

COM  
325

FINAL  
PORT FOLIO





Photos by Jillian Weisberg



**JILLIAN  
WEISBERG**

**FINAL  
PORTFOLIO**

**COM 325**

"From hands-on projects and assignments in the creative cloud i was able to build my portfolio, while expressing my creativity."

05-04-23

Bradley University



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## Preface Statement

For my "Self-Promo" ad the client was for my group called "The Yamaha Players". My target audience is women who want to play in a saxophone group. I used a gold tone to replicate the colors of my saxophone. I also bolded words to make them stand out more. I learned how to use the eyedropper tool, and how to play with different fonts.



# Self-Promo Ad

## Let's Jam It Up



*The Newest*  
**Saxophone**  
*Group in*  
**Chicago!**

## The Yamaha Players

Join Jillian's all-female saxophone group.  
We aim for the high notes in order to play  
different genres of music. Get ready to open  
your case and assemble that saxophone.



1350 BridgeWater. LN  
Long Gröve  
309.894.6786



To join our group visit  
[Yamaha-Players.com](http://Yamaha-Players.com)



## Preface Statement

For my "Philosophy" ad the client was for Lululemon. My target audience was women ages 18-25 who want to get into either training, running, or both. I used copy that showed that the company is reputable, and put pictures of the shoes on the ad. I put the ad on a bus stop so that people can stop walking and thinking about buying new shoes. I learned how to use Photoshop and create new designs.

# Philosophy Ad

2022 Gear of the Year

**Be Yourself**

Everyone Else Is Already Taken

**Lululemon**  
Shop shoes made for women  
lululemon.com



## Preface Statement

My "Mondrian" ad the client was for the Visa Credit Card Company. My target audience was people around 25-40 who love to travel and have a steady source of income. I used photos of people smiling to invoke happy emotions. I did a big V for Visa to draw people's attention to the ad. I learned how to work with shapes, write the appropriate copy and play with different colors.



# Mondrian Ad



VISA is a trusted credit card company, that provides secure, and convenient payments.

A VISA Credit Card is a great choice for travellers. VISA is accepted by merchants worldwide and can be used in many different locations. There are also benefits such as travel insurance, multiple security measures, 24/7 protections, and emergency assistance. Be able to travel with security. Get a replacement card within 24-77 if lost or stolen.

A collage of four images. Top-left: A group of people celebrating on a boat. Top-right: A hiker with a backpack looking out over a canyon. Bottom-left: A VISA credit card with the number 4000 1234 5678 9010 and the name D. TARLES. Bottom-right: Text that reads 'Find your perfect fit with a VISA credit card today!' and the website 'usa.visa.com'.



## Preface Statement

For my "Auto-Ethnographic" ad the client was for both Brady and Apple. The target audience was people who want to stop gun violence. I used a lot of different fonts to make certain words stand out and used photos to make the ad more emotional. I learned how to play around with different fonts and how to balance all of them evenly.

# Auto-Ethnographic Ad

## Take Action

Following the recent school shooting in Parkland, Florida, *Apple* has partnered up with the *Brady* organization whose mission is to combat gun violence. *Apple* and *Bradley* commit to working together in hopes of providing safety and opportunity for help if an act of gun violence does occur.

Help stop gun violence and consider donating to the mission. Purchase an *Apple* iPhone and 50% of the profit will be donated to *Brady*.

Read victim David Hogg's story below

"I was *innocently* sitting in class when I heard a **BANG** far away in the school hallway. The teacher **ordered** us under the desk. *Fear crept* into my eyes as I thought, *school shooter*. I could hear the **shots** coming **CLOSER**.

I *frantically* pulled out my Apple iPhone, which was the **Brightest thing** in the room compared to the other students' gloomy eyes. I used iMessages to text my **friends and family**. I texted my sister, who was in the building, to make sure she was Safe.

*As a journalist*, I used my Apple iPhone to record people, *so their voices could echo on*. I was able to post on social media to let everyone know what was happening. Loud footsteps are *heard* out in the hallway. *Clinching* my iPhone, I looked down at a text that said, **Police are inside.**" - David Hogg (Victim)

"I USED MY IPHONE TO GET HELP, KNOW THE SAFTY OF OTHERS AND TO TEXT FAMILY AND FRIENDS"

MOLLY HOGG



Donate by going to **bradyunited.org** today!

Or

Go to **apple.com!**





# InDesign Tutorial

**Michigan's best skiing**

Three major ski resorts offer a total of more than 165 downhill runs. To skiers and boarders, the Petoskey Area is a Michigan treasure.

**Nub's Nob**  
500 Nub's Nob Rd.  
Harbor Spring, MI

This location has 53 ski slopes and trails. It includes a beginner's area that is free, a ski school, childcare, ski rentals, ski league events, and so much more. Check it out at [nubsnob.com](http://nubsnob.com).

**Boyne Highlands**  
600 Highlands Dr.  
Harbor Springs, MI

There are over 270 acres for skiers. Have your choice of skiing all day or night. There are ski rentals, and an Austrian-American Snowsports School that is offered in this location.

**Boyne Mountain**  
Boyne Mountain Rd.  
Boyne Falls, MI 49713

It has 60 ski runs and beautiful sites. There is a beginner's areas ski school, acres of terrain to ski on, and more. Buy ski tickets at [boynemountain.com](http://boynemountain.com).

**PETOSKEY AREA.COM**

## Petoskey's Plate

**N**onet ut voluptatem earum ipsant voluptatius miliati consecusanda conceperit, occus eatemporro earum ilicias parum aciume lam invendest maio te alibus. Porum velituant a ped magnimi, optatqu idempor rovidusda quame nos ad mo coreperum illicium et hiliqui corit veliquam denis ea pa vero coriorrovit rehent invel ma ditatem secepelit,



**THE BEST CHEFS INTOWN**

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**More to ski and do.**

Petoskey, Michigan is a famous ski and winter activities destination. With several ski resorts in the region, skiers of all skill levels have plenty of choices. Skiing in Petoskey is a fantastic way to appreciate the winter months while also taking in the natural grandeur of northern Michigan.

**PETOSKEY AREA.COM**



# Preface Statement

For the InDesign tutorial, the client was Petoskey Area. The target audience was for family and or friends who wanted to go to Petoskey, Michigan. I used the same colors and photos around the ad to make the ad stand out. I learned how to use InDesign.

# InDesign Tutorial



## Let's Go Explore!

*Something fun for every season.*

Exploring Petoskey is a wonderful way to get a sense of the natural beauty and character of this northern Michigan community. There are many attractions for all year round. Some of these include visiting parks around Petoskey. Some of these include the Petoskey State Park or the Bear River Valley Recreation Area. In these parks, one can experience hiking trails, beaches, picnic areas, and kayaking opportunities.

There are is skiing or snowboarding during the winter months. There are many ski resorts such as Nub's Nob. Also, check out the Petoskey Winter Sports Park. This includes skating, sledding, and snowshoeing. Check out more of what Petoskey has to offer at [michigan.org](http://michigan.org)

## You Betcha, we got Beaches.

Lake Michigan has many beautiful beaches that visitors can enjoy. This area has several beaches that are perfect for swimming, sunbathing, and enjoying beautiful views.

### Petoskey State Park Beach

2475 M 119, Petoskey

This beach has over 3000 feet of shoreline.

### Magnus Park Beach

901 W Lake St  
Petoskey

A smaller beach with a great view of the bay.

### Bayfront Park Beach

101 E Lake St  
Petoskey

This beach is small but it has excellent vistas of the harbor.

### Zoll Street Beach

Harbor Springs  
MI 49740

This is a peaceful shoreline in the Bay View community. It is a grete spot for swimming and sunbathing.



## More Events

Petoskey, Michigan is a famous tourist location with a variety of activities and attractions available all year. There is the Petoskey Annual Balloon Fest. This is a family-friendly event with food vendors, live music, and a carnival. There is also the Petoskey's Winter Carnival which includes ice skating, snowshoeing, and a parade. Art in the Park has over 100 artists showing what they created. Farmers Market, which is held on Fridays during the summer and fall months. Find more at [petoskeyarea.com](http://petoskeyarea.com).



**Petoskey Annual Balloon Fest**

**MAY 15**



## Preface Statement

For my "Web" ads my client was Subway, and the target audience was anyone who wants to use the buy one get one deal. I used the same green and yellow colors for the Subway logos. I also added a "Click here" or "Order Here" button so people knew what to press. I learned how to create different web ads and efficiently present them.



# Web Ads

VERTICAL SKYSCRAPER 160 X 600



**Buy One Get One**  
**50% Off a Footlong!**



What We *Provide*

Classic Sandwiches

Fresh Meals

**USE Code**  
**BOGO50**



**CLICK BELOW**

**Subway**

FULL HORIZONTAL LEADERBOARD 728 X 90



STANDARD SQUARE 200 X 200



BANNER 468 X 60





