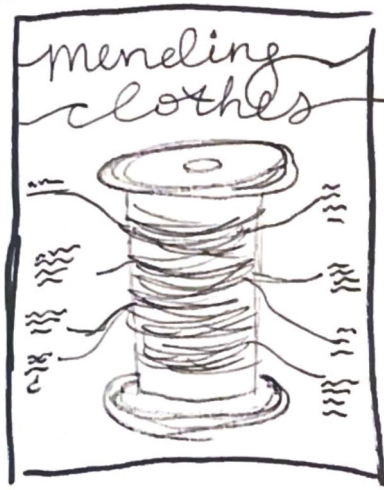

MENDING IS AS EASY AS 1,2,3




MEND YOUR FUTURE
visual → learner?

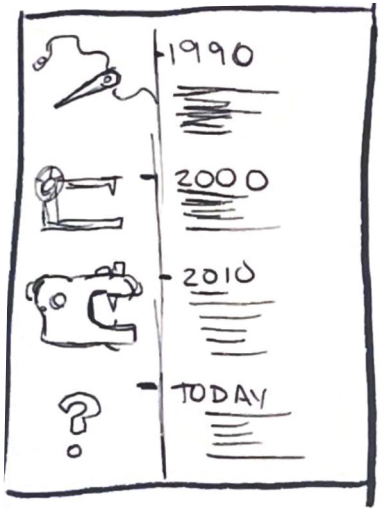
SKETCHES


STITCH YOUR FUTURE
MEND

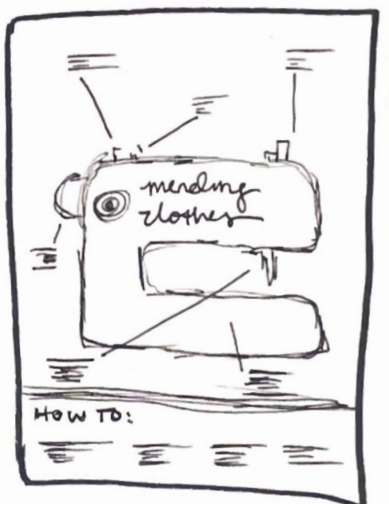

mending clothes


MENDING CLOTHES
1.
2.
3.
4.
5.
6.
$


MENDING CLOTHES


1990
2000
2010
TODAY

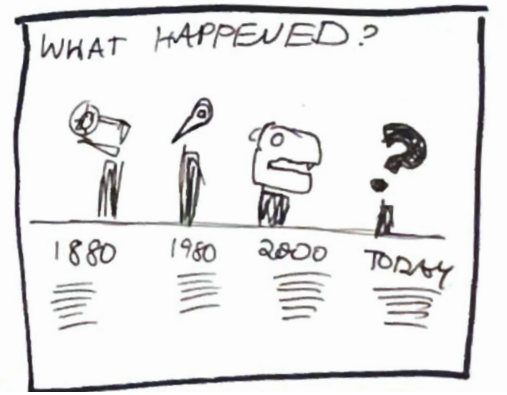

MENDING CLOTHES
1
2
3
4
5


mending clothes
HOW TO:


MENDING CLOTHES

SKETCHES


KEEP OUR WORLD IN ONE PIECE
MEND CLOTHES


WHAT HAPPENED?
1880
1980
2000
TODAY

PROCESS IMAGERY



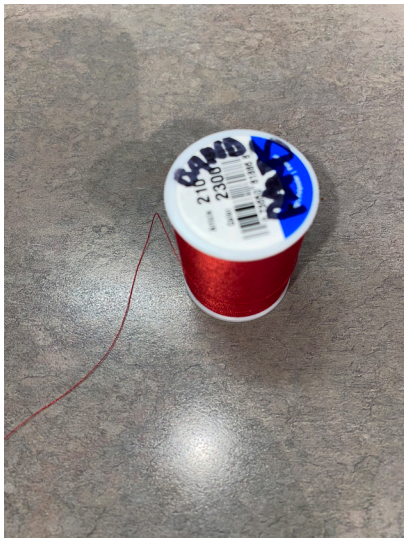






PROCESS IMAGERY

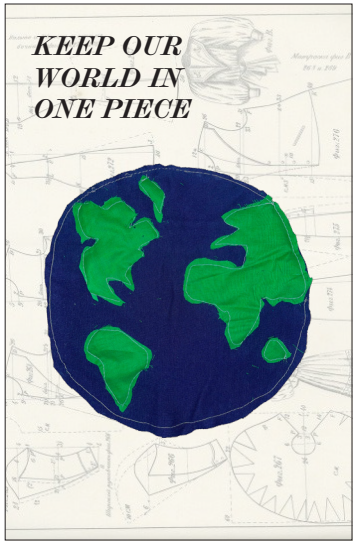






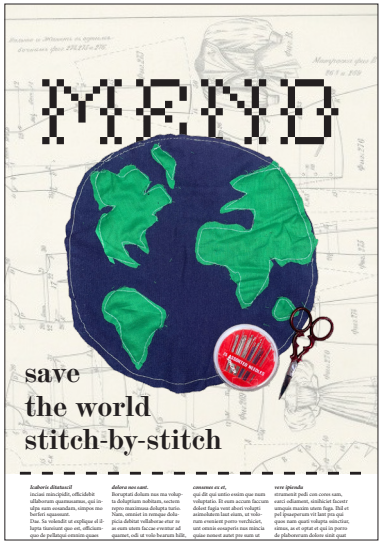


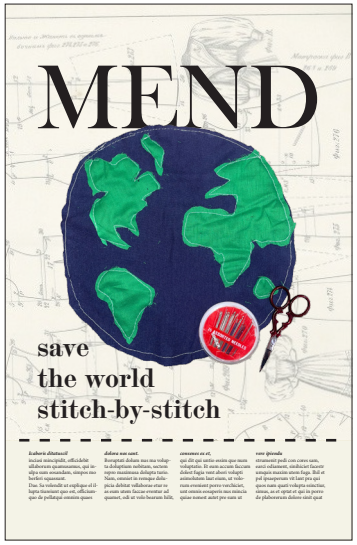

COMPUTER ROUGHS

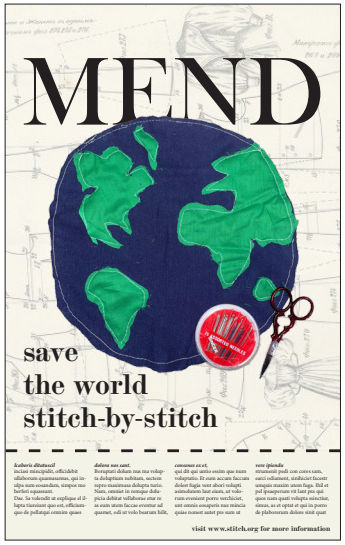


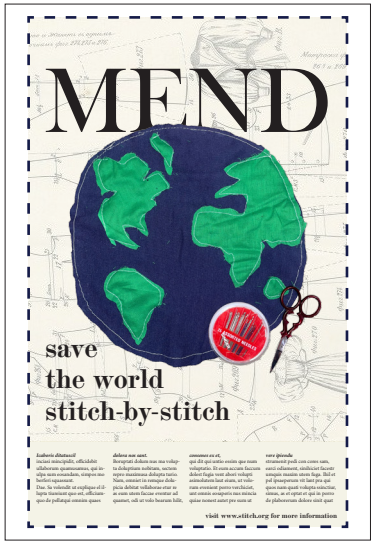


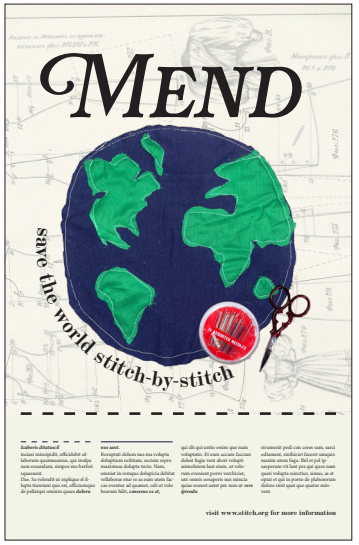




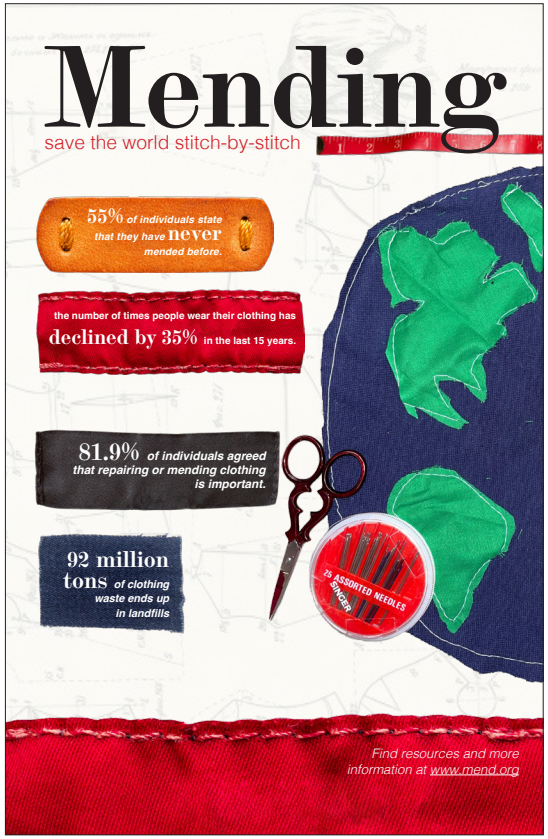


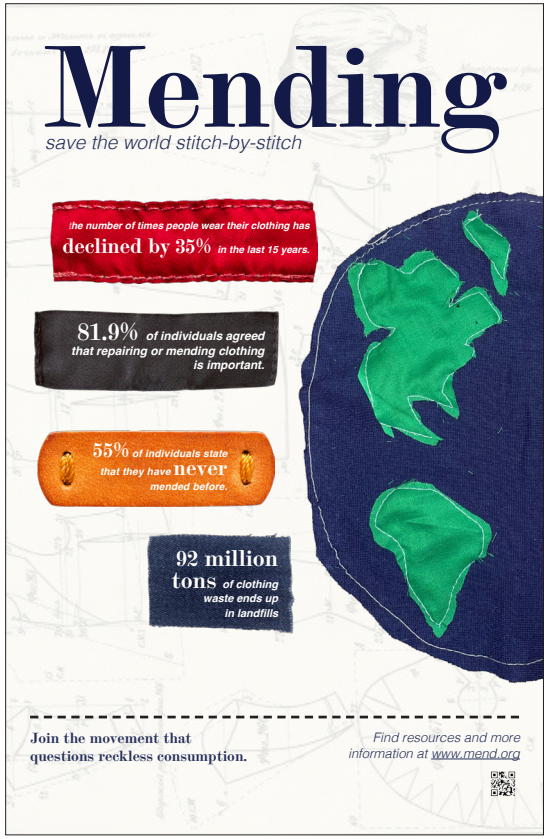


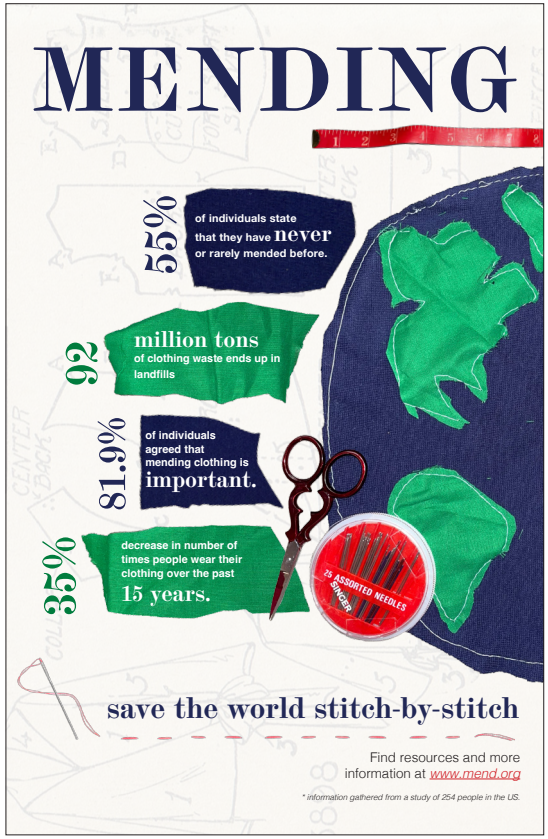




COMPUTER REFINEMENT .



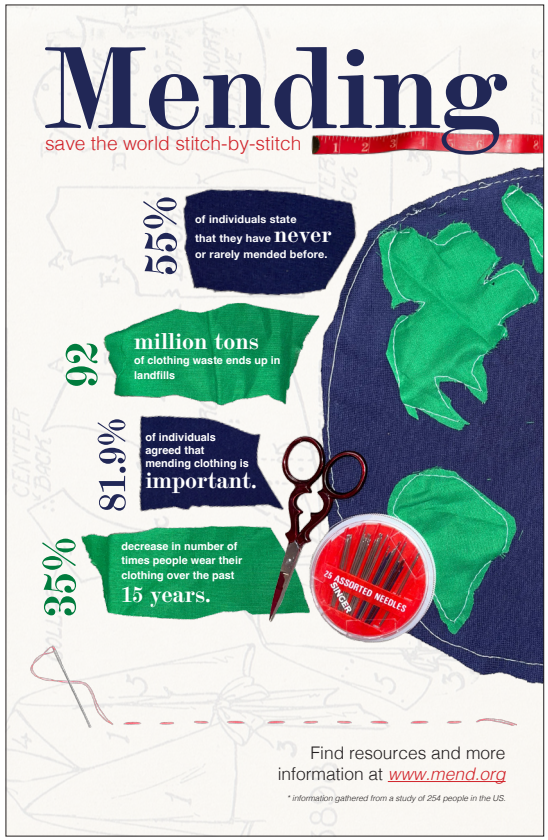




COMPUTER REFINEMENT .







FINAL LAYOUT



FINAL MOCKED UP LAYOUTS





