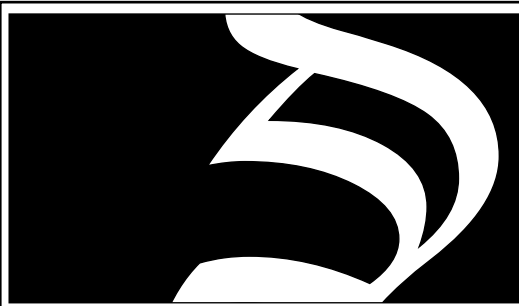
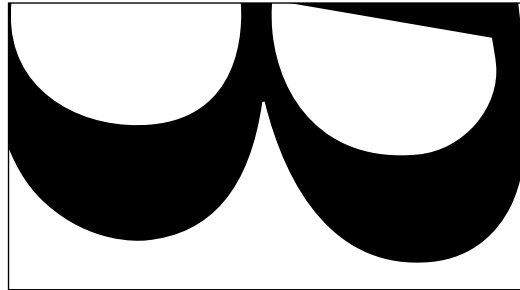


KALYN ERTZ
COMMUNICATION DESIGN PORTFOLIO

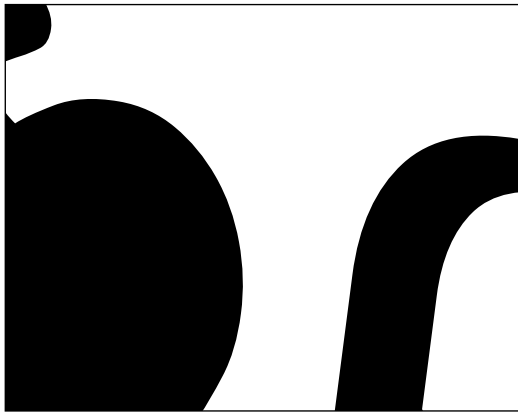
LETTER PARTS (BLACK AND WHITE)



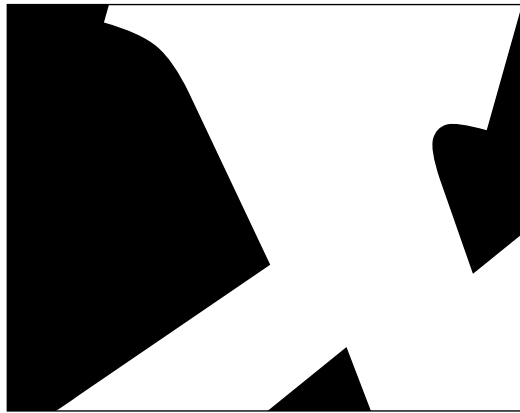
LUODA BLACKLETTER (S, UPPERCASE)



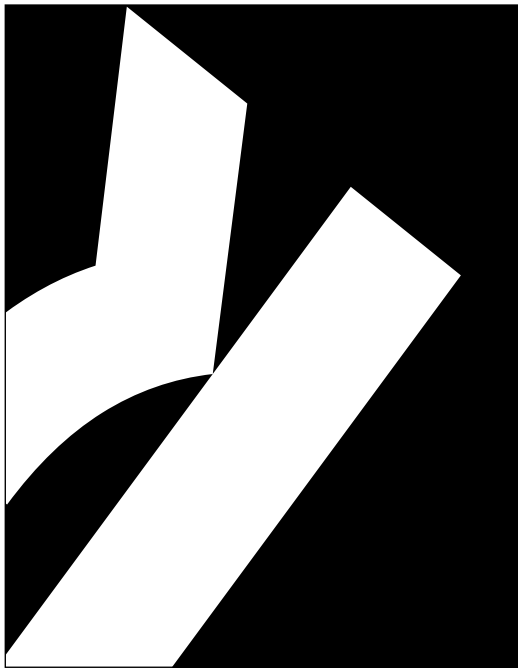
CASLON BOLD ITALIC (B, LOWERCASE)



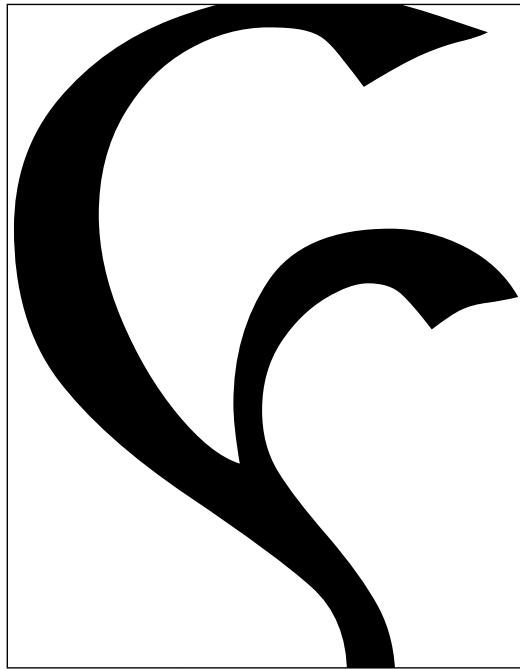
DIDOT (G, LOWERCASE)



BOOKMAN OLD STYLE BOLD (X, UPPERCASE)



KIND MT (K, LOWERCASE)



CELTIC (Y, LOWERCASE)

LETTER PARTS (ANALOGOUS COLORS)



ANALOGOUS



ANALOGOUS



ANALOGOUS



ANALOGOUS



ANALOGOUS



ANALOGOUS

Century Gothic

Little contrast	San serif
Basic	Consistent
Thin	Plain
Quiet	Readable
Balanced	Simple



I chose the lowercase "a" because it is simple, yet versatile.

I made the vertical line of the "a" is thicker.

I changed the curves in the center of the "a" to create a little more contrast and to bold it up even more.



I created this letter to now be a serif.

be
bold

17 SECONDS

B nec ac ornare elit, id posuere elit. Phasellus gravida augue pretium pellentesque euismod. Integer ultricies fermentum mollis. Fusce sit amet dictum nulla, non blandit lectus. Duis mollis at purus sit amet iaculis. Nam id mi a elit vulpate ultrices a vitae mi. In venenatis fermentum ante sit amet dictum. Integer porta lorem ut odio posuere cursus. Nam tortor ante, sollicitudin at volutpat in, ornare quis orci. Donec rhoncus sodales enim, in facilisis lorem ultrices vitae. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras et libero sit amet purus fringilla commodo. Sed posuere ultrices massa, sed fermentum lacus gravida vel. Suspendisse posuere. Aenean luctus nulla in ante tristique feugiat.



Curabitur mi felis, elementum vitae adipiscing ac, mollis nec eros. Nam justo quam, feugiat et turpis a, tincidunt consectetur sapien. Maecenas facilisis lorem nec enim facilisis, pulvinar scelerisque purus eleifend. Morbi semper consectetur nulla et lobortis. Suspendisse vel luctus justo. Ut tincidunt dolor sed nisi ornare, sit amet cursus enim semper. Maecenas et molestie arcu, et sollicitudin quam. Donec a augue vitae dolor rutrum blandit. Integer a vehicula tellus. Donec fringilla venenatis tincidunt. Sed lacinia leo eget nulla tempus, quis porta lectus semper. Integer viverra odio tempor ante luctus. Mauris et ante eros. Mauris dictum malesuada justo sit amet suscipit. Ut eleifend, urna at lobortis dapibus, orci nibh dictum risus, sed sollicitudin leo nunc vel metus. Aliquam sed quam hendrerit ante accusamus porta ac at magna. Etiam tincidunt dignissim sem, nec pretium odio convallis nec.

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STANLEY CUP



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THE CELEBRATION



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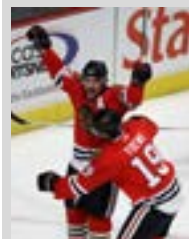
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SPOTLIGHT: PATRICK SHARP



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kalyn ertz

319.759.8095 | kalyn.ertz@wartburg.edu | 100 Wartburg Blvd. Waverly, IA 50677

Education

Wartburg College | Class of 2016 | Graphic Design & Art Education Major

Experience

Florist – Petal Pushers

Burlington, IA | May 2013–Present

Designing and creating floral arrangements.

Taking orders over the counter, phone and computer.

Decorating weddings and other events.

Art Gallery Assistant – Wartburg College

Waverly, IA | Aug 2013–Present

Working closely with director to create online website.

Performing additional responsibilities as assigned by director such as hanging exhibits for the newest art show and preparing/packaging art work.

Receptionist – Ertz Carpet Service

Mediapolis, IA | May 2009–Aug 2012

Managed office when owner was absent to ensure quality customer service.

Answer phone calls and assisted customers when needed.

Activities and Honors

Member of the Wartburg Volleyball team | *2012–Present*

Member of the Education Club | *2012–Present*

Dean's List | *2012–Present*

Phi Eta Sigma Honor Society | *2012–Present*

Academic All-Conference | *2013*

Skills

Adobe

Illustrator

InDesign

Photoshop

Microsoft

Word

Excel

PowerPoint

References

Dennis Jandrey – Coach | 319.931.1256
jandrey@meposchools.org

David Pierson – Teacher | 319.759.0850
piersond@meposchools.org

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Class of 2016
Graphic Design & Art Education Major

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REFERENCES

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jandreyd@meposchools.org

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HAPPINESS ONLY REAL WHEN SHARED | I'M GOING TO PARAPHRASE THOREAU HERE... RATHER THAN LOVE, THAN MONEY, THAN FAITH, THAN FAME, THAN FAIRNESS... GIVE ME TRUTH | TWO YEARS HE WALKS THE EARTH. NO PHONE, NO POOL, NO PETS, NO CIGARETTES. ULTIMATE FREEDOM. AN EXTREMIST. AN AESTHETIC VOYAGER WHOSE HOME IS THE ROAD. ESCAPED FROM ATLANTA. THOU SHALT NOT RETURN, 'CAUSE "THE WEST IS THE BEST." AND NOW AFTER TWO RAMBLING YEARS COMES THE FINAL AND GREATEST ADVENTURE. THE CLIMACTIC BATTLE TO KILL THE FALSE BEING WITHIN AND VICTORIOUSLY CONCLUDE THE SPIRITUAL PILGRIMAGE. TEN DAYS AND NIGHTS OF FREIGHT TRAINS AND HITCHHIKING BRING HIM TO THE GREAT WHITE NORTH. NO LONGER TO BE POISONED BY CIVILIZATION HE FLEES, AND WALKS ALONE UPON THE LAND TO BECOME LOST IN THE WILD. - ALEXANDER SUPERTRAMP MAY 1992 | THE SEA'S ONLY GIFTS ARE HARSH BLOWS, AND OCCASIONALLY THE CHANCE TO FEEL STRONG. NOW I DON'T KNOW MUCH ABOUT THE SEA, BUT I DO KNOW THAT THAT'S THE WAY IT IS HERE. AND I ALSO KNOW HOW IMPORTANT IT IS IN LIFE NOT NECESSARILY TO BE STRONG BUT TO FEEL STRONG. TO MEASURE YOURSELF AT LEAST ONCE. TO FIND YOURSELF AT LEAST ONCE IN THE MOST ANCIENT OF HUMAN CONDITIONS. FACING THE BLIND DEAF STONE ALONE, WITH NOTHING TO HELP YOU BUT YOUR HANDS AND YOUR OWN HEAD | WHEN YOU WANT SOMETHING IN LIFE, YOU JUST GOTTA REACH OUT AND GRAB IT | MAKE A RADICAL CHANGE IN YOUR LIFESTYLE AND BEGIN TO BOLDLY DO THINGS WHICH YOU MAY PREVIOUSLY NEVER HAVE THOUGHT OF DOING, OR BEEN TOO HESITANT TO ATTEMPT. SO MANY PEOPLE LIVE WITHIN UNHAPPY CIRCUMSTANCES AND YET WILL NOT TAKE THE INITIATIVE TO CHANGE THEIR SITUATION BECAUSE THEY ARE CONDITIONED TO A LIFE OF SECURITY, CONFIRMITY, AND CONSERVATISM, ALL OF WHICH MAY APPEAR TO GIVE ONE PEACE OF MIND, BUT IN REALITY NOTHING IS MORE DAMAGING TO THE ADVENTUROUS SPIRIT WITHIN A MAN THAN A SECURE FUTURE. THE VERY BASIC CORE OF A MAN'S LIVING SPIRIT IS HIS PASSION FOR ADVENTURE. THE JOY OF LIFE COMES FROM OUR ENCOUNTERS WITH NEW EXPERIENCES, AND HENCE THERE IS NO GREATER JOY THAN TO HAVE AN ENDLESSLY CHANGING HORIZON, FOR EACH DAY TO HAVE A NEW AND DIFFERENT SUN. IF YOU WANT TO GET MORE OUT OF LIFE, YOU MUST LOSE YOUR INCLINATION FOR MONOTONOUS SECURITY AND ADOPT A HELTER-SKELTER STYLE OF LIFE THAT WILL AT FIRST APPEAR TO YOU TO BE CRAZY. BUT ONCE YOU BECOME ACCUSTOMED TO SUCH A LIFE YOU WILL SEE ITS FULL MEANING AND ITS INCREDIBLE BEAUTY | SOME PEOPLE FEEL LIKE THEY DON'T DESERVE LOVE. THEY WALK AWAY QUIETLY INTO EMPTY SPACES, TRYING TO CLOSE THE GAPS OF THE PAST | WHEN YOU FORGIVE, YOU LOVE. AND WHEN YOU LOVE, GOD'S LIGHT SHINES UPON YOU | SO MANY PEOPLE LIVE WITHIN UNHAPPY CIRCUMSTANCES AND YET WILL NOT TAKE THE INITIATIVE TO CHANGE THEIR SITUATION BECAUSE THEY ARE CONDITIONED TO A LIFE OF SECURITY, CONFIRMITY, AND CONSERVATISM, ALL OF WHICH MAY APPEAR TO GIVE ONE PEACE OF MIND, BUT IN REALITY NOTHING IS MORE DANGEROUS TO THE ADVENTUROUS SPIRIT WITHIN A MAN THAN A SECURE FUTURE. THE VERY BASIC CORE OF A MAN'S LIVING SPIRIT IS HIS PASSION FOR ADVENTURE. THE JOY OF LIFE COMES FROM OUR ENCOUNTERS WITH NEW EXPERIENCES, AND HENCE THERE IS NO GREATER JOY THAN TO HAVE AN ENDLESSLY CHANGING HORIZON, FOR EACH DAY TO HAVE A NEW AND DIFFERENT SUN | IT IS EASY, WHEN YOU ARE YOUNG, TO BELIEVE THAT WHAT YOU DESIRE IS NO LESS THAN WHAT YOU DESERVE, TO ASSUME THAT IF YOU WANT SOMETHING BADLY ENOUGH , IT IS YOUR GOD-GIVEN RIGHT TO HAVE IT...I WAS A RAW YOUTH WHO MISTOOK PASSION FOR INSIGHT AND ACTED ACCORDING TO AN OBSCURE, GAP-RIDDEN LOGIC I THOUGHT CLIMBING THE DEVILS THUMB WOULD FIX ALL THAT WAS WRONG WITH MY LIFE. IN THE END, OF COURSE, IT CHANGED ALMOST NOTHING. BUT I CAME TO APPRECIATE THAT MOUNTAINS MAKE POOR RECEPTACLES FOR DREAMS. AND I LIVED TO TELL MY TALE | IT IS THE EXPERIENCES, THE MEMORIES, THE GREAT TRIUMPHANT JOY OF LIVING TO THE FULLEST EXTENT IN WHICH REAL MEAN-

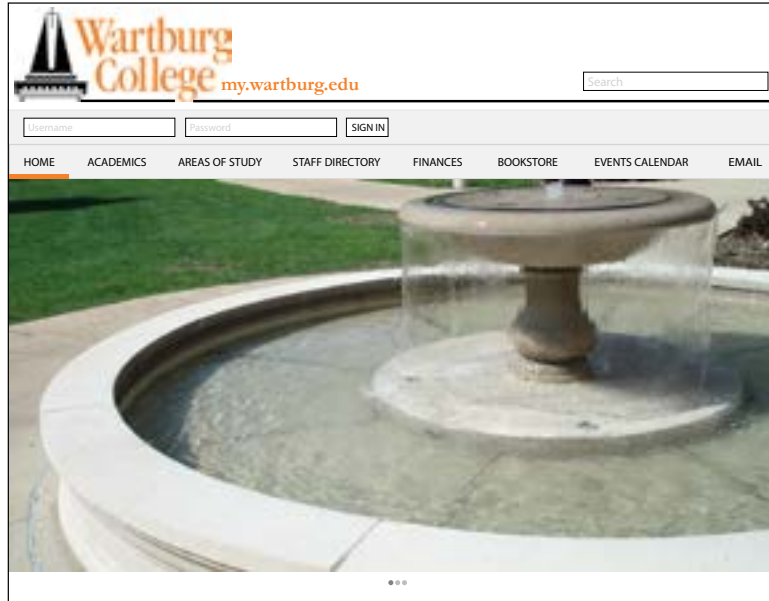


INTO THE WILD

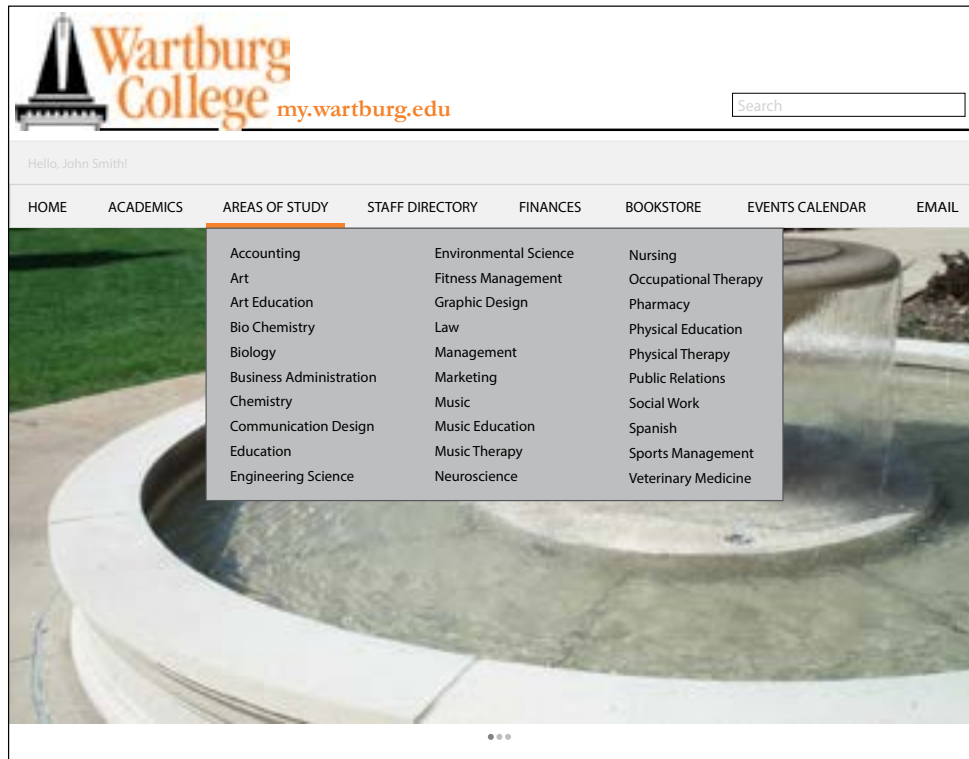
WEBSITE REDESIGN (HOME PAGE/TAB PAGE)

WEBSITE REDESIGN

Home Page



Tab Drop Down Menu





- HOME
- ACADEMICS
- AREAS OF STUDY
- STAFF DIRECTORY
- FINANCES
- BOOKSTORE
- EVENTS CALENDAR
- EMAIL



- About the Program
- Alumni Outcomes
- Art Gallery
- Courses and Requirements
- Facilities
- Faculty
- Majors

Art Department

The Art Department provides Wartburg students the ability to communicate with discipline and imaginative understanding about the visual world and its design. Through appreciation, experience, and production, art students broaden their creative and critical abilities and share these new skills through creating works of art.

The Art Department offers a variety of academic and studio courses in traditional and technology-based media. The limited size of classes and open attitudes of faculty encourage individual attention and a close working relationship. Through advanced courses and independent studies, students may pursue individual interests.

- Apply
- Visit Campus
- Recruit Me

MY.WARTBURG.EDU

ACADEMICS	AREAS OF STUDY	STAFF DIRECTORY	FINANCES	BOOKSTORE	EVENTS CALENDAR	EMAIL
Courses	Accounting	Art	Financial Aid Awards	Textbooks	Athletics	Log In
Student Schedule	Art	Thomas Payne	My Account Info	Knight Apparel	Music	
Course History	Art Education	David Herwaldt	Course and Fee Statement	Store Info	Art	
Grade Report	Bio Chemistry	Barbara Fedeler	CASHNet			
Course Search	Biology	Biology	Document Tracking			
Registration	Business Administration	Eric Merter				
Forms	Chemistry	Stephanie Toering Peters				
Student Requests	Communication Design	Ann Henninger				
	Computer Science	Business				
	Engineering Science	Justin Crouse				
		Gloria Campbell				
		John Haugen				

SOCIAL MEDIA EXPLAINED

WITH COFFEE

I'm drinking #coffee



I like coffee



This is where I drink coffee



Here's a vintage photo of my coffee



Watch as I drink my coffee



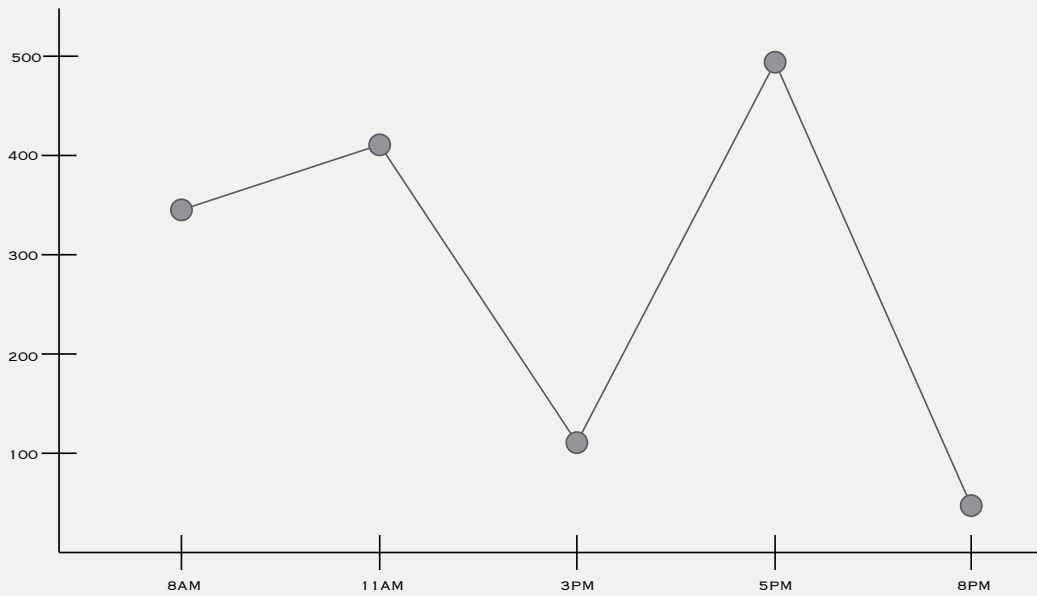
My skills include drinking coffee



Here's a coffee recipe



CALORIES CONSUMED THROUGHOUT A TYPICAL DAY



Bow Tie Patterns

