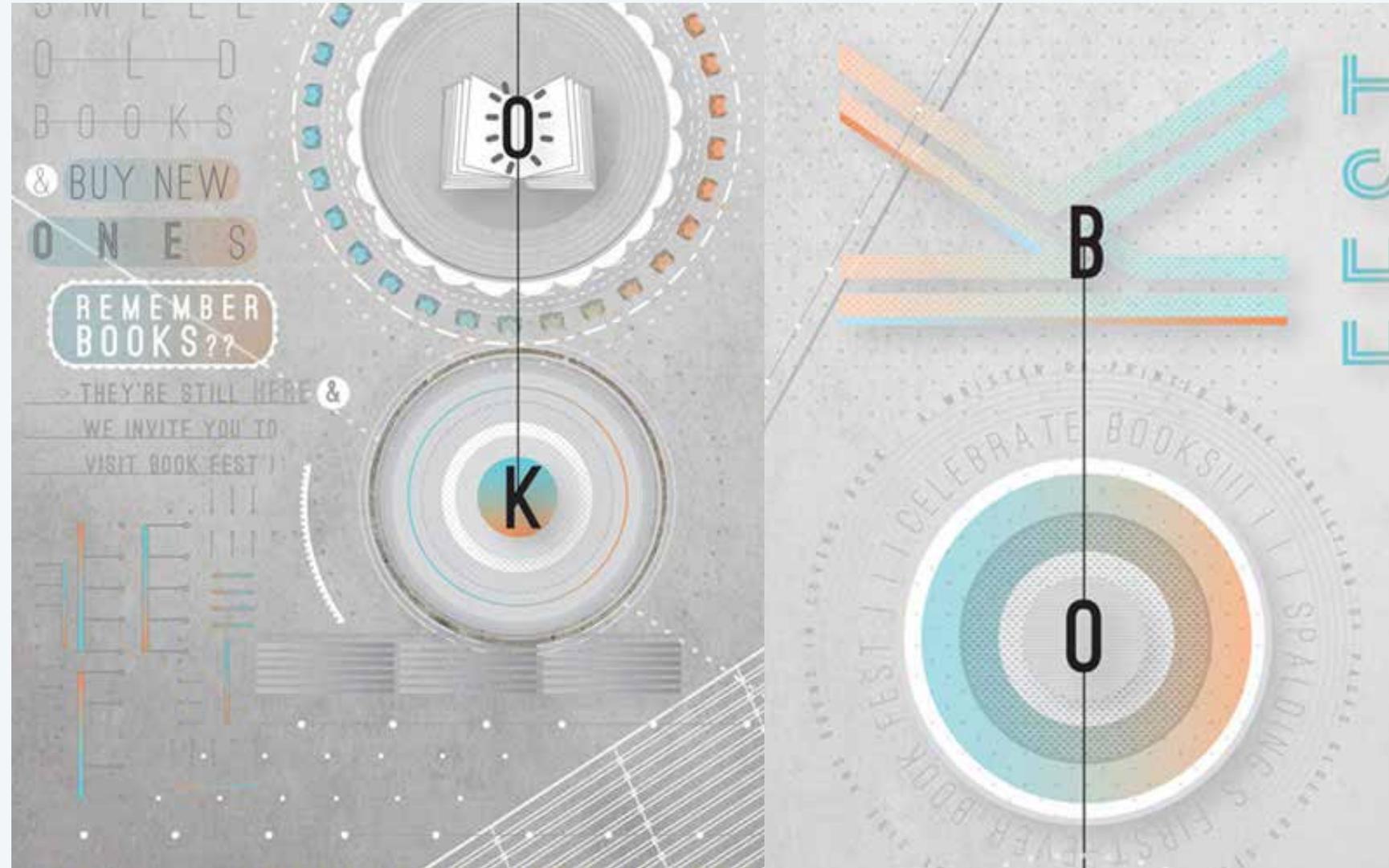
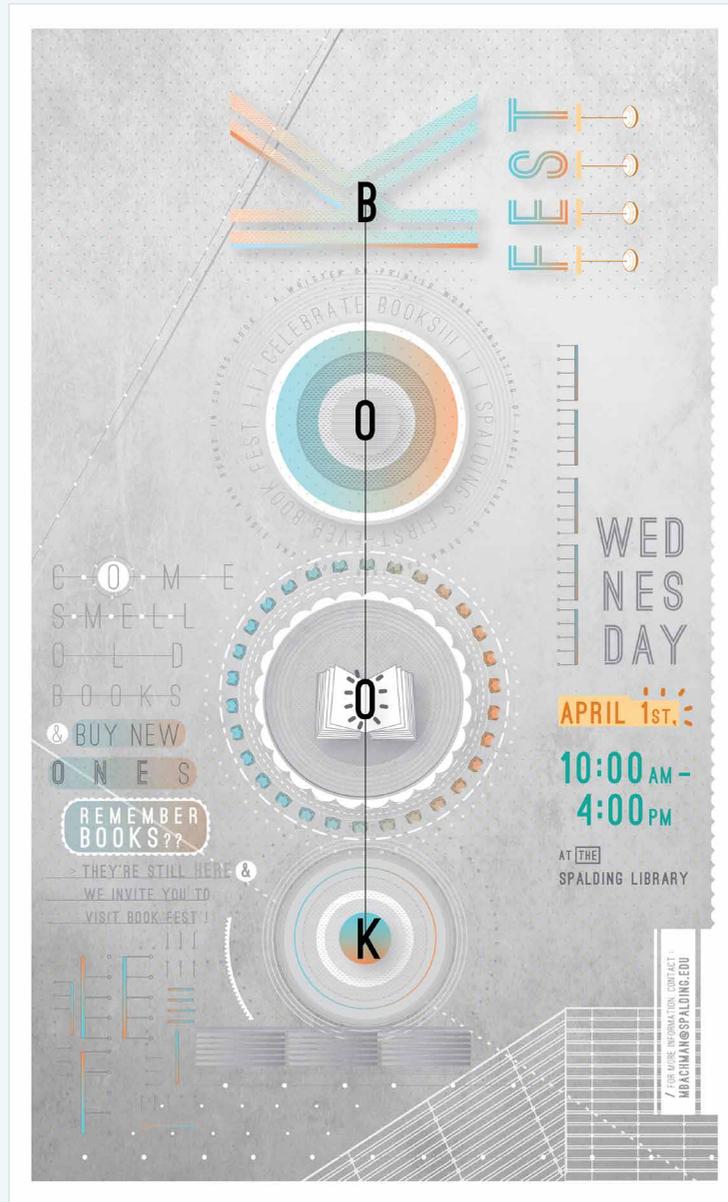


# / PERSONAL WORK

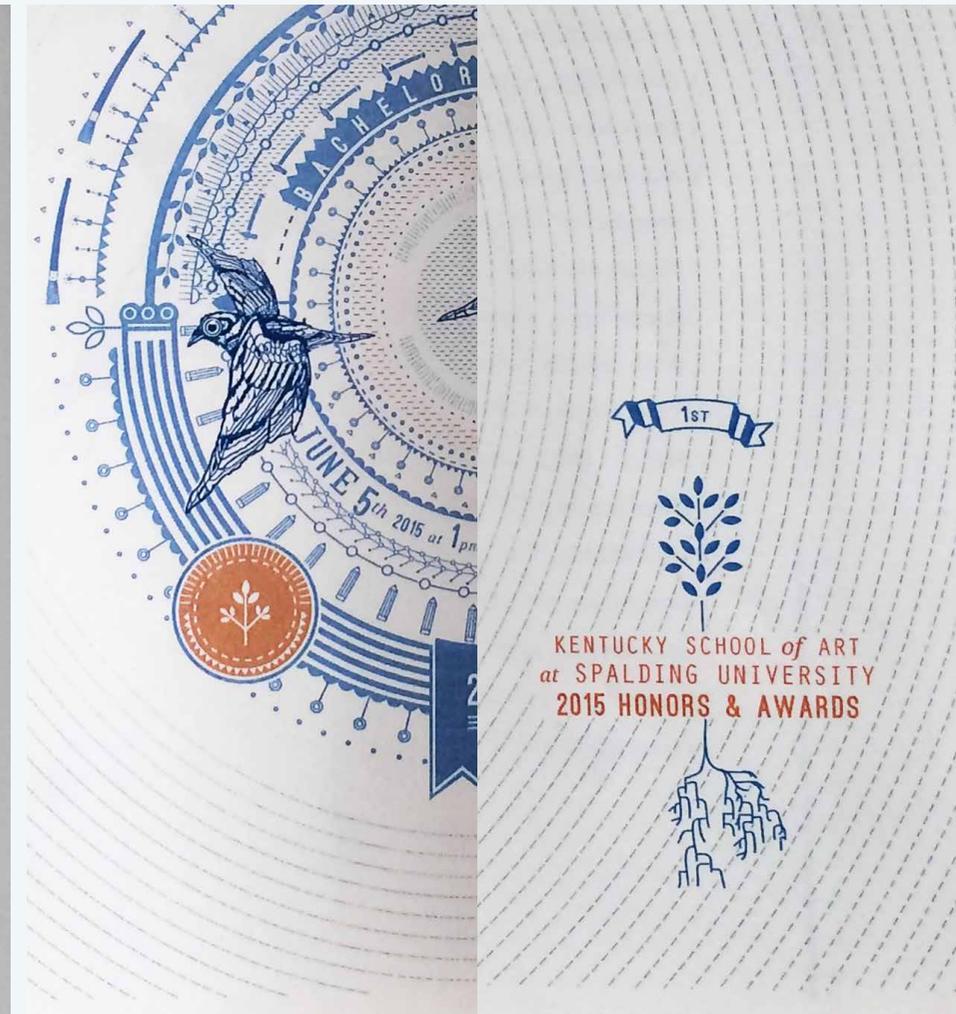
{ CARRIE A. DYER /



/ **CLIENT / FORMAT** : BOOK FEST POSTER, SPALDING UNIVERSITY, / **MEDIA / METHOD** : ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : This poster design aimed to juxtapose two different colliding forces, new technology & nostalgia for old printed books. The idea was to re-focus the viewer using visual signals from both knowledge domains and to generate new interest in the love for books as dimensional, printed objects.



**/ CLIENT / FORMAT :** CURRANT EXCHANGE BROCHURE & COLLABORATION, **/ MEDIA / METHOD :** ILLUSTRATION, LAYOUT, TYPOGRAPHY, ART DIRECTION, **/ DESIGN OBJECTIVES:** This brochure was created through a collaborative project with Joan Mitchell scholarship recipient, Joyce Ogden. Our goal was to create an illustrated brochure, featuring facts and illustrations about the Currant plant, that could serve as an inspirational tool to help cultivate and support agricultural sustainability by showcasing the Currant plant.

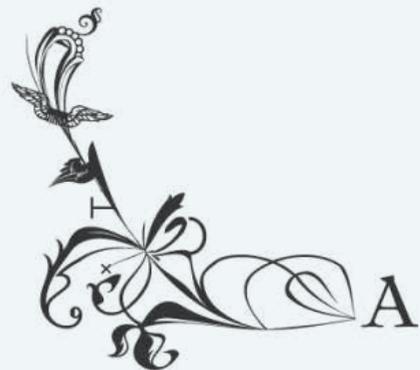
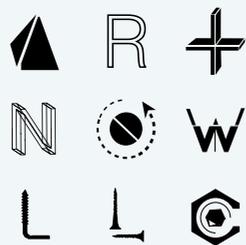


/ **CLIENT / FORMAT** : KENTUCKY SCHOOL OF ART GRADUATION BOOKLET, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, PHOTOGRAPHY, / **DESIGN OBJECTIVES** :

The objective of this project was to create a graduation booklet that commemorated the accomplishments of KSA's first graduating class of students. Design elements were used to emphasize the old sprouting into new growth communicated through universal symbols like roots and wings.

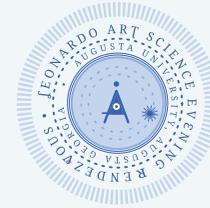
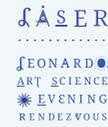


> KENTUCKY COLLEGE  
of ART & DESIGN



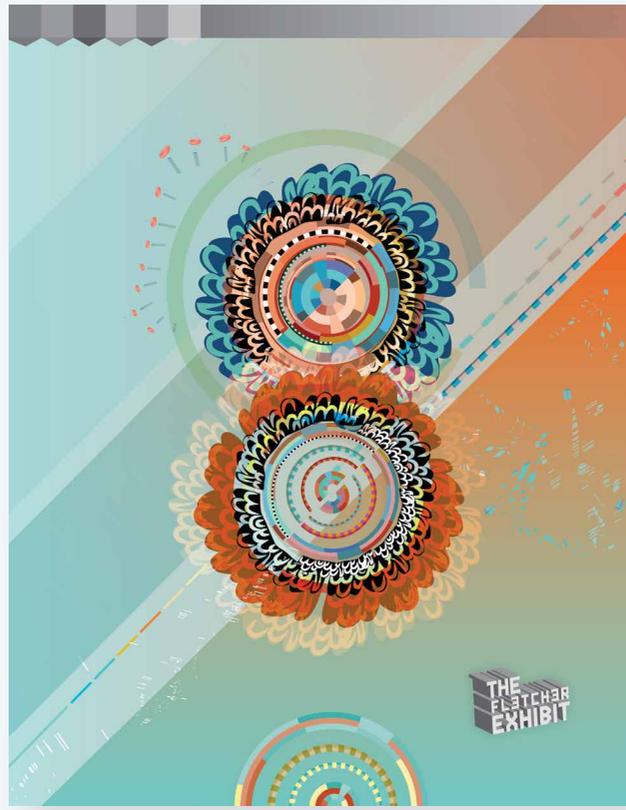
HU&L ▲ RT  
ÀCADEMY

/ **CLIENT / FORMAT** : VARIOUS EXAMPLES OF LOGO DESIGN, / **MEDIA**  
/ **METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, /  
**DESIGN OBJECTIVES** : To develop an affective and unique mark that represents  
the mission and goals of the organization.

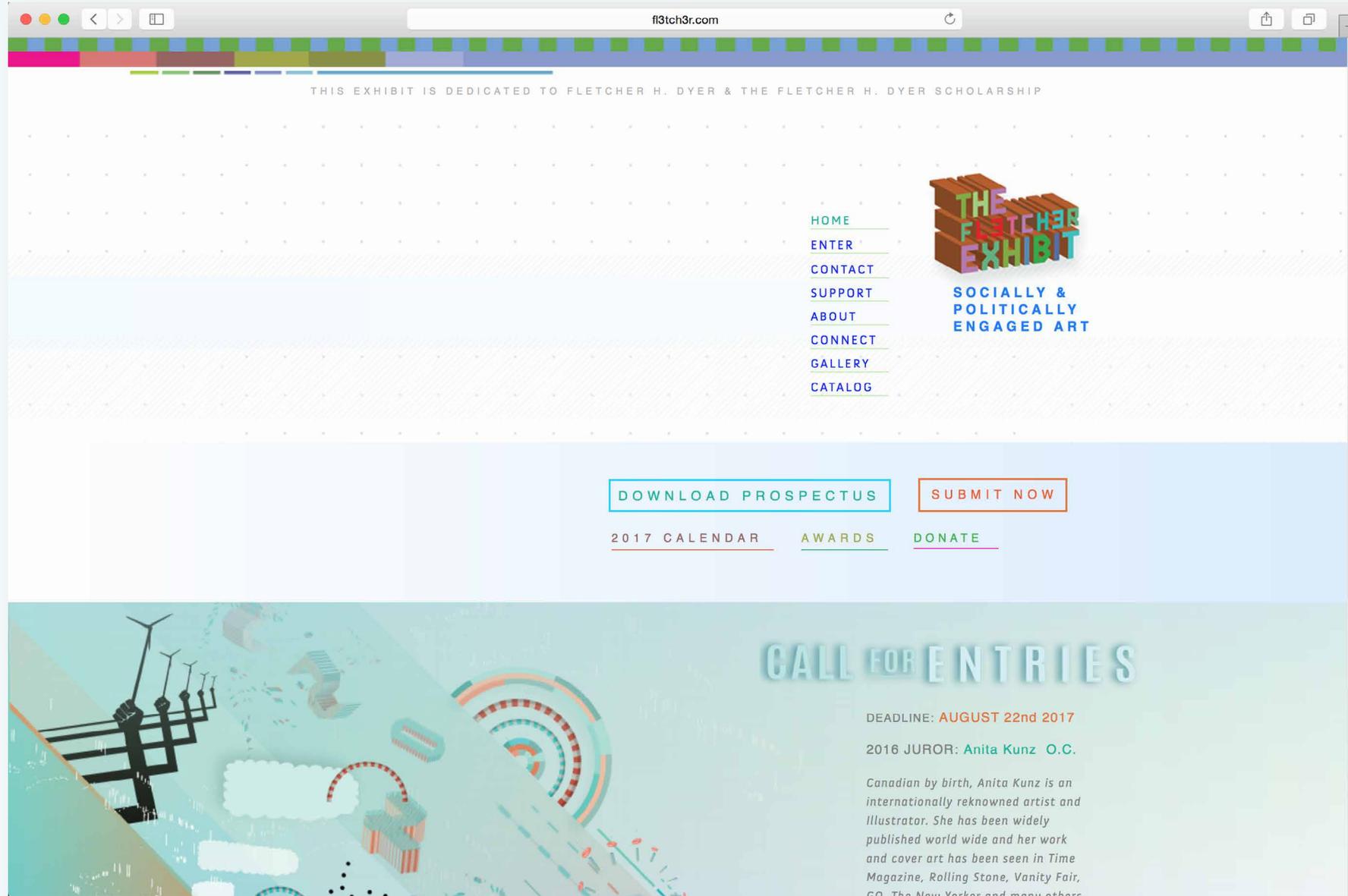


/ **CLIENT / FORMAT** : LOGO DESIGN PROCESS WORK, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop an affective and unique mark that represents the mission and goals of the organization.

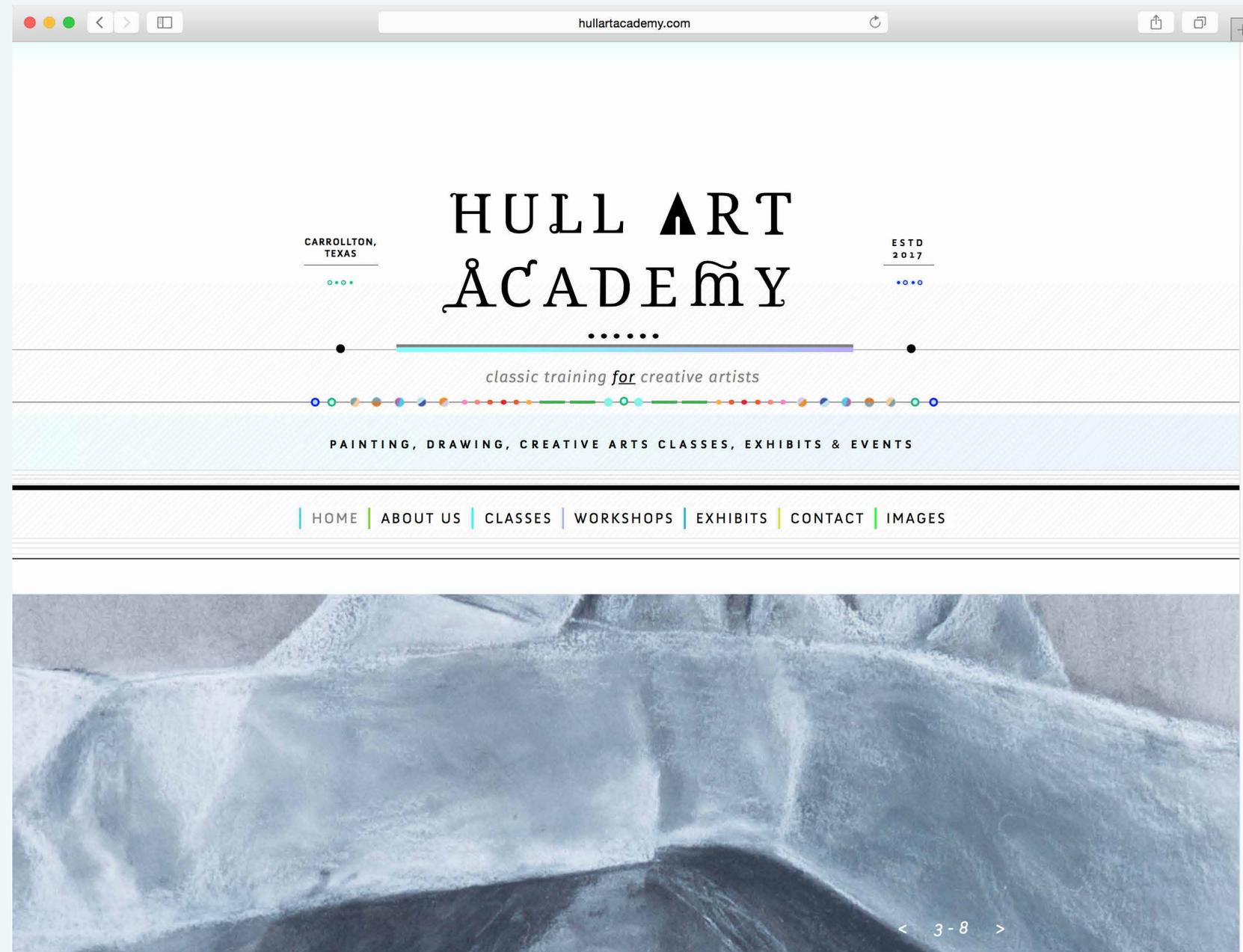




/ **CLIENT / FORMAT** : THE FL3TCH3R EXHIBIT 2016, LOGO, AWARD, & CARD, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop a strong but playful social/political identity for The FL3TCH3R Exhibit poster and collateral.



/ **CLIENT / FORMAT** : THE FL3TCH3R EXHIBIT WEBSITE, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop a strong but playful interface for The FL3TCH3R Exhibit website www.fl3tch3r.com.



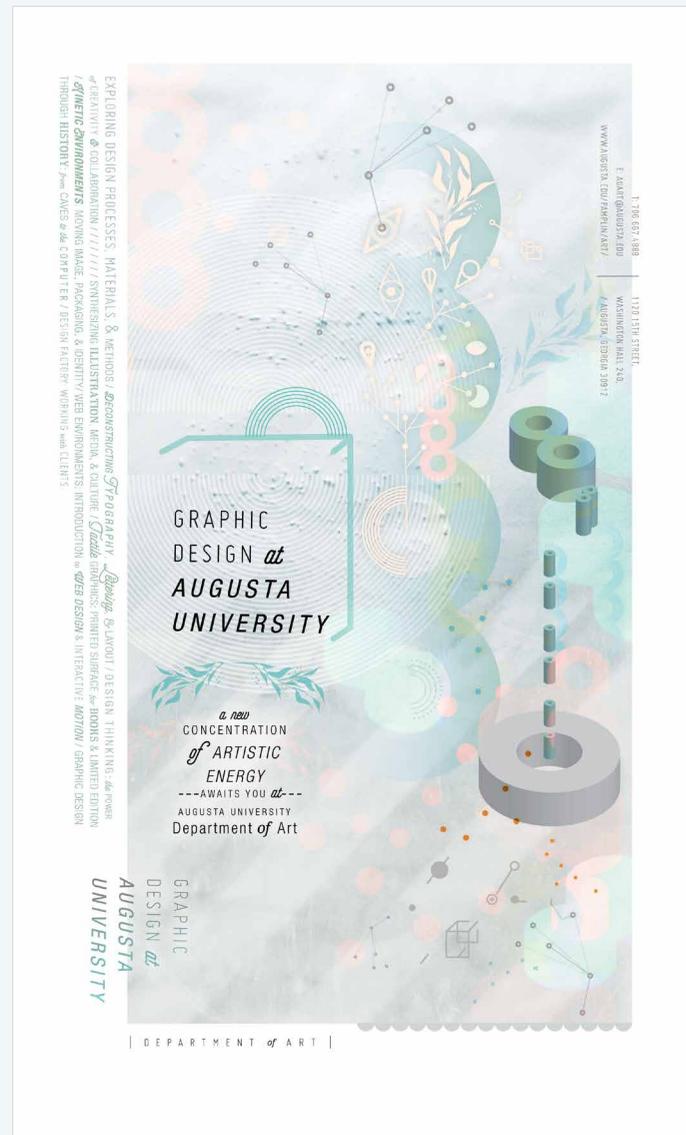
/ **CLIENT / FORMAT** : HULL ART ACADEMY, / **MEDIA / METHOD** : WEBSITE LAYOUT & DESIGN, LOGO DESIGN, VECTOR ILLUSTRATION, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop a logo and website for Hull Art Academy that effectively communicates creativity, elegance, and a touch of whimsy.



/ **CLIENT / FORMAT** : ART OBJECT BENEFIT PROJECT BROCHURE, / **MEDIA / METHOD**  
: VECTOR ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES**  
: The aesthetic direction for this project included graphic vector imagery with a hint of whimsy to  
convey the playful but strong community & collaborative direction.



/ CLIENT / FORMAT : DEPARTMENT OF ART BROCHURE, / MEDIA / METHOD : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, PHOTOGRAPHY, / DESIGN OBJECTIVES : Using curvilinear forms to emphasize community his brochure was created to represent the creative and communal spirit in the department of art.

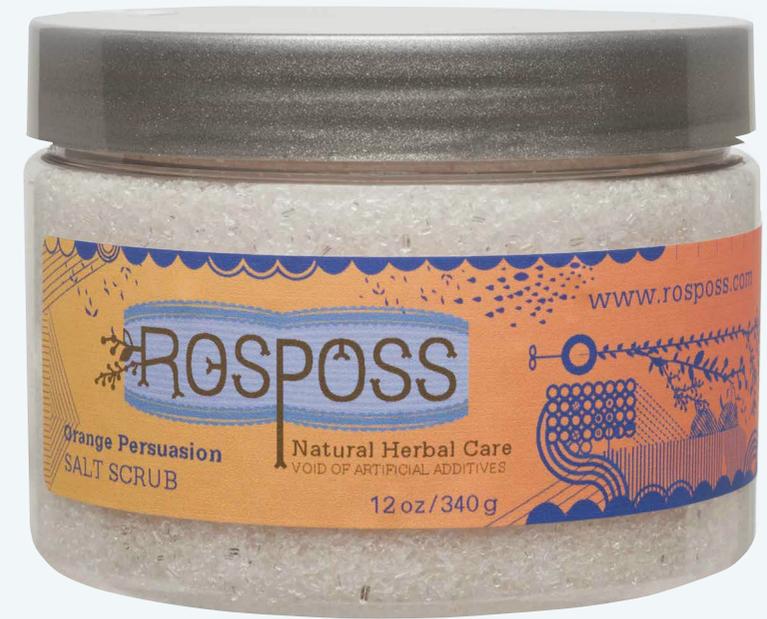
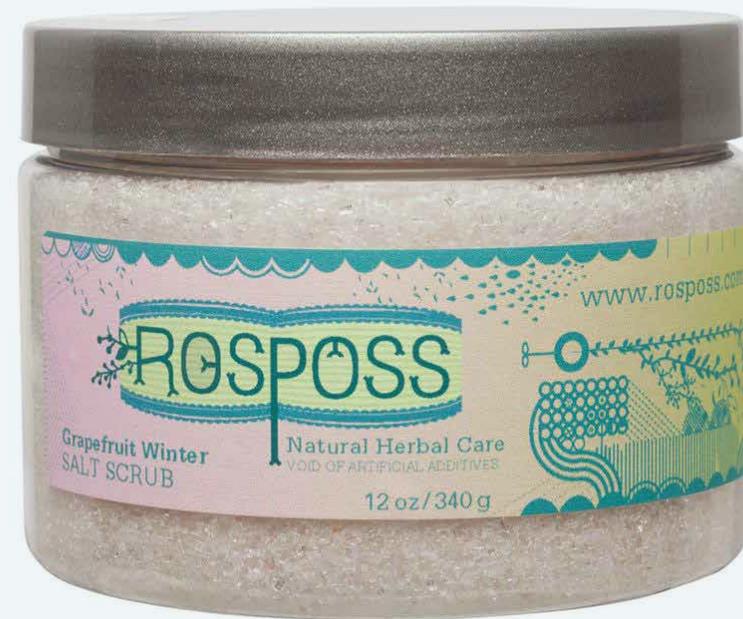


/ **CLIENT / FORMAT** : GRAPHIC DESIGN AT AU BROCHURE, POSTER & COLLATERAL,  
 / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION,  
 PHOTOGRAPHY, / **DESIGN OBJECTIVES** : To emphasize a new educational program and creative  
 energy graphic elements were utilized to create movement and a dynamic graphic presence in this poster/  
 brochure. The formal direction incorporates texture, pattern, typography, and layering to emphasize the  
 creative graphic design community in the Department of Art.



**/ CLIENT / FORMAT :** *MOCKINGBIRD PUBLICATION COVER & LAYOUT,* **/ MEDIA / METHOD :** VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, PHOTOGRAPHY, **/ DESIGN OBJECTIVES :** To create a unique new cover for an annual literary publication by using the duality of flight and static states to mimic the idea of freedom by transforming a human into a bird hybrid.

**ROSPOSS**  
Natural Herbal Care  
VOID OF ARTIFICIAL ADDITIVES



/ **CLIENT / FORMAT** : ROSPOSS LLC LOGO & PACKAGE DESIGN, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, PACKAGE DESIGN, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop a contemporary design merging feminine and masculine to reference the brother/sister collaboration this company offers.



**SOAPIFF**  
SOUTHERN APPALACHIAN  
INTERNATIONAL FILM FESTIVAL



"MOUNTAIN COLOR BY DAY  
TECHNICOLOR BY NIGHT"

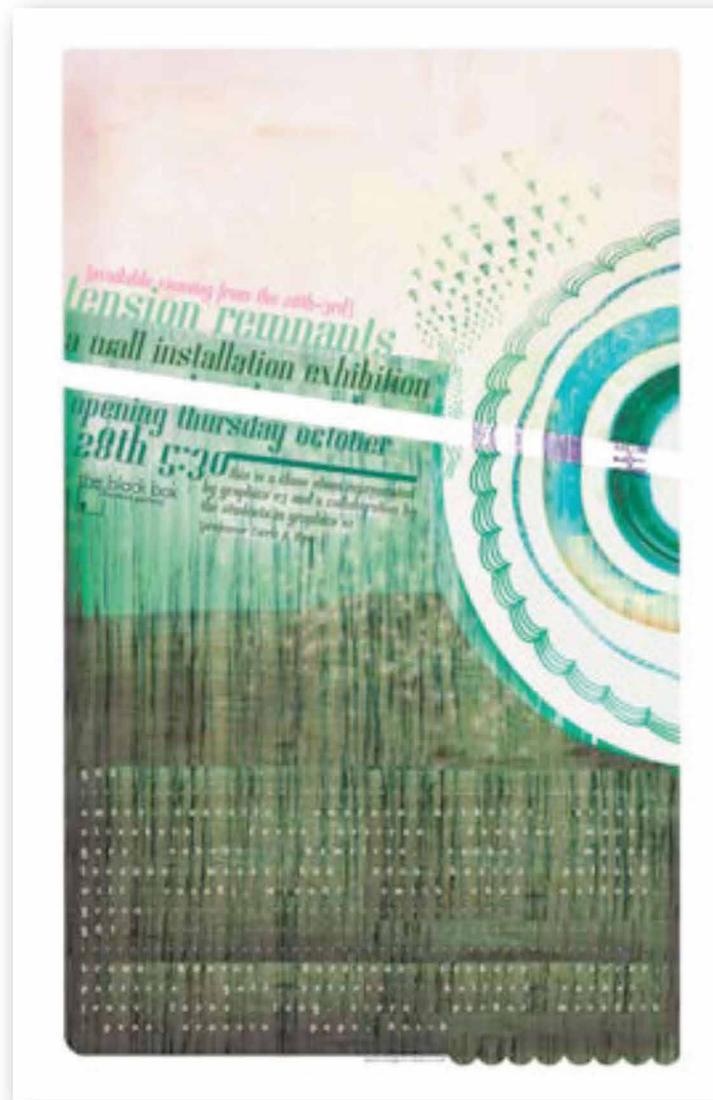
**SOAPIFF**  
SOUTHERN APPALACHIAN  
INTERNATIONAL FILM FESTIVAL



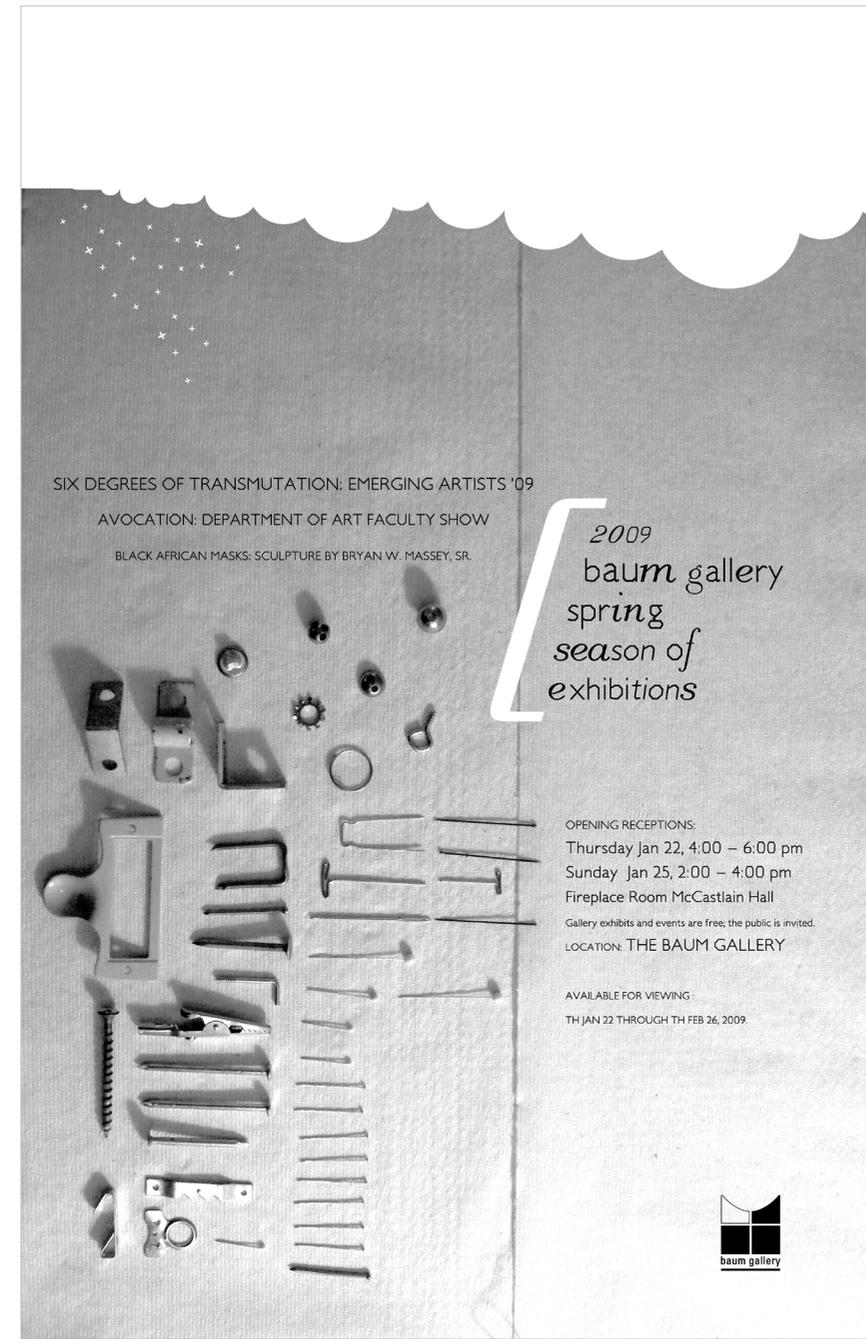
/ **CLIENT / FORMAT** : SOUTHERN APPALACHIAN INTERNATIONAL FILM FESTIVAL POSTER DESIGN SERIES, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, PHOTOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To create a series of unique posters illuminating the SOAPIFF theme "mountain color by day, technicolor by night."



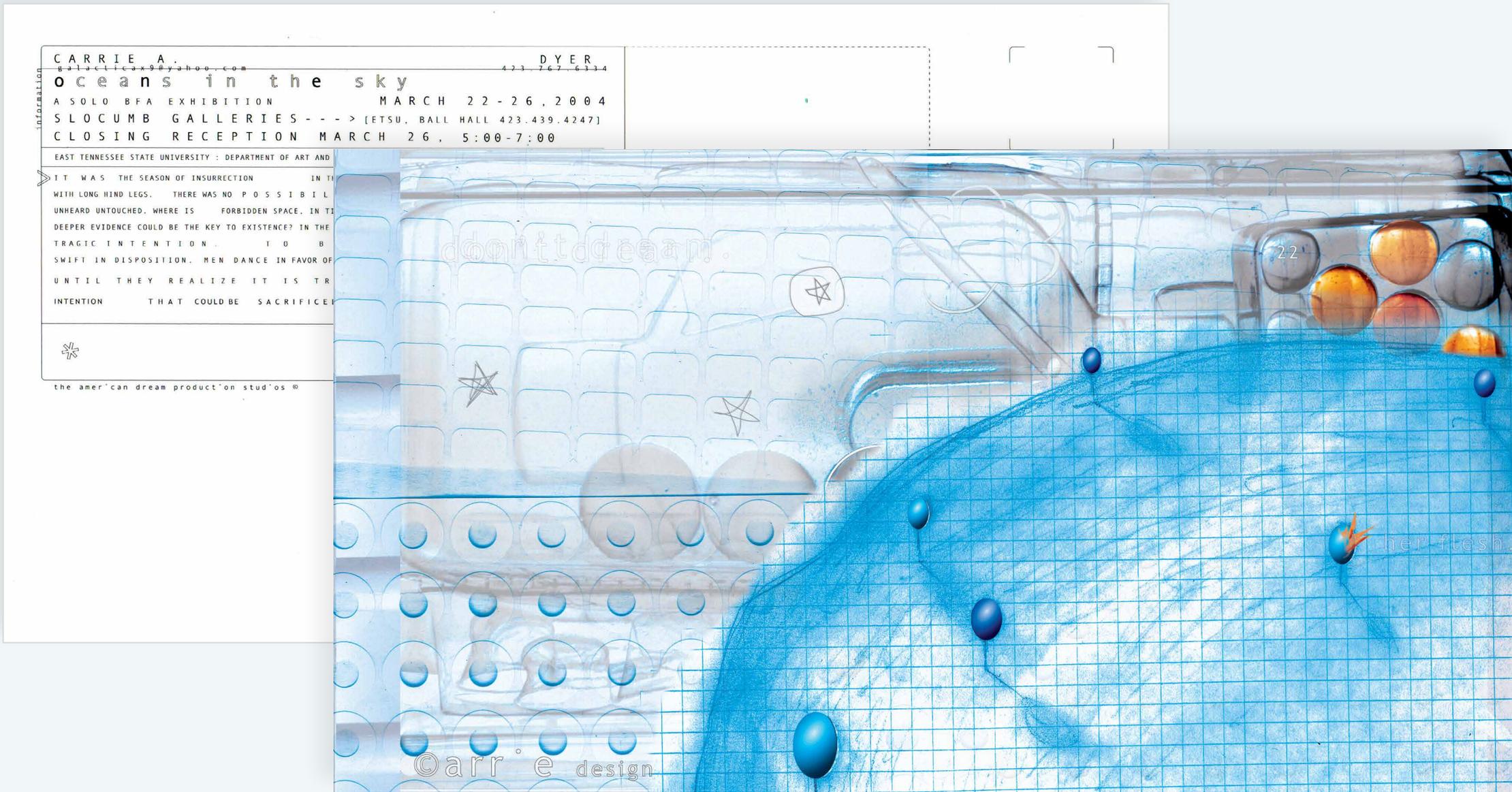
/ **CLIENT / FORMAT** : FRUITCAKE BOOK COVER DESIGN & ILLUSTRATION, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, PHOTOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop a whimsical illustration and design that would intrigue and invite the viewer to read the novel.



/ CLIENT / FORMAT : A. TENSION REMNANTS EXHIBITION POSTER, B. TINY TIN ART AUCTION POSTER, C. THE FOUNDATIONS SHOW POSTER, / MEDIA / METHOD : ILLUSTRATION, PHOTOGRAPHY, VECTOR ART, DIGITAL COLLAGE, TYPOGRAPHY, ART DIRECTION, / DESIGN OBJECTIVES : To create unique poster designs featuring various local exhibitions.



/ **CLIENT / FORMAT** : 1. NO NEW COAL RALLY POSTER AND PETITION CARD DESIGN, 2. BAUM GALLERY SPRING SEASON POSTER AND CARD DESIGN, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, PHOTOGRAPHY, TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : 1. To develop a clean design that would mimic the concept of Clean Air Arkansas and bring locals together to stop the construction of a new coal plant, 2. To prioritize community awareness toward the Baum Gallery schedule of exhibitions. Awareness was captured by using a unique design consisting of photographed objects used to hang exhibits in the gallery.



/ **CLIENT / FORMAT** : OCEANS IN THE SKY EXHIBITION CARD, / **MEDIA / METHOD** : DRAWING, VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, PHOTOGRAPHY, / **DESIGN OBJECTIVES** : To design an exhibition card mimicking the artwork in the exhibition.



/ **CLIENT / FORMAT** : KENTUCKY SCHOOL OF ART GRAPHIC DESIGN PROMOTIONAL CARD,  
 / **MEDIA / METHOD** : TYPOGRAPHY, ART DIRECTION, / **DESIGN OBJECTIVES** : To develop  
 a creative and unique promotional card to attract young viewers and to promote the graphic design  
 program at KSA.

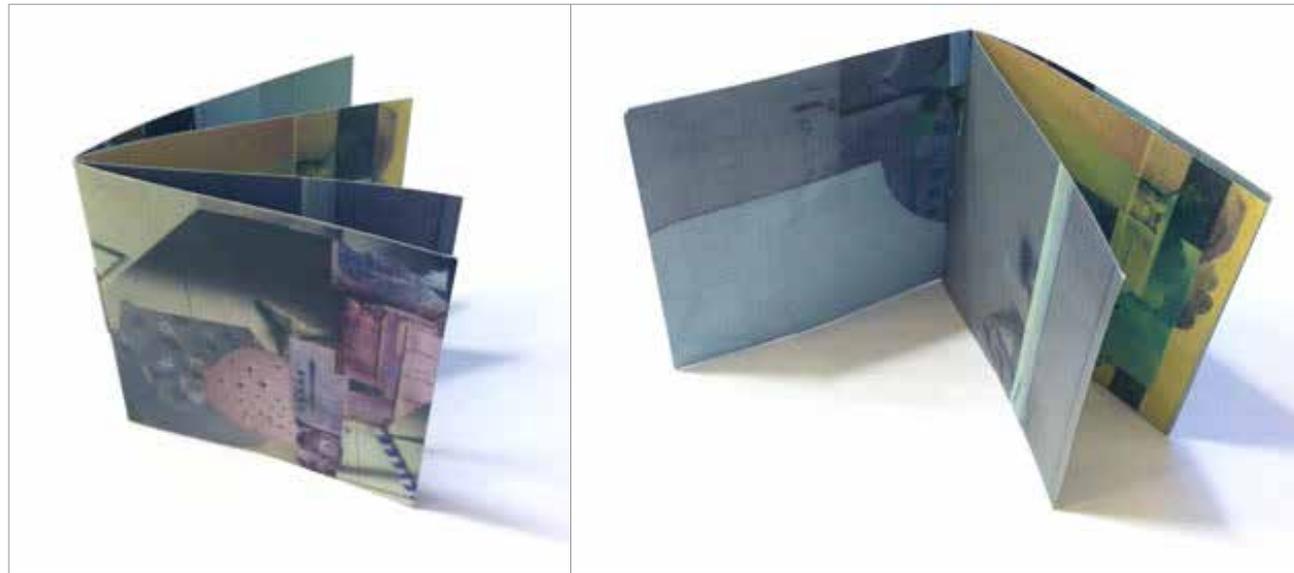
/ FINE ART :



/ **CLIENT / FORMAT** : HOLIDAY CARD, / **MEDIA / METHOD** : VECTOR ILLUSTRATION, TYPOGRAPHY, LAYOUT, ART DIRECTION, PHOTOGRAPHY, / **DESIGN OBJECTIVES** : Traditionally holiday cards have a specific essence and intention. With this card I threw out tradition and focused on the elementary forms connected to the holiday. I wanted this piece to convey a literal depiction of these times by exaggerating pieces and parts aligning together, separate but in the same space, type forms turned as 3D ornamental objects suggesting a kind of deconstruction.



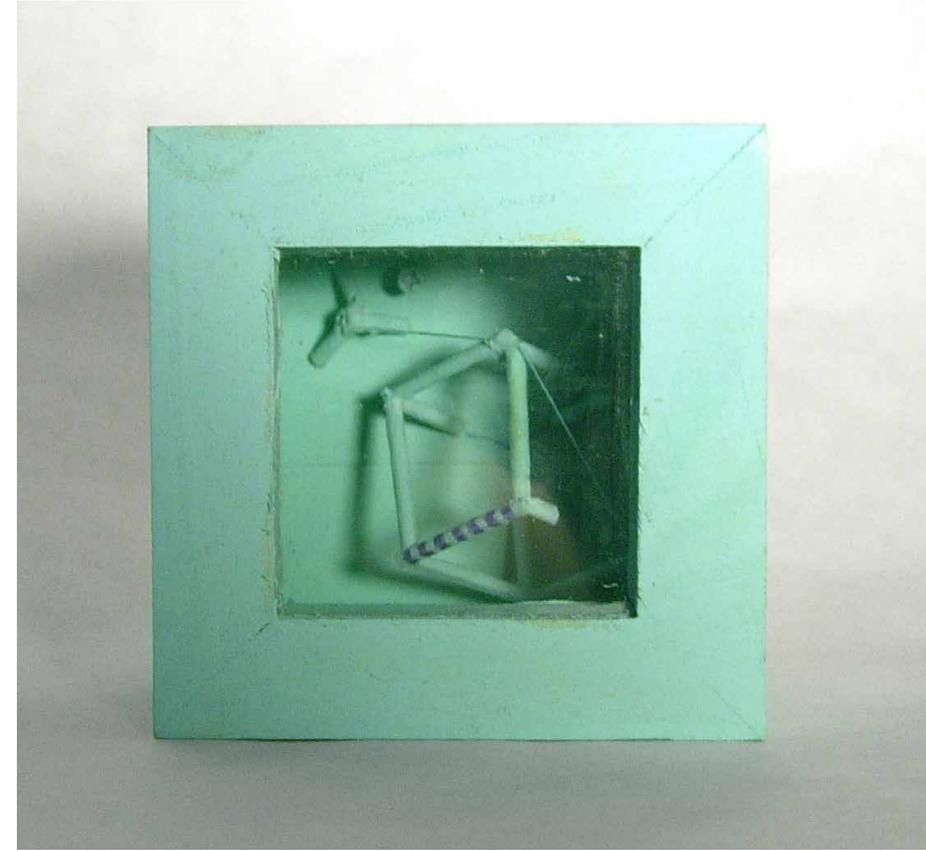
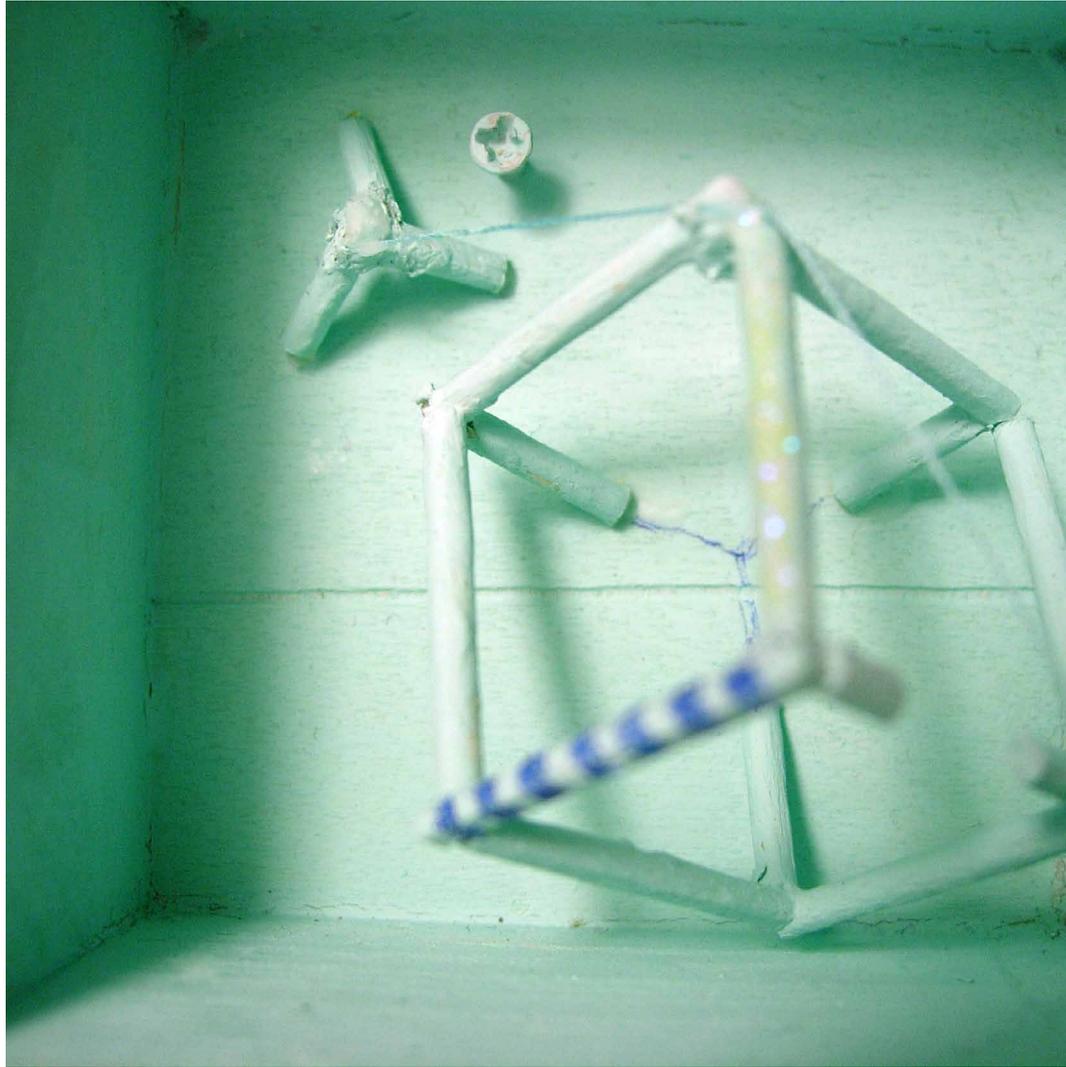
**TITLE / FORMAT :** *UNITY OF OPPOSITES: CLOSE-FAR, ARTIST BOOK,* / **METHOD:** CREATED WITH ORIGINAL VECTOR IMAGERY & ORIGINAL RASTER PHOTOGRAPHY, / **MEDIA:** PAPER & INK, / **OBJECTIVES :** The formal elements and imagery in this book are used as poetic references to the pair of opposites, Close / Far. The Unity of Opposites was first suggested by Heraclitus, a pre-Socratic Greek philosopher. The Unity of Opposites is described as a situation in which the existence of a thing depends on the co-existence of at least two opposing conditions represented in a field of tension.



/ **CLIENT / FORMAT** : ARTISTS BOOKS, / **MEDIA / METHOD** : PAPER, TRANSPARENCY, TYPOGRAPHY, ART DIRECTION, / **OBJECTIVES** : To create irregular expressive books that explore flow & juxtaposition of original vector and original hand drawn photographic imagery.

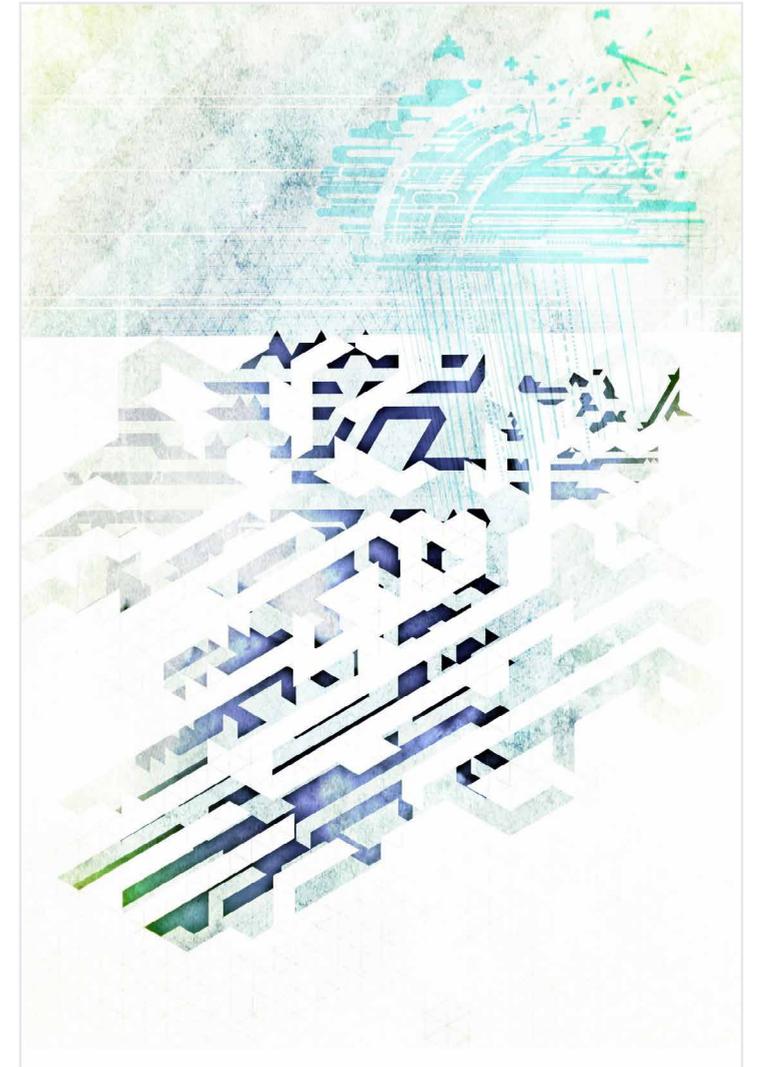
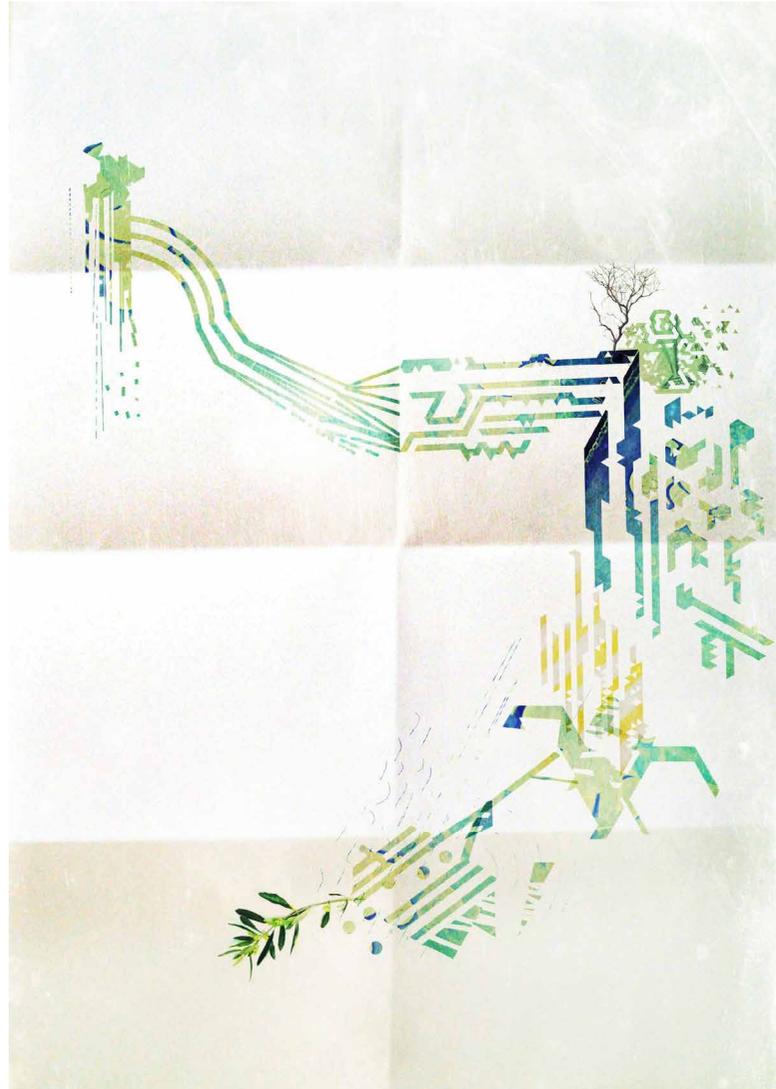


**TITLE / FORMAT :** *SITE #2 : CLOUD CONTROL : THE DEVASTATION OF AN ANCHOR [SCULPTURAL & ONE CHANNEL AUDIO INSTALLATION]* TIPTON GALLERY LOCATION, / **METHOD:** OPEN SYSTEM, RE-CONSTRUCTIBLE 3-D WOODEN ROD INSTALLATION, / **MEDIA:** WOODEN RODS, SCREW EYES, WOODEN PLANKS, WOODEN BALLS, GRAPHITE, ACRYLIC PAINT, INK, CHARCOAL, GLITTER, / **OBJECTIVES :** The objects in this installation reference fractured states of time connected to loss and the human attachment system & loss of environmental systems.



**TITLE / FORMAT:** *DISCONFORMITY STRUCTURES, SURFACE ORIGIN,* / **MEDIA:** WOOD, THREAD, METAL, ACRYLIC PAINT, INK, GLITTER, / **OBJECTIVES :** To create small 3D structures that reference fractured states based on Isolation, a defense mechanism in psychoanalytic theory first proposed by Sigmund Freud.





**TITLE / FORMAT:** EXPRESSIVE POSTER SERIES, A CRACK IN TIME, DIGITAL PRINTS, / **MEDIA / METHOD:** INK ON PAPER, VECTOR ILLUSTRATION, PHOTOGRAPHY, / **OBJECTIVES :** To develop an expressive poster series based around a fractured narrative about time, space, surface and subsurface.