

**Breanna
Laborde**
graphic designer

Table of Contents

Coke Zero Sugar.....1	Single Use Sux.....13
National Geographic3	Podra Tee15
Infographic Poster5	LaBorde Gaming Cafe19
Habitat for Humanity.....7	Path of Hope23
Sun High Flora Expo9	The Way Through the Woods.....25
	About me29

Coca-Cola

ZERO SUGAR



Coke Zero Sugar

Motion Graphics, Advertising

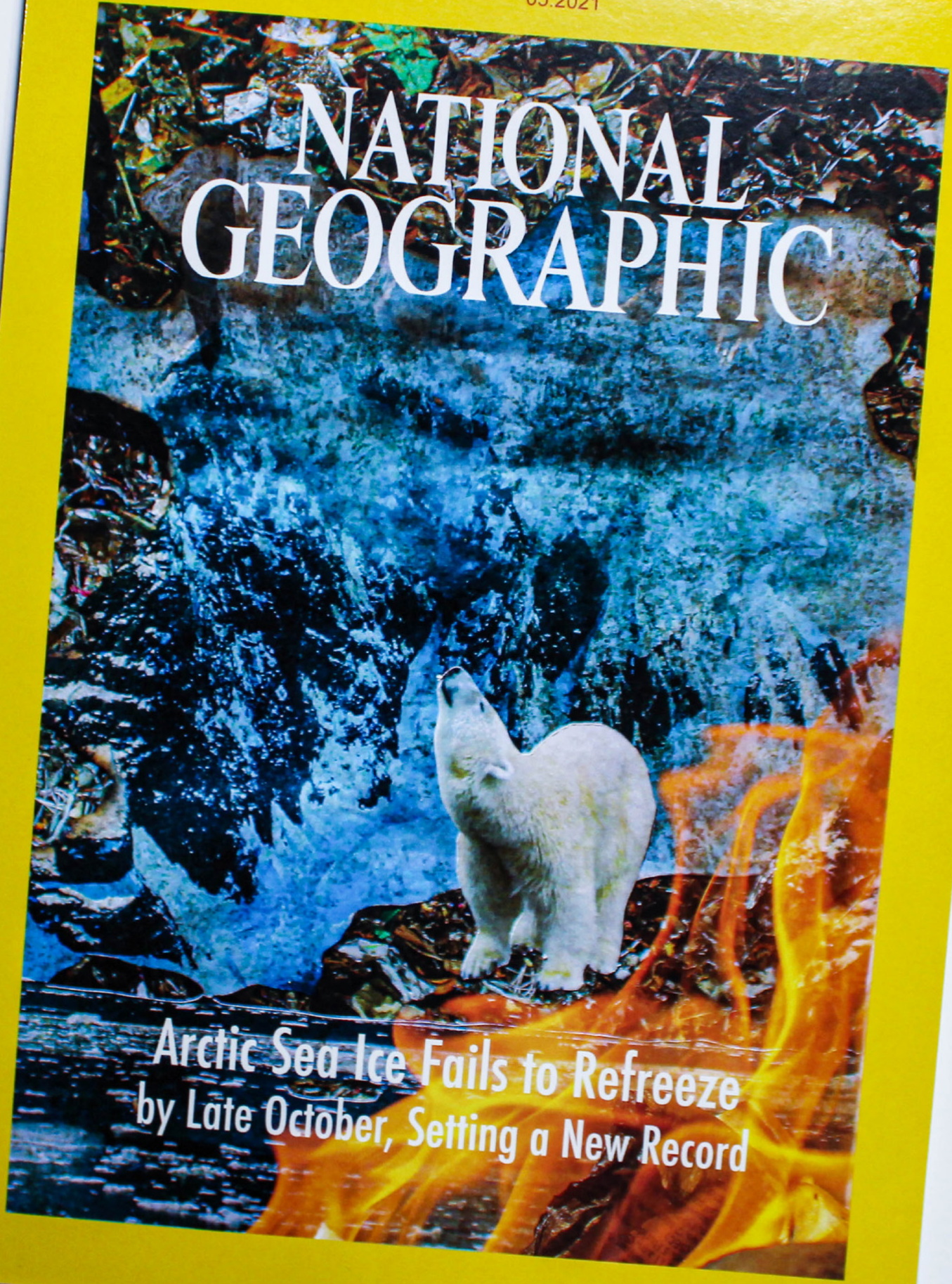
This project involved creating a 30 second social media ad and animated logo using only Adobe Animate and Adobe Illustrator. I chose New Coca Cola Zero Sugar and went from there. Many of their ads often use single color backgrounds and simple imagery. Being limited to Adobe Animate, I decided to put an emphasis on fun text treatment and timing to my advantage after picking some snappy music. I expanded upon this piece by creating some billboards in the same style to advertise the product as well.

https://youtu.be/46_zb0QtvGM



05.2021

NATIONAL GEOGRAPHIC



Arctic Sea Ice Fails to Refreeze
by Late October, Setting a New Record



National Geographic

Illustration, Advertising

For this project, I was tasked with designing a magazine cover and spread page based around a controversial issue. We had to implement 3 different methods of physical photo manipulation meaning Photoshop was not allowed. This project was expanded upon with the creation of a billboard as well.

I selected the topic of global warming as, despite the evidence, many people still do not believe the severity of it or that it is even an issue. My methods of manipulation were: collage, photocopying, degradation, and physical objects.



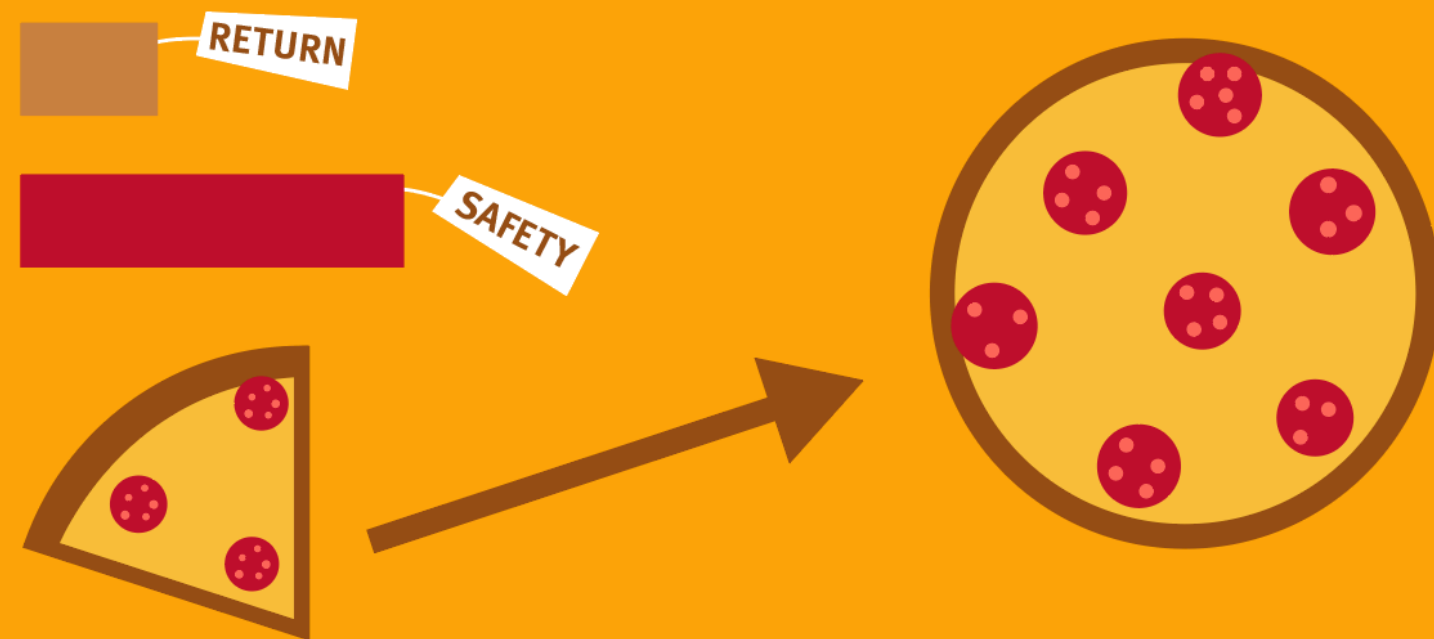
RISING WEALTH

WEALTH GENERATION FOR RETIREMENT

THE POWER OF ACCUMULATION

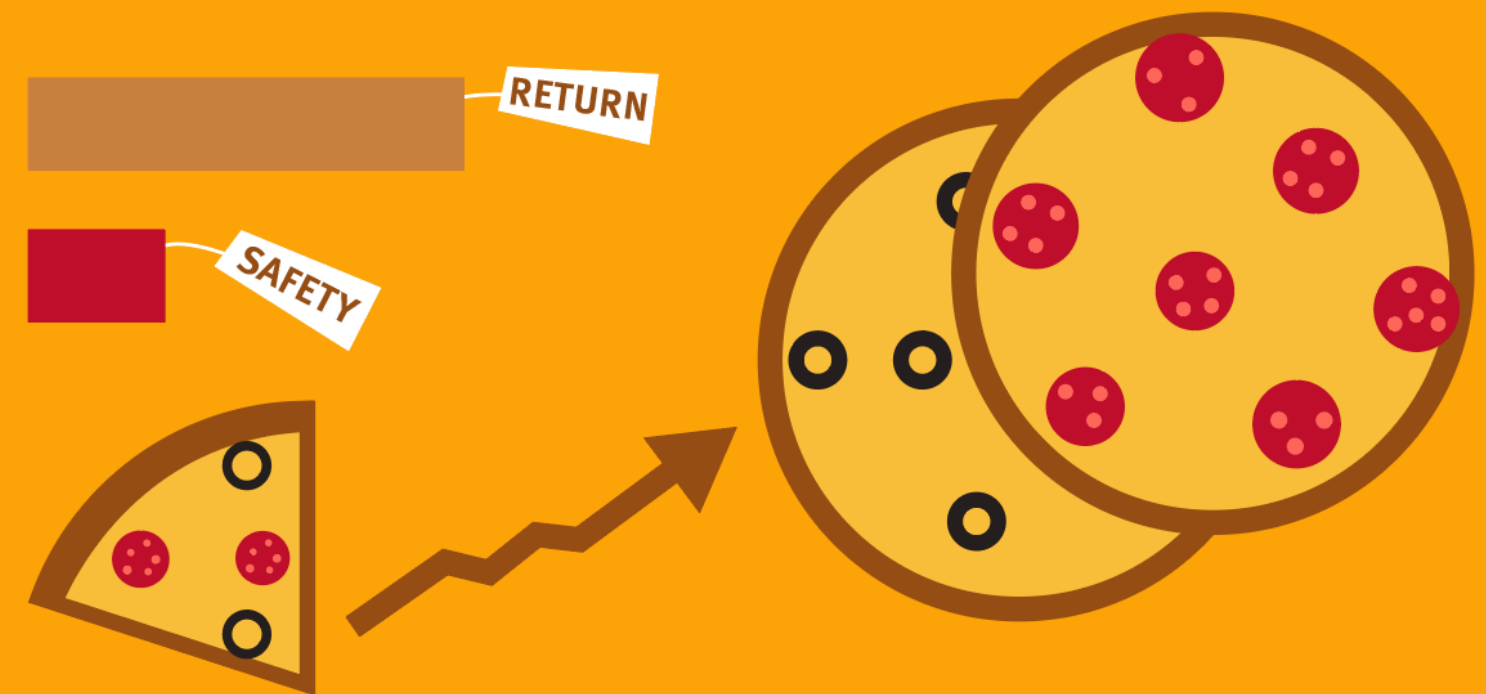
SAVING

Saving is a simple concept to explain as it boils down to setting money aside to keep safe. This money will typically only grow when you put your own money into the account and/or there is interest helping your savings accumulate. This interest can be compounded which will happen quarterly, monthly, or annually. Your money is safe and secure, nothing will happen to it unless you personally interfere.



INVESTING

Investing is a potential way to increase your money. It involves buying investing products such as stock, bonds, mutual funds, annuities, and more. The main goal is to sell these investments for a net gain. It is a risky move that leaves your money less secure but can have a greater pay-off than saving.



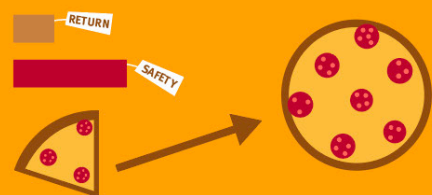
RISING WEALTH

WEALTH GENERATION FOR RETIREMENT

THE POWER OF ACCUMULATION

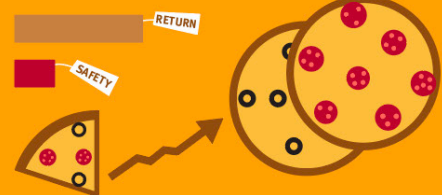
SAVING

Saving is a simple concept to explain as it boils down to setting money aside to keep safe. This money will typically only grow when you put your own money into the account and/or there is interest helping your savings accumulate. This interest can be compounded which will happen quarterly, monthly, or annually. Your money is safe and secure, so nothing will happen to it unless you personally interfere.



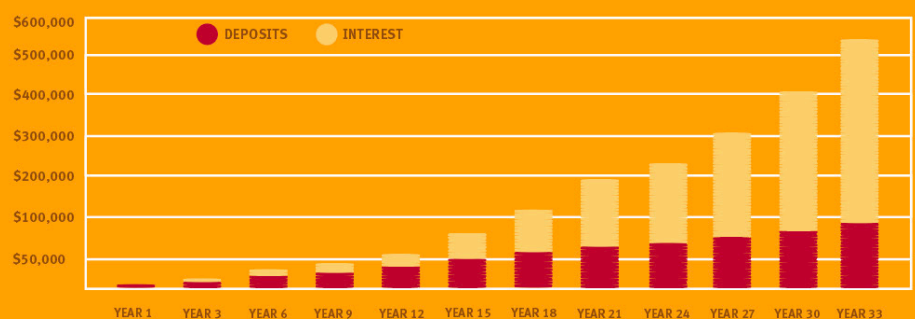
INVESTING

Investing is a potential way to increase your money. It involves buying investing products such as stocks, bonds, mutual funds, annuities, and more. The main goal is to sell these investments for a profit. It is a risky move that leaves your money less secure but can have a greater pay-off than saving.



COMPOUND INTERESTS

Compound interests are a type of interest that gets added to the principal amount invested into your savings account. Whatever the current amount of money is in the account will gain interest and you can gain this quarterly, monthly, or annually. You are essentially earning interest on the money you saved and the interest earned. Compounding interests are a powerful, if slow, method of saving.



INVESTMENT ACCOUNTS

IRA

An IRA, which is short for Individual Retirement Account, is an account that allows the individual to place income towards investments of their choice that will be tax-deferred. The taxation only comes in when you go to withdraw your money, which is when you will be taxed. Money going in is not taxed.

PROS

- Tax advantaged
- Tax break now
- Easy to withdraw

CONS

- Must set it up yourself
- Low max contribution
- Will need other investments

ROTH IRA

A Roth IRA is a type of IRA with the main difference being that the your tax benefits come later. Like a traditional IRA, a Roth IRA is tax-advantaged. However, the difference is taxes only come into play whenever money is going into the account. Money being withdrawn is not taxed, only money going in.

PROS

- Tax advantaged
- Tax break later
- Easy to withdraw

CONS

- Must set it up yourself
- Low max contribution
- Will need other investments

401K

A 401k is an investment plan offered by employers where they contribute to the plan along with giving you a set amount of options of what you can invest in. You are allowed to contribute whatever percentage of your paycheck to the 401k and you are encouraged to do so. Keep in mind you do not get to withdraw the money from the account until you are 59 1/2 or you have to pay a tax penalty.

PROS

- Tax advantaged
- Employer contributes
- Widely Offered

CONS

- Fees can be high
- Investment options limited
- Cannot withdraw until later

BROKERAGE

A Brokerage is a taxable account that allows you to trade financial products using a broker's trading platform or other third-party companies. With a brokerage account, you can buy or sell stock, bonds, mutual funds, and much more. However, since this is being done through another platform, a fee is applied whenever you buy and sell. Some companies will charge a yearly fee as well.

PROS

- Easy to open
- Widely Offered
- Wide-range of accounts

CONS

- Brokerage fees
- High financial risks
- Not tax-advantaged

BUDGETING

RAINY DAY FUNDS

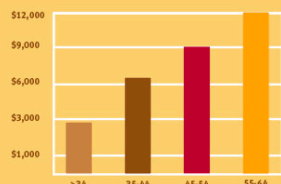
Rainy day funds are savings set aside for small, unexpected expenses. These can range from your car having a broken wheel to your pet needing a visit to the vet. It is recommended to have at least \$1,000-\$5,000 for these funds and to set them aside in an easily accessible savings account.

THE STATS

1 in 5 Americans will experience some sort of an unexpected medical expense each year.



Those under 35 tend to have the least set aside. Those 55 and older are more likely to have money set aside and have the most saved up.



DEFERRED GRATIFICATION

Deferred gratification is when you resist an impulse buy or easy purchase you might ordinarily make and instead choose to invest or save that money. For example, maybe instead of buying breadsticks to go along with your pizza, you save up that money. This allows you to save up little by little to see how much you really spend on those small purchases. Then, you can use that money on a larger purchase.



Infographic Poster

Illustration, Print

Wealth generation may come across as overwhelming or even boring. One way to combat this would be to create a more fun way to digest this information and infographs can be quite appealing. So for this project, I had to create an infograph about wealth generation for retirement and decided to go with a pizza theme to create a different approach for the visuals that could explain the given topics in a more familiar way.



[HOME](#)

[▶ GET INVOLVED](#)

[▶ WHO WE ARE](#)

[RESTORE](#)

[FAQ](#)

[EVENTS](#)

[CONTACT US](#)

Lend A Helping Hand

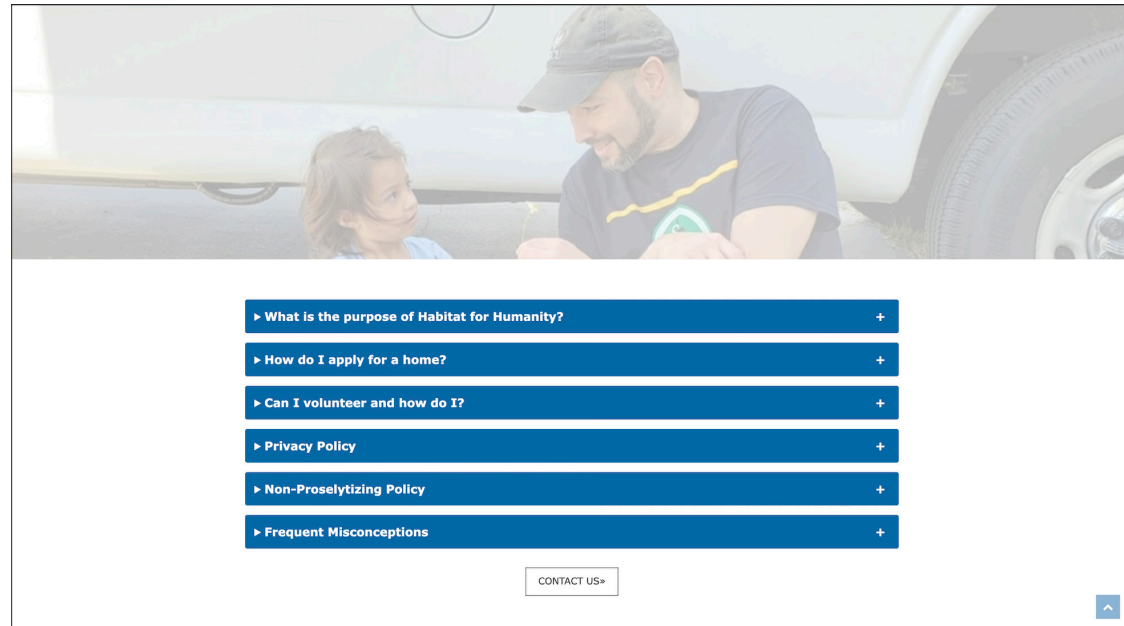
Habitat for Humanity depends on volunteers and donations to help provide for those in the community. Whether you're making a donation, volunteering time, or are in need of a home, we are here to make sure you have the tools and knowledge of how to support the community.

[VOLUNTEER](#)

[DONATE](#)

[HOMEOWNERSHIP](#)

OUR SPONSORS:
SCOPELAND
BOOK

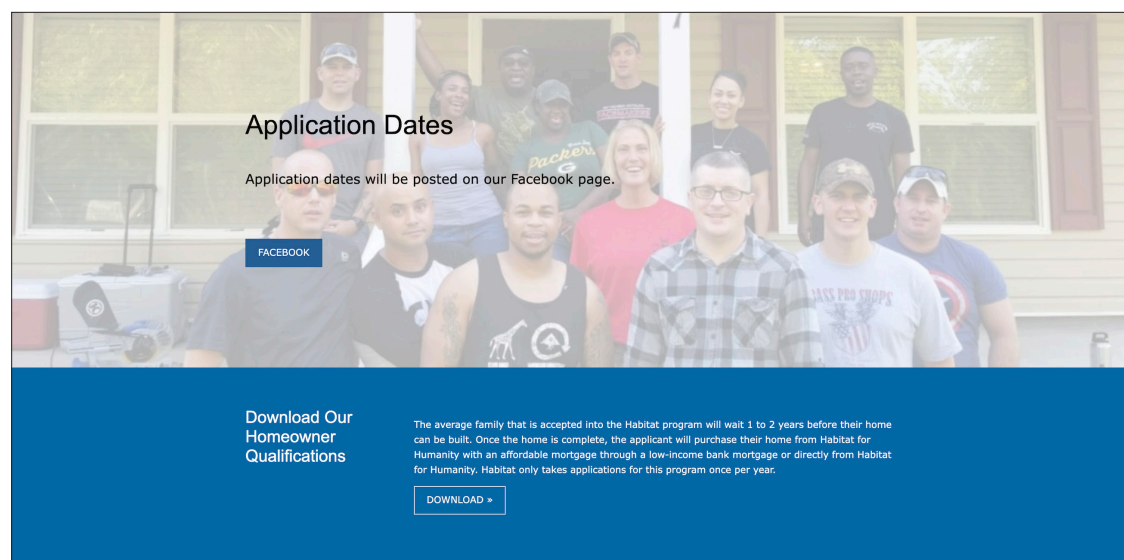


Habitat for Humanity Redesigned Website

Web Design

This project took place over the course of a semester during my first Web Design class. Our professor had gotten in contact with the manager of our local Habitat for Humanity who were looking to update but found it hard as they were a non-profit organization. It was a way for us to work with a real client for experience and for a local organization to get a new, better optimized website. My website was selected above others and I worked one-on-one with the client to finish the now live website.

<https://www.pinebelthabitat.org/>





**SUN HIGH
FLORA EXPO**


WHAT IS SUN HIGH?

The Sun High Flora Expo is a warm and welcome week-end for people to gather and discuss, purchase, see, or swap different flora. Based in Phoenix, Arizona (the lovely, Valley of the Sun) we take pride in hosting our event in their famous Botanical Gardens! Our logo is our pride. It welcomes our audience and draws them in! Which is why we have some strict guidelines for how to handle and use it.

OUR MISSION STATEMENT

To showcase beautiful flora to anyone with an interest, regardless of knowledge or age, with the hopes of inspiring them to love and care for the flora around them.





**SECTION 5:
PHOTOGRAPHY &
ILLUSTRATIONS**

TAGS

The Sun High logos should be viewed on the front of the tag or at the top of the sticker.

**SUN HIGH
FLORA EXPO**
Sun High Plant Pot
\$8.99





**SUN HIGH
FLORA EXPO**

Sun High Plant Pot
\$8.99



CLOTHING



The Sun High tertiary logo should be placed on the front of the clothing towards the top left. The logo should be small enough to not be distracting though it should still be clear.

Sun High Flora Expo

Branding, Publication, Advertising, Print, Motion Graphics, Packaging

This large project centered around creating a branded event from a selected city of our choice. I ended up selecting Phoenix, Arizona from the list and looked into the city and what it was known for. After discovering that they were home to the Desert Botanical Gardens, I decided that would be a fun place to host an event, specifically, a flora expo. Since the city was often referred to as, "the Valley of the Sun," I took inspiration from this nickname to create the name "Sun High."

From here, I branded the event and created a style guide that would provide rules on what could be done with the brand. Advertising and campaign materials had to be created for the expo as well. I designed tickets, a cactus kit, a poster, a brochure, and created a motion graphic commercial.



**SUN HIGH
FLORA EXPO**

**SUN HIGH
FLORA EXPO**





SEE

THE GARDENS
 FRIDAY: 8AM-8PM
 SATURDAY: 8AM-8PM
 SUNDAY: 8AM-8PM

SWAP!

PLANTS
 SATURDAY:
 8AM-8PM

SELL

AT THE MARKET
 FRIDAY: 10AM-6PM
 SATURDAY: 10AM-6PM
 SUNDAY: 10AM-6PM

The Desert Botanical Gardens will be open during normal hours with extra activities added. These activities are available with no extra charge so long as you have purchased a SEE event ticket, or any day pass. Other activities include a Kid's Zone, Guided Tours, Learning Stations, and much more! You can walk through the Gardens as many times as you like throughout the day.

ADMISSION IS ONLY 1 PLANT

Our plant swap is a classic for our event that vendors and attendees flock to. Bring in a plant (or two, or ten) and see what others have with them. If you see a plant you like, you can offer to swap their plant for yours.

- Make sure to only bring healthy, mature plants.
- Plants will be looked over as needed to ensure quality.
- Any plant bought at the SELL event may not be swapped.

FOR THE FULL LIST OF VENDORS, VISIT OUR WEBSITE AT SUNHIGHEXPO.COM

The market is open during select hours all weekend and requires a ticket to enter. Here, you can buy plants or gardening materials from our wonderful vendors. Only vendors may sell at the market. Anyone else looking to exchange plants from home may attend the SWAP event.

HOW IT WORKS:

- Bring in at least one plant. (Ensure it is healthy).
- Have your plant(s) inspected if needed.
- Browse what others have brought and ask questions.
- Make a fair offer to someone with a plant that interests you
- Allow others to make offers to you.
- Enjoy your new plant and keep on swapping!

ENTRANCE

1	2	3	4	5	6	7	8
22	23	24	25	26	27	28	9
21							10
20	29	30	31	32	33	34	11
19	18	17	16	15	14	13	12

SEE

THE GARDENS

<https://youtu.be/O8W2AaUinB0>

SEE, SELL, & SWAP

FLORA AT THE GARDENS!

MARCH 11-13, 2022
 BOTANICAL GARDENS,
 PHOENIX, ARIZONA
 VISIT SUNHIGHEXPO.COM

SUN HIGH
 FLORA EXPO

SINGLES

WISER



Single Use Sux

Illustration, Advertising

For this project, I had to pick a social issue and create a poster advertising it. The catch? I could only use limited materials related to the theme and was not allowed to make a mark on the poster via painting, drawing, or printing. One topic I felt could take full advantage of this limitation was single use plastics, specifically, food plastics. From takeout containers to water bottles, we use a lot of convenient yet wasteful plastics. So I gathered plenty of supplies and created a simple slogan knowing that finding letters for the project would be the toughest part.

Using the same materials as seen in the poster, I also created a billboard to help advertise in places people might litter.



PÕDRA

TEE ESTONIAN
CUISINE





Põdra Tee

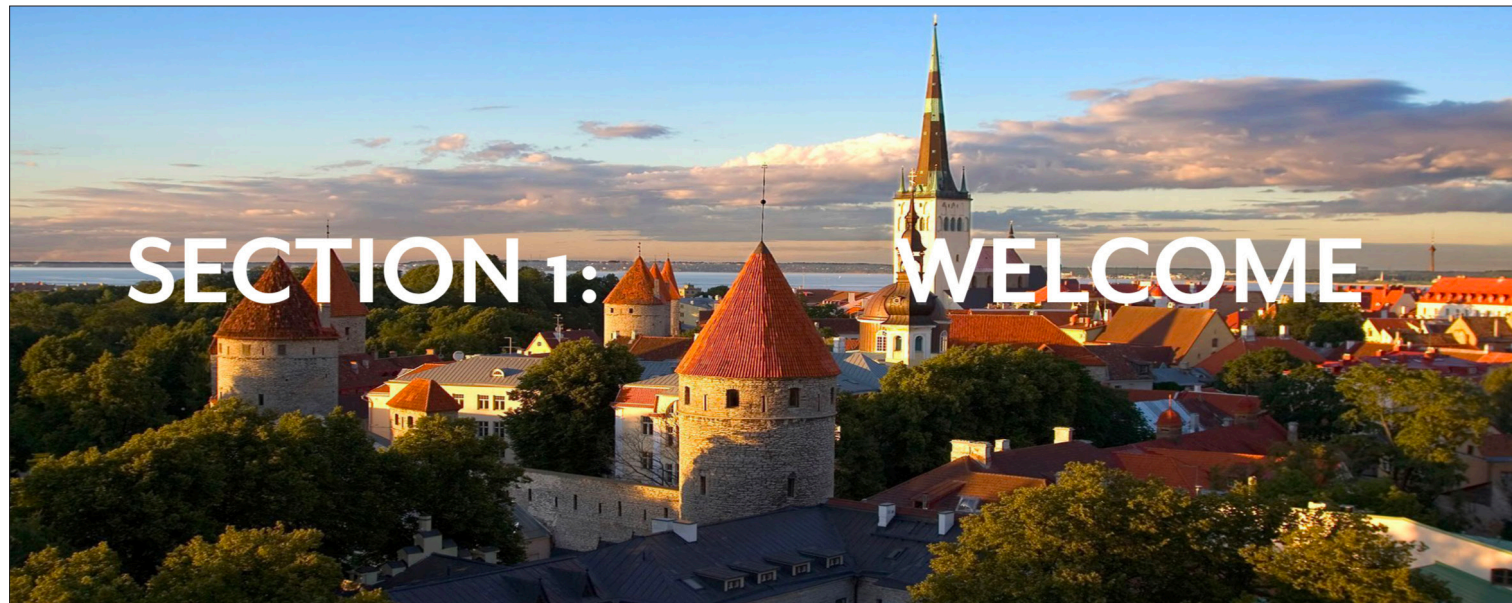
Branding, Packaging, Publication

Põdra Tee (Estonian for “Elk’s Path”) was a restaurant created for a large project called “culture shock” where I had to do research to properly make a restaurant representing another culture. I selected Estonia, a small country located in the Baltic. After selecting the name, I got to work on creating an identity system, restaurant packaging, and finally, an investor lookbook.

For the packaging, a bread box, soup container, chocolate bar, and carry-out bag were created after doing research for a menu. An investor lookbook had to be created and branded as a way to show potential investors why they should be interested in helping my restaurant to expand its business.







SECTION 1: WELCOME



OUR VISION

An experience straight from the Baltic, Podra Tee is a growing restaurant chain that aims to bring classic, genuine, Estonian cuisine and culture to cities all around America. We strive in using fresh ingredients and using authentic recipes.

We hope to open more restaurants like this so that more people can have a true Estonian experience and learn to appreciate the culture.



ELK STEW

Fresh elk is the main ingredient in this stew alongside carrots, potatoes, and butternut squash. Simmered to perfection, it's gamey and easy to start with if you are not used to wild game meat. Truly a hearty classic that's sure to warm anyone up on a cold day.

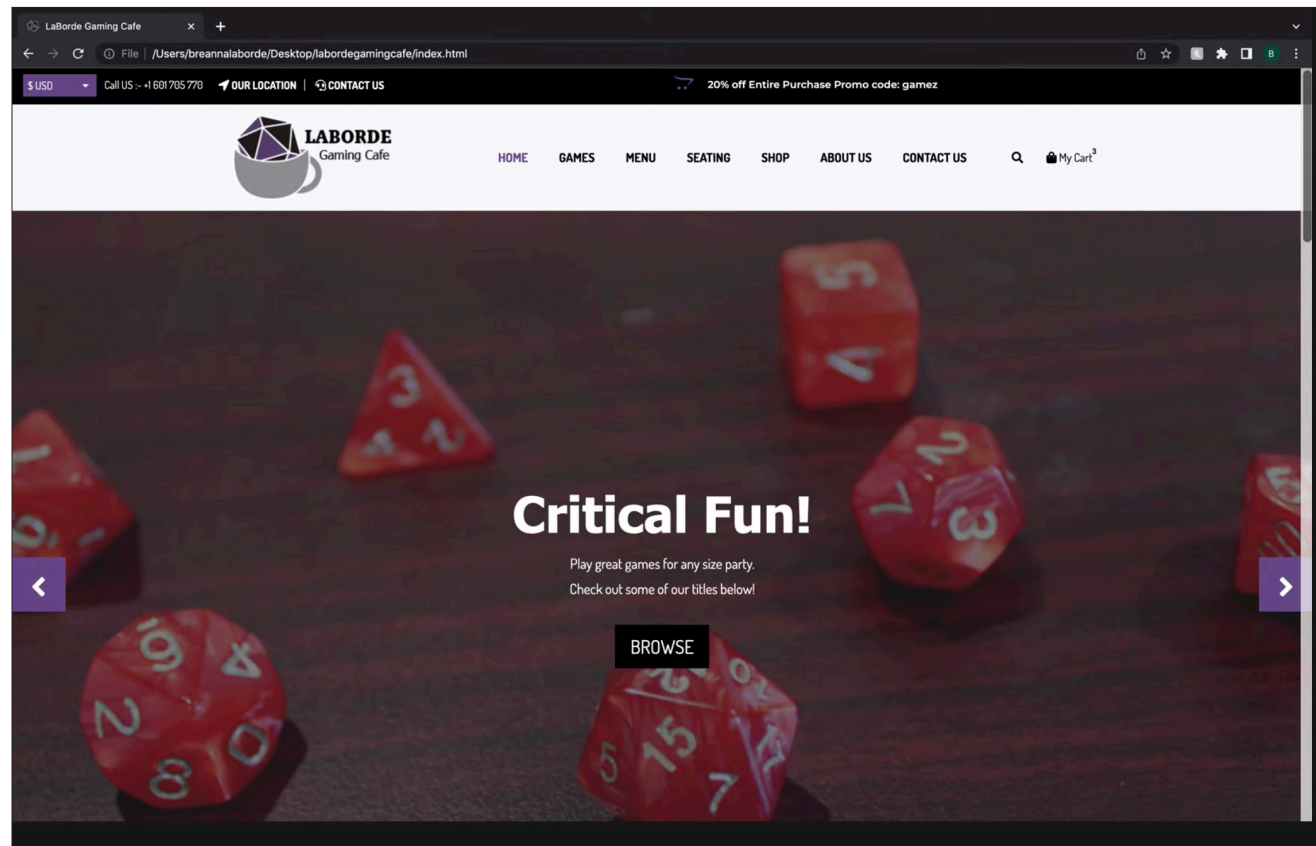


LABORDE



Gaming Cafe





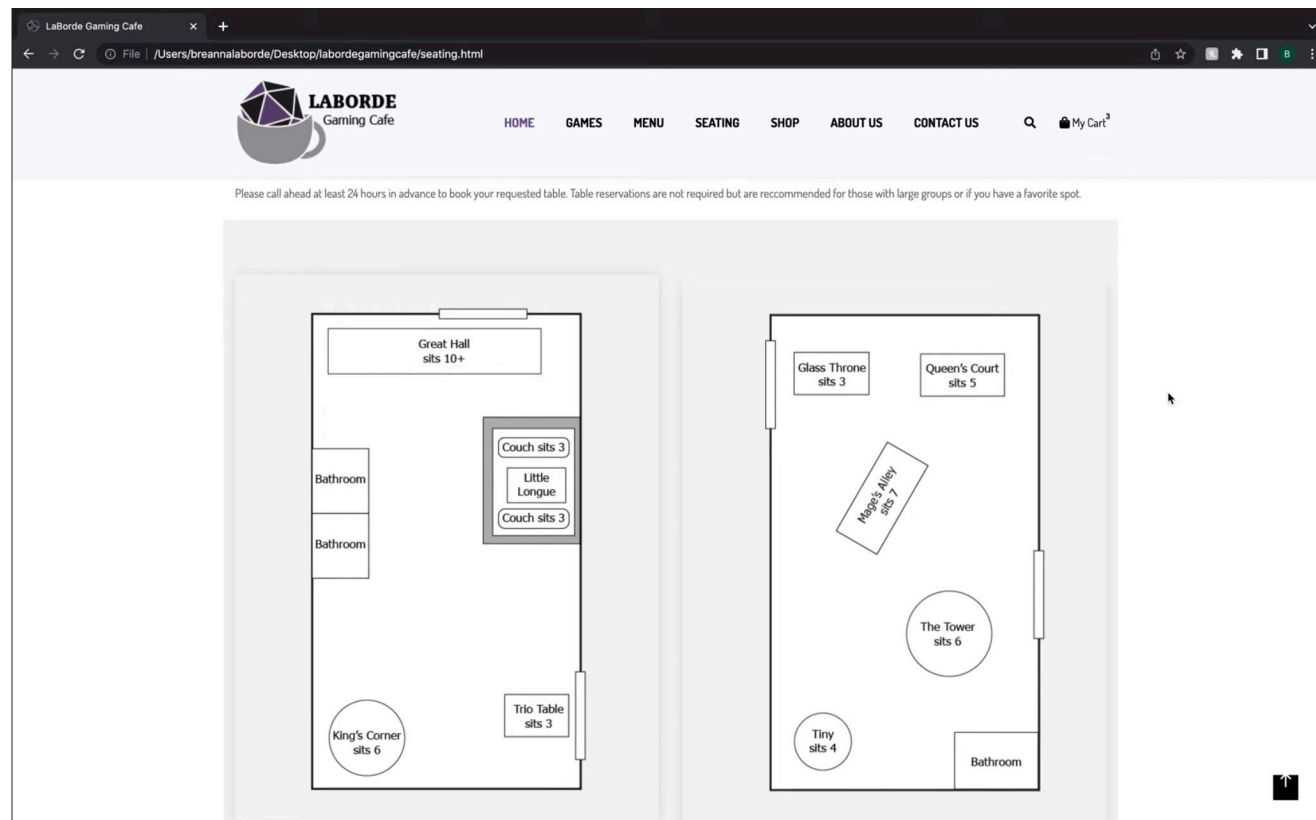
LaBorde Gaming Cafe

Web Design, Branding, Advertising

The purpose behind this project was to take the branding from a previous project, rework it, and create a website for it alongside a branded campaign. The company of my choice was a tabletop gaming cafe I created and named after myself as “LaBorde” matched quite well for a board game cafe.

Campaign pieces such as t-shirts, stickers, and keychains were created for the use of customer purchase or employee wear. Digital media was created to advertise the cafe as well from social media ads to email blasts. Finally, a website was built to host information from menu items, to seating, to even a list of games. A functioning shop feature had to be included as well.

https://youtu.be/wWU9g31_-08








FREE DOOR PRIZES!





FREE KEYCHAIN OR T-SHIRT FOR THE FIRST 15 GUESTS ON MAY 18TH!

The first 15 guests for Friday's Dungeons and Dragons night will receive one of the promotional items. Must be 13 years or older and pay the \$3 entry fee to be applicable for the item.



HAPPY HOUR!!

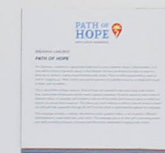
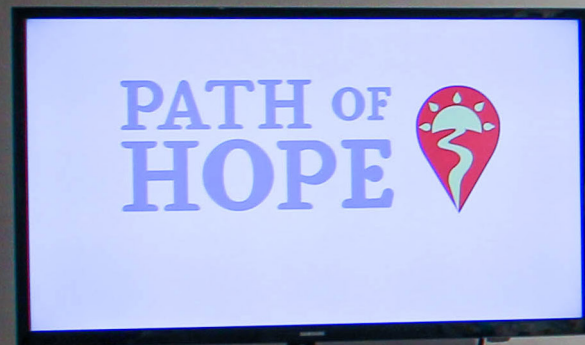
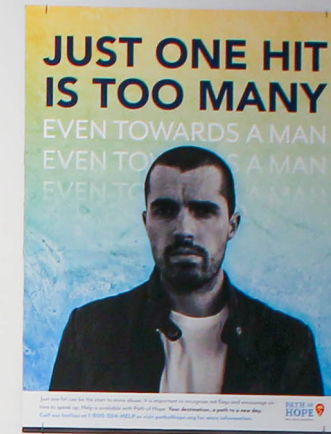
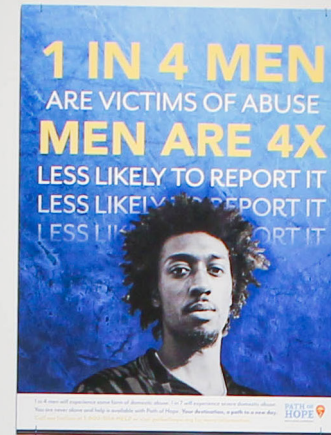


ALL DRINKS HALF OFF WEDNESDAY FROM 5-8



PATH OF HOPE

MEN'S ABUSE AWARENESS





Path of Hope

Branding, Print, Advertising, Web Design, Motion Graphics

For Capstone, I created an organization dedicated to men's domestic abuse. Path of Hope was created to help solve issues male victims face, such as a lack of resources and the need to spread awareness. Primarily aimed at male victims of domestic abuse, a campaign was created to take use of the online and in-person space to make sure anyone can access these resources.

Path of Hope is mostly hosted on a website as they can easily accessed by most people and makes returning for information relatively easy. To bring awareness and advertise the brand, ads across different medias were created as well. Information can also be easily found in the three different motion graphics videos created for the organization.

See videos of the website and motion graphics videos below.

<https://youtu.be/pgSwxKIVINI>

<https://youtu.be/dFtd2MnHPgU>

<https://youtu.be/aAu0ubR1reQ>

<https://youtu.be/B2S3hBJWc-A>





PATH OF HOPE HOME GET HELP DONATE GET INVOLVED ABOUT US

YOUR DESTINATION: A PATH TO A NEW DAY

Speak up against male domestic abuse.

[1-800-304-HELP](#) [GET HELP](#)

You are not less of a man for seeking help
We are always here to listen

I realized that my struggles were to be taken seriously and I spoke up.

I was worried that people would make fun of me for revealing that I was being hit by a woman. After seeking help and getting out of that situation, I see now that I was never alone, that I am to be taken seriously as a victim. It's so important to talk to friends and find resources that will help you.


[GET HELP](#)

[READ MORE STORIES](#)

1 IN 4 MEN
ARE VICTIMS OF ABUSE
MEN ARE 4X
LESS LIKELY TO REPORT IT
CALL 1-800-304-HELP

**ANYONE,
EVEN MEN**
CAN BE VICTIMS OF ABUSE
CALL 1-800-304-HELP

**JUST ONE HIT
IS TOO MANY**
EVEN TOWARDS A MAN
CALL 1-800-304-HELP

A dense forest of tall, thin evergreen trees, likely spruce or fir, with a dirt path leading through them. The trees are dark green and the path is a light brown color. The overall scene is somewhat dimly lit, suggesting a forest interior.

THE WAY THROUGH
THE WOODS
BY RUDYARD KIPLING



The Way Through the Woods

Motion Graphics

This project involved having to select a poem of my choice, record myself reading it, and apply motion graphics in a way I saw fit. I selected Rudyard Kipling's "The Way Through the Woods," as I enjoyed his writings in the "The Jungle Book" and wanted to see what else he had done. I had to gather stock footage and piece it together in a coherent manner.

To make the footage appear consistent, I employed the use of color grading. This technique also came in handy when converting footage from day, to evening, to night.


<https://youtu.be/WjztwOXqxuo>

About me


I'm originally from Slidell, LA and found myself getting into painting and drawing at age 9 after seeing student work from a local studio. Since then, I've been growing my skills as an artist and eventually, as a designer. Throughout my time at USM, I took classes in to learn Branding, Advertising, Illustration, Motion Graphics, Web Design, Bookbinding, and many more. I am a passionate worker who is dedicated to their work. In my spare time, I love playing video games, sketching comics, reading fantasy books, and hosting movie nights with friends.

Some of my personal achievements include having won two regional AD-DYS (Silver and Student Judge's Choice), redesigned the website for a local Habitat for Humanity Organization, and a few smaller awards.



 breannalaborde.com

 contact@breannalaborde.com

 (985) 285-2613

Education:

University of Southern Mississippi

Bachelor in Fine Arts with an emphasis in Graphic Design (2018-2022)

Honors:

ADDY Awards (Local, 2022)

- Student Judge's Choice
- Silver ADDY

USM Art and Design Student Show (2022)

- 2nd place (Motion Graphics/Web design)
- Honorable Mention (Motion Graphics/Web design)

Academic Honors

- President's List
- Dean's List
- Academic Excellence Scholarship (2018-2022)
- Rosalie Ferlise Art Scholar (2019-2020)
- Finnegan Scholar (2019-2020)

Habitat for Humanity Site Redesigner (2020-2022)

Was selected above others to redesign the website for Habitat for Humanity of the Pinebelt. Communicated between client and the professor to create a website that was easy to navigate and informative.

* References provided upon request

Volunteering:

Habitat for Humanity (2020-2022) (75+ hours)

Habitat of Humanity of the Pinebelt Website Redesigner. Was selected above others to further develop a live website as volunteer work that accumulated to over 75 hours. Communicated between the client and my professor to further advance development and receive updates for the website. Remained dedicated and empathic towards client and worked around their busy schedule to implement updates.

Student Design Work for Petal Public Library

Produced design work alongside my fellow classmates to create a small campaign series for an event dedicated to Will Eisner. Selected works were to be displayed in the library during said event.

Affiliations:

USM Fight Club (Stage Combat Club) (2018-2020)

Skills:

- Adobe Suite
- Motion Graphics
- Web Design
- Painting
- Drawing

thank you for viewing!