SYDNEY
LUNA

SYDNEY LUNA

Merchandise Marketing & Management
Visual Communications

Personal Branding

Personal Business Stationery
Software: Adobe Illustrator
Goals: Create a professional set of business stationery pieces to use that reflect my personal identity.

SYDNEY
LUNA

123 Address Ln
Townname, TX 12345
123-456-7890
example@email.com

Dear So-and-so Jones,

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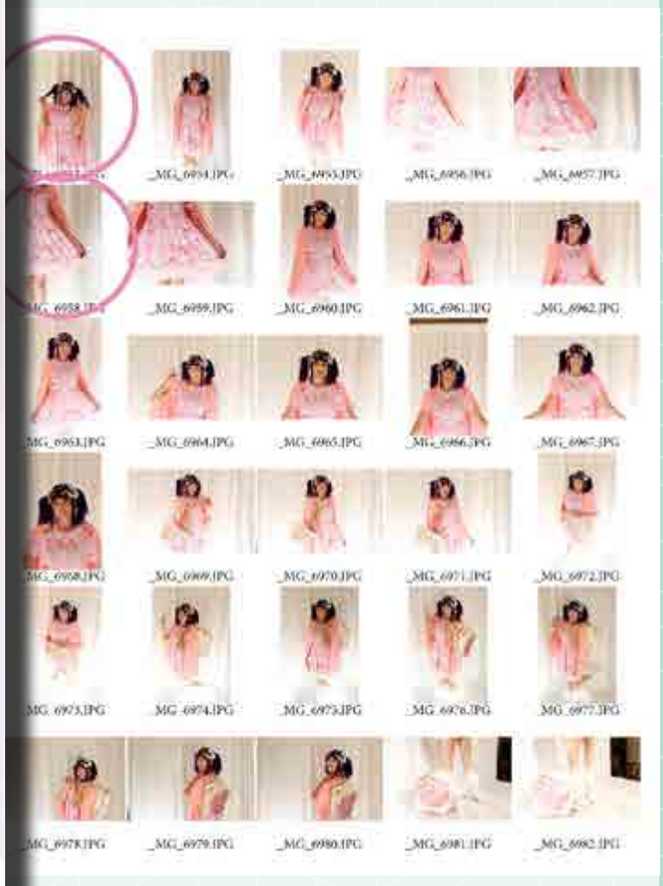
Thanks,

Sydney Luna

Photographic Ad Campaign

Photography
Software: Photoshop, Illustrator
Goal: To exercise photography in a cohesive advertising campagin.



Shot #	Description	Framing	Angle
1	Model against brick wall, in full coord with accessories, wig, makeup, etc.	Full Shot	Straight angle
2	Shot of a hand over a skirt, w/ accessories on hand like rings/bracelets	Medium Shot	Straight Angle
3	Close up of shoes with bag next to it, with accessories either in or on the bag	Close Up	Straight angle
4	Top of head with accessories on it in the bottom right corner	Extreme Close up	High Angle
5	Model against wall, side profile in full coord, fixing hair	Full Shot	Straight Angle

Poster Ad (Street Display)
24” x 36” 300 ppi cmyk

Full page magazine ad
Page Size: 8.625" x 11.125"
Ad Size: 7" x 9.5" 300 ppi cmyk

Social Media Ad (FB)
1080 x 566 px 300ppi rgb

Website Ad
300×250 – Medium rectangle Google Ad
300ppi rgb

Social Media Ad (Insta)
1080 x 1920 px rgb

Brand Identity

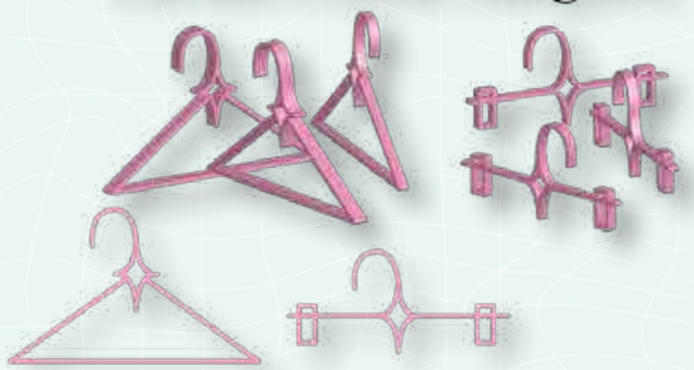
Vector Graphics
Software: Illustrator
Goal: Expand upon the Lavish Lolita brand and create a comprehensive set of print, signage and packaging.

Lavish Lolita Gift Boxes

Box Filling
Gold paper

Lavish Lolita Storefront Window Decals

Lavish Lolita Hangers

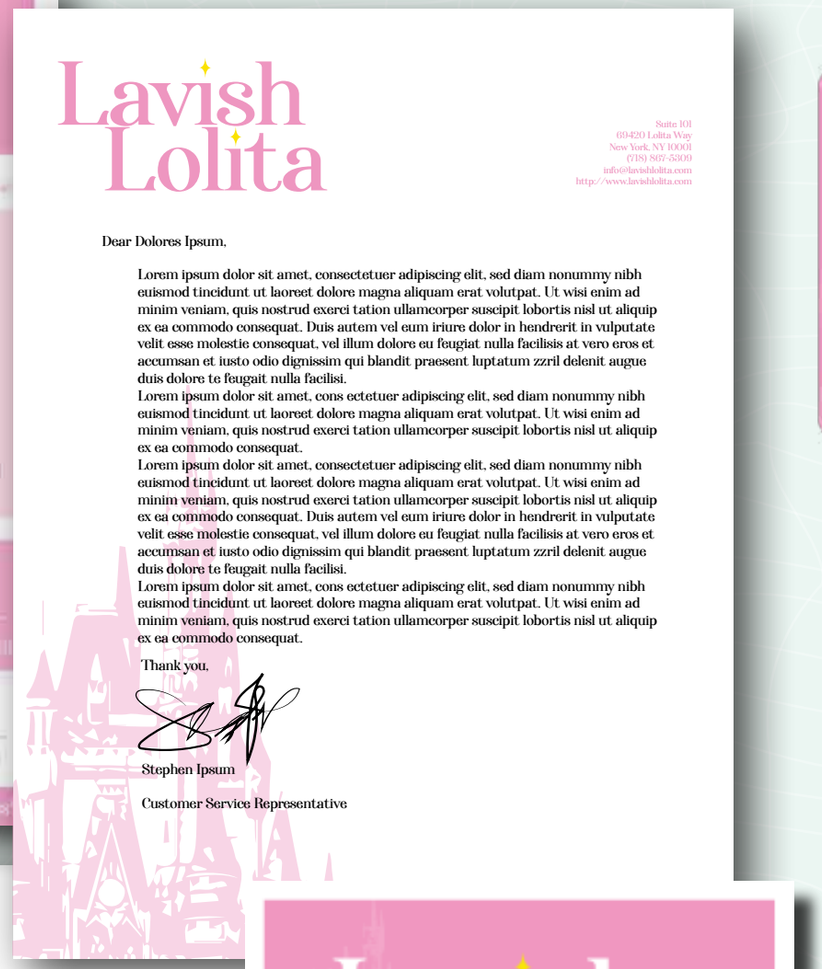


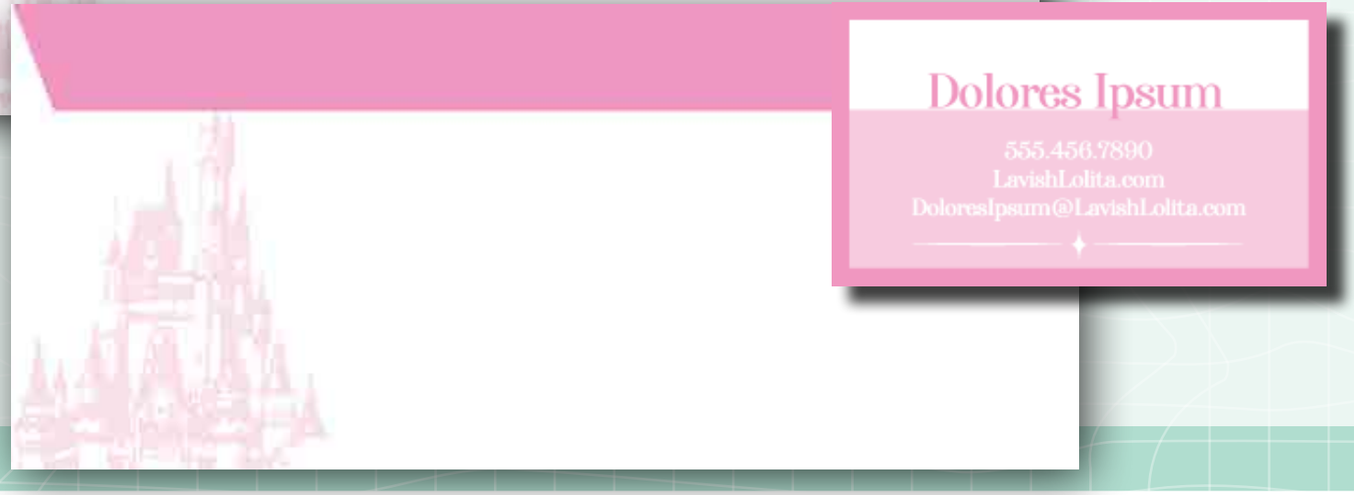
Lavish Lolita Shopping Bags

Winter/Fall Uniform

Spring/Summer Uniform

Lavish Lolita Grand Opening Banner



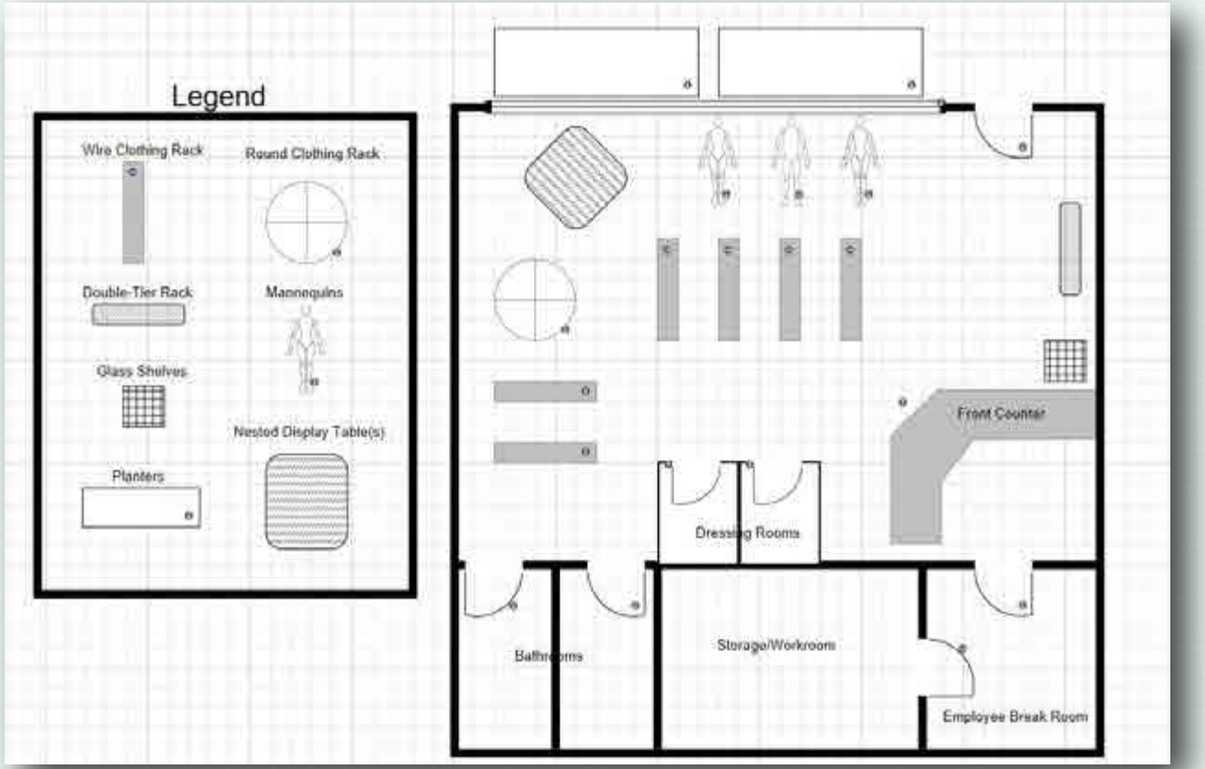


Lavish Lolita Price Tags

In-Store Signage

Visual Branding & Store Planning

Marketing: Branding
Software: Excel, Photoshop
Goal: To visually and quantitatively plan and create a vision for an imagined storefront, planning the store interior, exterior and elements needed to establish a retail space.



2019
Sydney Luna
Finacial Plan
LAVISH LOLITA
123 This Way Drive, Dallas, TX
[1000] Square Feet

	Item Description	Cost Per Unit	Quantity Needed	Extended
WALL				
	Spooky Ghost Satin Enamel Interior Paint & Primer 5gal	$194.00	1	$194.00
	Coral Fountain One-Coat Hide Satin Enamel Interior Paint and Primer in One 1gal	$44.98	1	$44.98
FLOOR	SMARTCORE Naturals 5-in Cliffside Oak Engineered Hardwood Flooring	$3.98	1000	$3,980.00
OUTDOOR	3' x 12' single-face illuminated wall sign, installed	$5,477.00	1	$5,477.00
	Belham Living Bayley Hue Faux Concrete and Eucalyptus Rectangle Planter Box	$134.00	2	$268.00
	1.75 in. Succulent Mix (50-Plants)	$89.98	1	$89.98
MANNEQUIN	High Gloss Female Mannequin - Hand On Hip	$185.00	1	$185.00
	High Gloss Female Mannequin - Right Leg Bent	$185.00	1	$185.00
	High Gloss Male Mannequin - Right Leg Forward	$185.00	1	$185.00
FIXTURE	Adjustable Single Rail Pipe Clothing Rack - Gloss White	$129.00	6	$774.00
	Double Tier Pipe Clothing Rack	$139.00	1	$139.00
	Adjustable Height 36" Round Pipe Clothing Rack	$149.00	1	$149.00
	Folding Glass Etagere - Large	$169.00	1	$169.00
	Sienna Large Nesting Table	$115.00	1	$115.00
	Sienna Small Nesting Table	$105.00	1	$105.00
LIGHTING	Portfolio 14-in H Sand Black Outdoor Wall Light	$24.98	2	$49.96
	Eternity 8-Light Chrome Flush Mount	$648.00	5	$3,240.00
	6 in. White Integrated LED Recessed Trim (4-Pack), 5000K Daylight	$24.97	5	$124.85

GRAND TOTAL $15,474.77

Art Direction

Art Direction Ad Campaign
Software: Photoshop, Illustrator
Goal: Collaborate to direct and create an ad campaign based on another person's direction

CD Cover Photography

CD Cover
Software: Adobe Photoshop, Canon Rebel
Goal: Experiment by using photography to convey a theme of the album and create an interesting piece for a CD case.

Book Cover

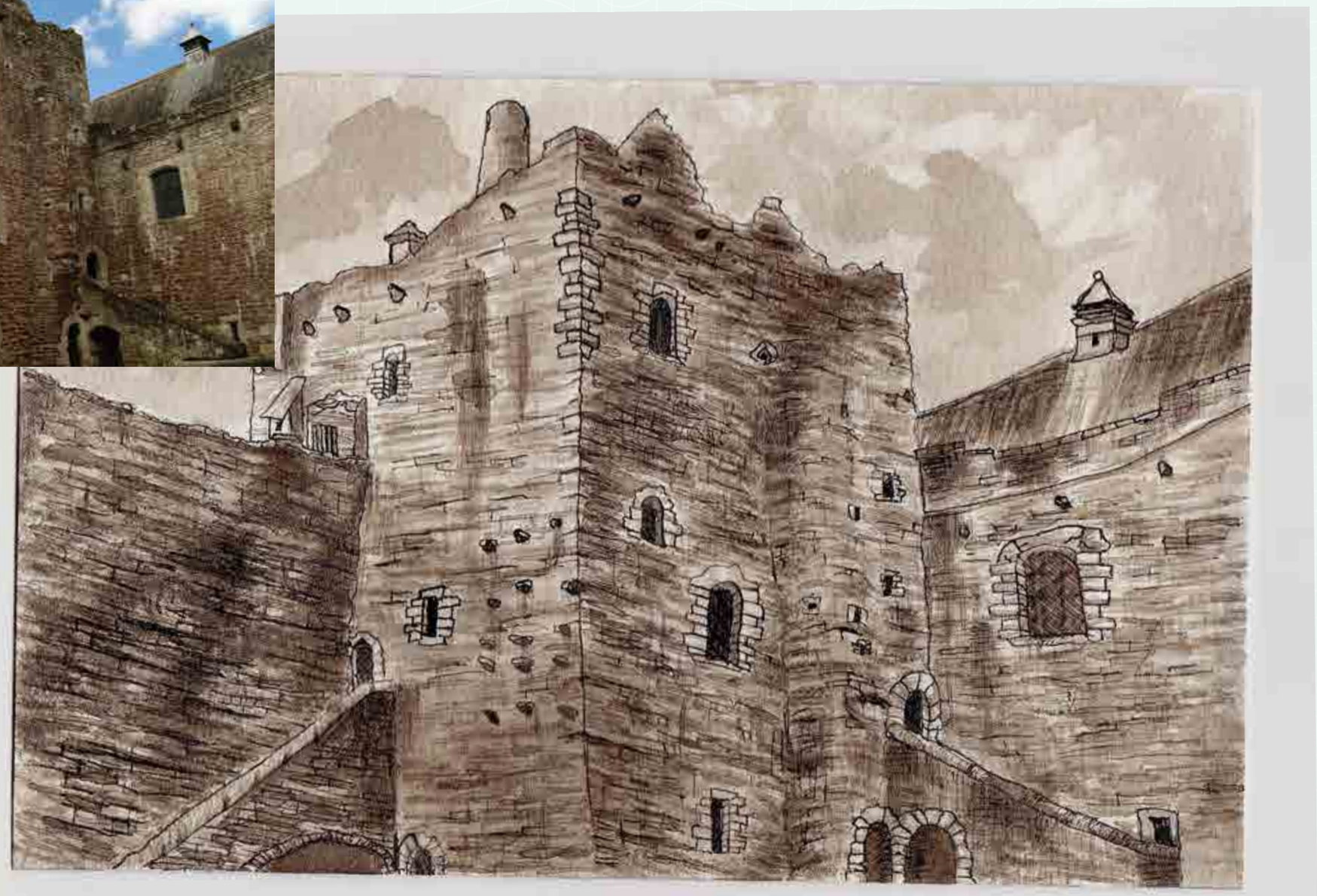
Desktop Publishing
Software: Adobe InDesign, Adobe Illustrator
Goal: To use InDesign to create a new book cover dust jacket for a pre-existing book. Reinvent the book!

Varied Posters

Voting Posters, Inspiration Poster
Software: Adobe Photoshop, Adobe Illustrator
Goal: Producing different posters to motivate different audiences to vote.

Traditional Artwork

Pen & Ink Wash
Tools: Sepia Ink, Pen nib, Flat brush, water
Goal: recreate an ancient ruin through a liquid medium.



Traditional Artwork

Linear Optical Fruit bowl
Tools: Pencil, Colored Pencil
Goal: To recreate a photo of a fruit bowl and create linear chiaroscuro through optical blending

SYDNEY LUNA

SYDNEYELISELUNA@GMAIL.COM

[redacted]

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