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

**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
Lavish Lolita Hangers
Winter/Fall Uniform
Spring/Summer Uniform
Lavish Lolita Grand Opening Banner

Grand Opening Event!
Opening week only!
Buy one accessory, get one FREE from our store selection
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Dear Dolores Ipsum,

Thank you,
Stephen Ipsum
Customer Service Representative

Dolores Ipsum
555-456-9800
DoloresIpsum@LavishLolita.com

In-Store Signage

Lavish Lolita Price Tags

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

**GRAND TOTAL** $15,474.77
Art Direction Ad Campaign
Software: Photoshop, Illustrator
Goal: Collaborate to direct and create an ad campaign based on another person's direction
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.
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

Sydneyeliselunagmail.com

https://sydneyluna9250.wixsite.com/sydneyeliseluna