

Digital Senior Portfolio

USM Graphic Design BFA

Grace May

A stylized, handwritten signature in a light pink color, consisting of the letters 'G' and 'M' intertwined.

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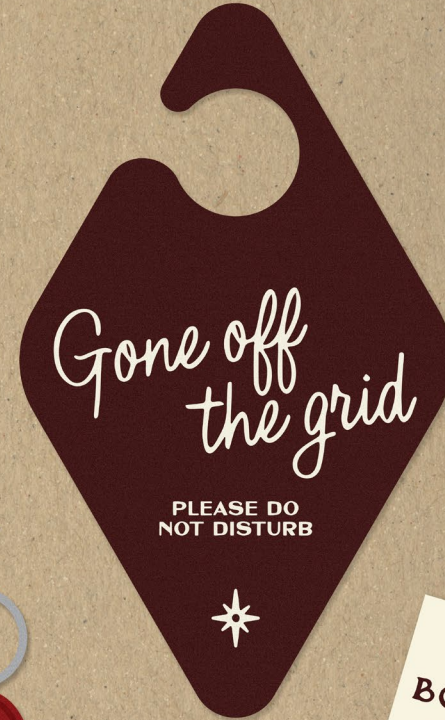
Castaway Hotel

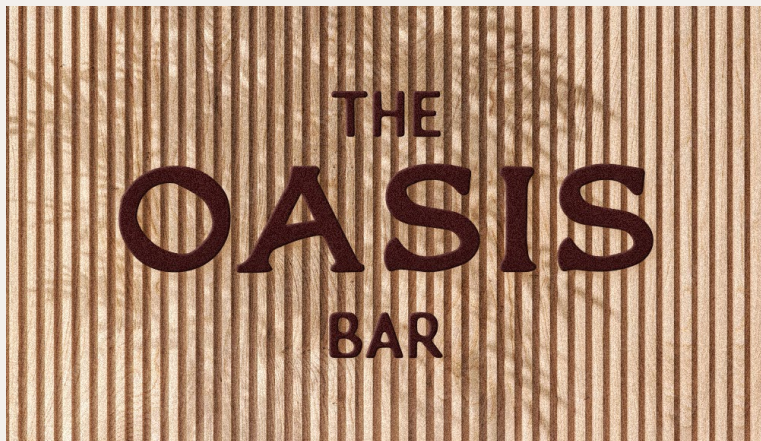
Date: March 2024

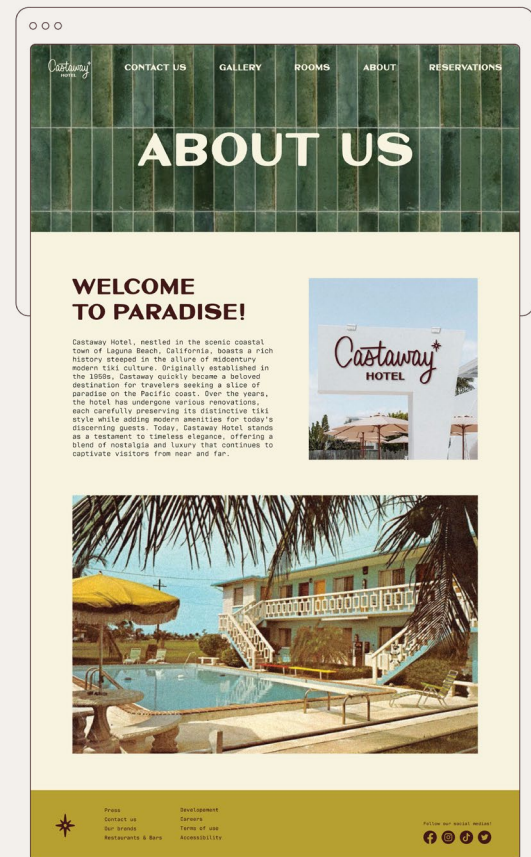
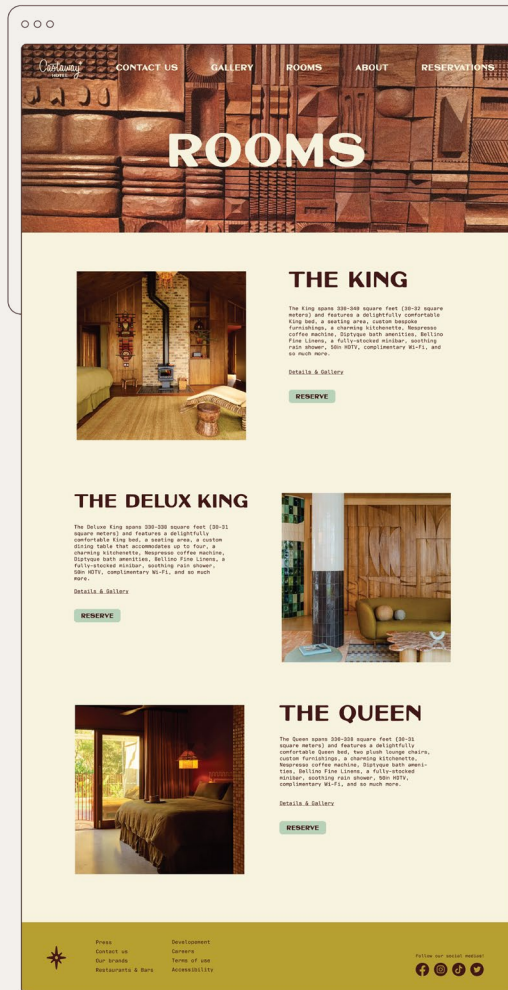
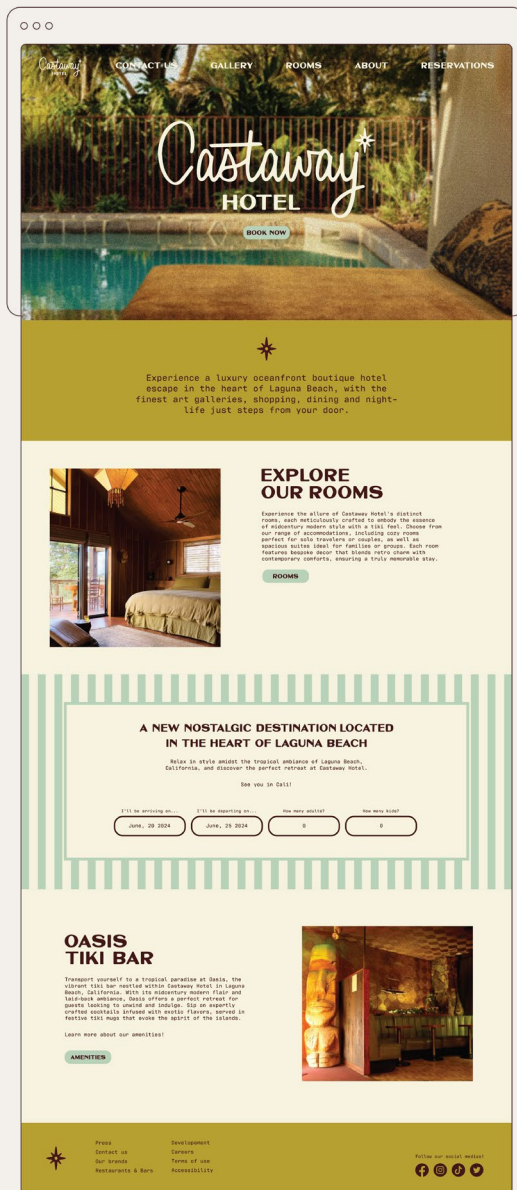
Print / Website design / Branding

After learning about beautifully designed boutique hotels, we were assigned the project to create our own hotel based in a specific city picked from a list. I chose Los Angeles for the variety of different styles to choose from, and in the end my choice was to design a modern version of a 1960s tiki themed motel.

Castaway Hotel is an upscale hotel based in Laguna Beach, Los Angeles and features design elements often seen in western motels. A few nostalgic collateral items include postcards, matchbooks, and the classic room key.







Full walk-through:

<https://youtu.be/1M-eEgwZYpg>

Flora Ginger Ale

Date: March 2024

Package Design / Print

For this project, we were assigned to design a four pack of beer or ginger ale with a specific design style chosen at random. The different styles included Arts and Crafts movement, Russian Constructivism, Swiss, etc.

This Flora ginger ale four pack includes four different fruit flavors of ginger ale. Together they make up “the fruit basket collection”. I wanted the overall style to be very geometric and use bold and appetizing colors.





La Caleta

Date: May 2023

Package Design / Print

For this packaging project we were assigned to create fast food packaging based on a specific country that we chose from a list. All of the countries provided were ones that you don't often see when going out to eat. The country I chose was Ecuador and I was heavily inspired by the colorful fabrics and embroidery seen at markets.

I did research on the different types of food that are unique to Ecuador and used that information to decide on the packaging. Because empanadas are such a popular dish, I decided to use a box in the same half-circle shape as an empanada.

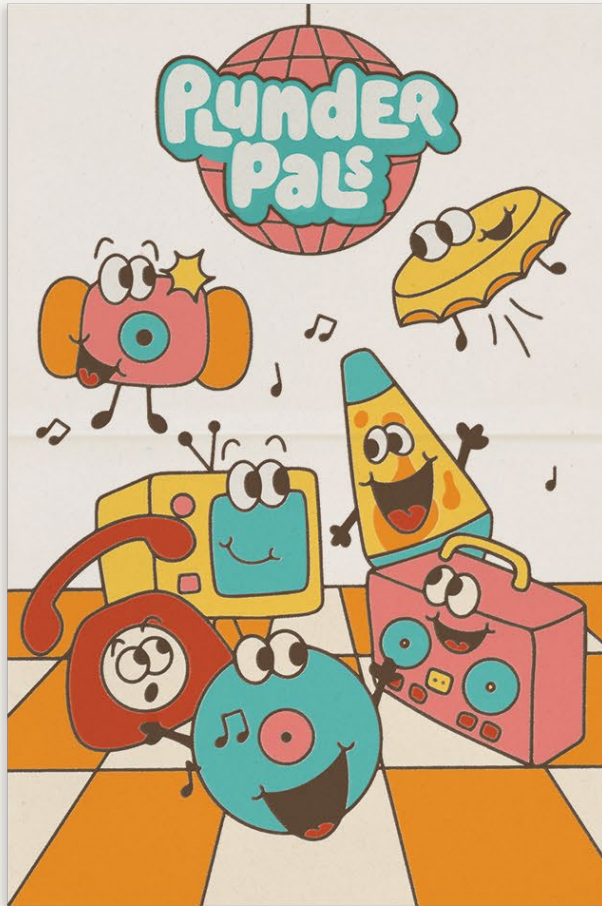


Plunder Pals

Date: April 2023

Package Design / Print

Plunder Pals is an invitation set created to promote an event for a social club based around thrifting with friends. The main purpose of this project was exclusive branding and designing for a specific audience. I decided to create my social club based on my interest in thrifting or “plundering” as I call it.





A Trip to the Doctor

Date: March 2023

Print / Editorial

This project was assigned with many restrictions such as we were only allowed to use found objects and pictures to create the imagery for a magazine cover and article spread. We also had to use different photo transfer techniques throughout the design.

A Trip to the Doctor is an article found in the magazine “Dazed”. The article argues the use of psychedelics to treat mental illnesses such as depression and anxiety. I decided to use images of pills in contrast with pictures of women from vintage ephemera.



A Trip to the Doctor

Psychedelics have been used as healing agents and in religious rituals for thousands of years. From the early 20th century on, they have occupied a place within western culture as a site of inner exploration and a gateway to mystical experiences. Their relationship to mental health research is also longstanding: in the 1950s, psychiatrists would experiment with psychedelics to mimic the effects of illnesses like schizophrenia in the hope of better understanding them. Even though the trials during this period found LSD to be extraordinarily successful in treating patients, these efforts were curtailed as part of the backlash against the permissive counterculture of the subsequent decade. Up un-

til now, if you wanted a shot at achieving hallucinatory enlightenment, you'd have to depend on knowing a guy who knows a guy or possibly the dark web. But in the UK, psychedelic research is experiencing a renaissance. It's not inconceivable that NHS doctors could be prescribing psilocybin or MT within the next five years for common mental health problems.

Founded by Sam Lewis, Tom McDonald and Dr Henry Fisher, Clerkenwell Health is a new lab research, which will be the first of its kind in Europe. This is a highly specialised area: to carry out this kind of research, it's vital to have trained therapists who know what to do with psychedelics.

During the trial, participants are given a dose high enough to provide a full psychedelic experience. Up to a point, the higher the dose, the more likely it is that someone will have an emotional breakthrough (which often takes the form of some kind of mystical experience.) "Reaching a certain level is correlated with having a positive therapeutic benefit," says Dr Fisher. It's also important to understand how to create a setting conducive to a positive experience. Towards this end, the team drew upon research on relaxing interior design in healthcare settings, particularly in palliative care wards and mental health spaces. Music is also hugely important. Every aspect of the environment must be consistent in a clinical trial, and the soundtrack must be conducive to a positive trip for everyone, regardless of their subjective preferences. For now, Clerkenwell Health's primary focus is psilocybin (better known as the active ingredient in magic mushrooms). Still, they have also been granted regulatory approval to research DMT as a treatment for depression.

Each trial involves participants with the same mental health condition, such as treatment-resistant depression. Some conditions - such as schizophrenia - are avoided, as they have the potential to be exacerbated by psychedelics. Some trials - particularly ones which involve testing a new compound are conducted with participants who aren't experiencing any kind of mental health problem whatsoever, while others are aimed at helping people with terminal illnesses come to terms with their diagnosis. There are also ethical considerations here: you don't want someone to be actively led by a therapist while in a suggestible state. Unless someone actively seeks to engage with the therapist or seems to be in distress, they are mostly left to their own devices. The trained therapists spot early signs of distress, which tends to happen gradually. But when it comes to intervention, it's important to understand that there is a difference between a psychedelic experience being challenging and being actively distressing. It can be therapeutically beneficial if the former involves confronting and coming to terms with certain traumatic experiences or negative thought patterns.

There is a precise pharmacological explanation for why psychedelic drugs benefit mental health treatment. The treatment can increase what's known as 'neuroplasticity' - in other words, it can

help you to form new perspectives and change repetitive, negative thought patterns. "It allows people to build healthier ways of thinking and new mechanisms to cope with whatever it is they might be dealing with," says Dr Fisher. There is a long history of viewing psychedelics as a way of profoundly altering one's worldview: in *The Road of Excess: A History of Writers on Drugs*, academic Marcus Boon argues, "Psychedelics point out in a very direct and dramatic way that consciousness is mutable - not just in the slow, seemingly continuous fashion of everyday life and that radical, rapid shifts in consciousness are possible." The effects of this can be long-lasting and perhaps even permanent, which means there's a flipside: if you take psychedelics and have a traumatising experience, you might end up further enforcing negative patterns or replacing them with new, even worse ones. This means the process is not without risk, which is why therapeutic support, beforehand and during, is so important. It's also why people should think twice about self-medicating their mental health problems with psychedelics in an unsupervised setting. If someone isn't taking the appropriate precautions, they could retraumatise themselves," says Dr Fisher.

What's undeniable is that many people have found psychedelic treatment to be profoundly beneficial. All partook in a clinical trial after years of trying everything to treat her depression and finding that nothing worked. "I guess it was just desperation that drew me to the trial in the first place," she



Clara Skincare

Date: May 2023

Web Design / Package Design

For this project we were assigned to design a company and create an extensive e-commerce website. I chose to expand on an older project called Clara Skincare which combines vintage elements in a chic and modern way. I used cool toned colors to portray the clean feeling of using skincare.

FREE SHIPPING WITH ORDERS OVER \$75!

PRODUCTS

ABOUT US

Clara
SKINCARE
EST. 1903

ACCESSORIES



Liquid Exfoliant & Cleansing Oil Bundle

\$40

Description

This bundle contains our liquid exfoliant as well as cleansing oil. Our products are always made with the cleanest ingredients and simplest formulas.

- 1 +

Add to Cart

Ratings



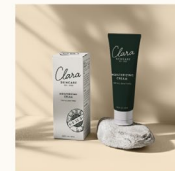
Shipping & Returns

Clara
SKINCARE
EST. 1903



BEST SELLERS

Filter 26 Products



★★★★★
Moisturizing Cream



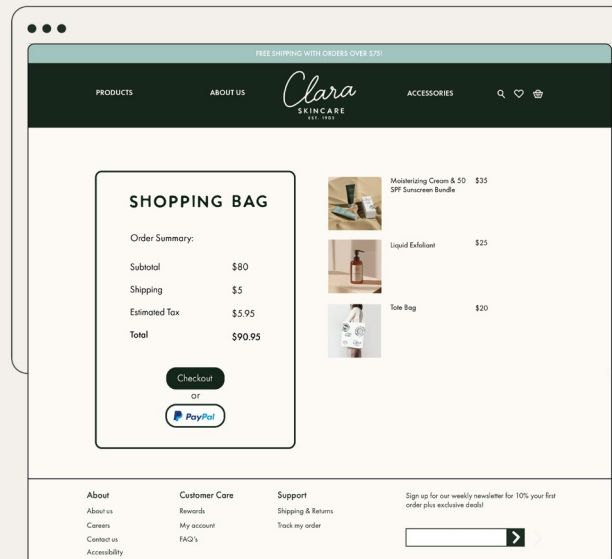
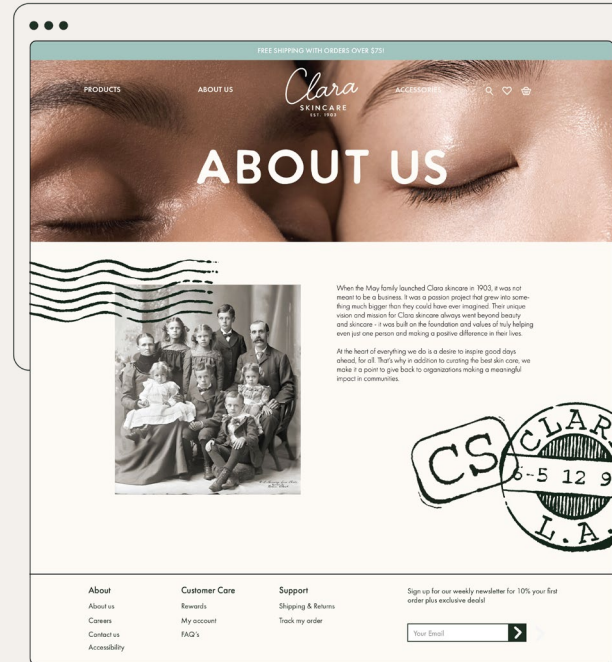
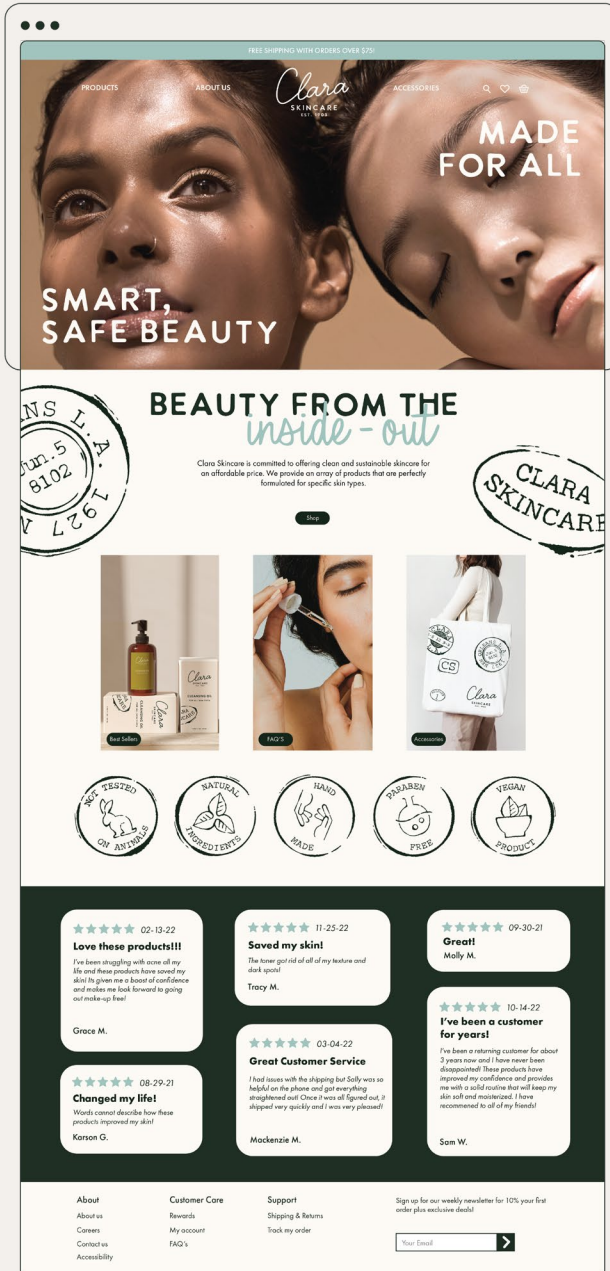
★★★★★
50 SPF Sunscreen \$20



★★★★★
Cleansing Oil \$20



★★★★★
Liquid Exfoliant \$25



Full walk-through:

<https://youtu.be/VoM-JOQU6o4>

Ruckus

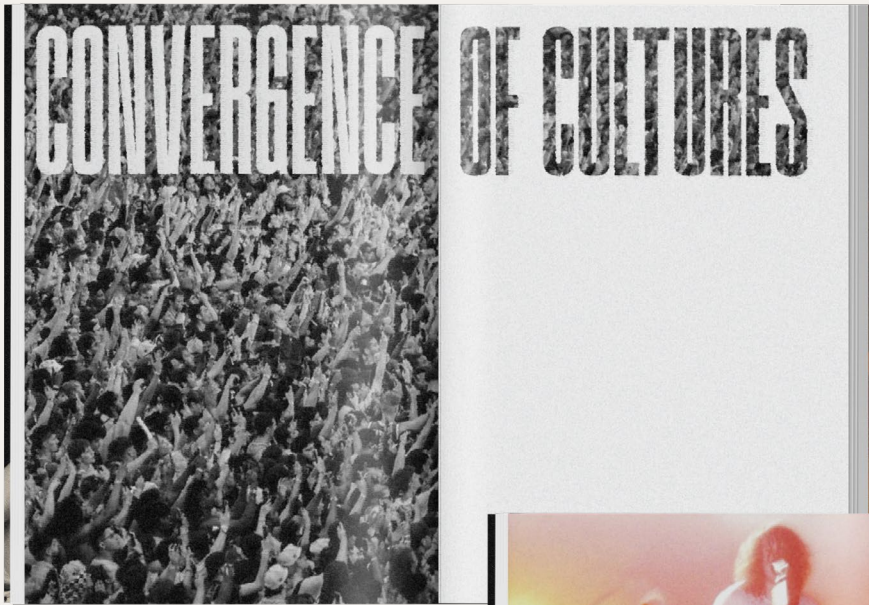
Date: September 2023

Print / Editorial

Most industries have what's called a trade journal that specifically caters to that profession. These publications are a collection of articles and often feature editorials, letters to the editor, and advertisements targeted towards those who are in a particular field of work.

For this project we were given free reign on what field our trade journal would cater too. I took this opportunity to go a different route than my usual style and design something more edgy. Ruckus is centered around those who listen or play alternative rock. The use of hand-rendered type is seen throughout the journal to give a more authentic feel. I also used bold and artistic photography that catches the eye and encourages viewers to learn more.





SPAIN'S EMERGING ALT ROCK BAND

Words by Lily Adams

A Confluence of Cultures

Spain's music history is as diverse as its geography, with influences ranging from traditional flamenco to modern pop. The emergence of a Latin alternative rock scene brings yet another layer to this tapestry of musical identity. This scene, rooted in the energy of the Spanish, draws inspiration from the rich Latin American musical heritage, mixing traditional rhythms from countries like Mexico, Colombia, and Argentina with their own unique experiences. The band delivers a fresh, genre-busting sound that defies categorization.

Rock Innovation

At the heart of this Latin alternative rock band's appeal lies their commitment to sonic innovation. They effectively weave together elements of rock, reggae, funk, and electronic beats into a dynamic sound that truly is their own. The lead singer's emotive vocals add depth and vulnerability to their music, making it a tapestry of influences that resonates with listeners on a profound level. Whether it's the infectious hooks or the raw, honest storytelling, the band's ability to push boundaries while maintaining a sense of familiarity is a testament to their artistry.

One of the defining aspects of the band's music is their global appeal. Their songs transcend cultural and linguistic barriers, resonating with a diverse audience. This global reach is a testament to the band's ability to connect with listeners across the globe, creating a sense of unity and shared experience.

As an emerging act, the band has quickly made a name for itself, thanks to their unique sound and powerful live performances. Their music is a blend of traditional and modern, creating a sound that is both nostalgic and forward-thinking. The band's commitment to authenticity and innovation is evident in every note they play, and it's this dedication that has earned them a loyal following.

The band's music is a testament to the power of cultural convergence. It's a sound that is both familiar and new, a sound that speaks to the hearts of listeners from all over the world. Their music is a celebration of diversity and a testament to the power of music to bring people together.

The Road Ahead

The journey to this point of Latin alternative rock band from obscurity is a testament to their hard work and dedication. They have overcome many challenges, but their passion for music has kept them going. The road ahead is filled with potential, and the band is excited to see where their journey leads.



RUCKUS

These musicians are unapologetically proud of their alternative rock sound, creating a sonic tapestry that's as diverse as the Spanish landscape itself. One of the band's standout features is their vocal range. Their songs explore themes of love, identity, and the human condition, drawing from both Spanish and English. They're a true reflection of the multicultural nature of the scene, with lyrics that are both accessible and deeply resonant. The band's music is a celebration of diversity and a testament to the power of music to bring people together.

Beyond the Spanish borders, the band has garnered international attention. Their music is a blend of traditional and modern, creating a sound that is both nostalgic and forward-thinking. The band's commitment to authenticity and innovation is evident in every note they play, and it's this dedication that has earned them a loyal following.

The band's music is a testament to the power of cultural convergence. It's a sound that is both familiar and new, a sound that speaks to the hearts of listeners from all over the world. Their music is a celebration of diversity and a testament to the power of music to bring people together.

There are new ways to make and access music, and it's one we're part of the scene that's creating these opportunities. The band's music is a blend of traditional and modern, creating a sound that is both nostalgic and forward-thinking. The band's commitment to authenticity and innovation is evident in every note they play, and it's this dedication that has earned them a loyal following.

As a new band, there's a lot of excitement and energy. The band's music is a blend of traditional and modern, creating a sound that is both nostalgic and forward-thinking. The band's commitment to authenticity and innovation is evident in every note they play, and it's this dedication that has earned them a loyal following.

The band's music is a testament to the power of cultural convergence. It's a sound that is both familiar and new, a sound that speaks to the hearts of listeners from all over the world. Their music is a celebration of diversity and a testament to the power of music to bring people together.

ECHO

"Echo" is a dynamic alternative rock band that hails from Los Angeles, California, renowned for their innovative sound that combines intricate melodies with thought-provoking lyrics. With a fusion of post-punk and indie rock influences, Echo crafts a sonic experience that resonates deeply with their audience, inviting listeners into a world of introspection and sonic exploration.

What's your name and where are you based?

ECHO
LOS ANGELES

What led you to pursue a career in music?

BOTH OF MY PARENTS OWNED A GUITAR STORE IN PONTIAC, MI. GROWING UP IN THAT ENVIRONMENT SPARKED MY LOVE FOR MUSIC.

What is your writing process?

I LOVE TO EXPERIMENT BY PLAYING RANDOM CHORDS, RIFFS AND SAY ALWAYS LISTENING TO ALL GENRES OF MUSIC.

Where do you get inspiration?

GOING TO CLUBS IN EUROPE TRULY SPARKED INSPIRATION. THAT WAS MOST OF MY MUSIC INSPIRATION FROM.

Can you tell us about any upcoming albums or projects?

I HAVE A NEW ALBUM COMING OUT SOON! PREVIEW WILL BE OUT ON ALL STREAMING PLATFORMS.

RUCKUS

16

20

Support the Girls

Date: November 2023

Print / Web design / Social Media

Support the Girls is an organization based around supporting women who have been diagnosed with breast cancer. In addition to designing the organization, I also created an ad campaign titled “It’s time to get handsy” to promote self-testing for breast cancer. I decided to use cheeky language to encourage the viewer to follow the message. Instead of using the usual breast cancer graphics, I chose to use photographs of hands holding or squeezing simplistic illustrations of breasts.

The ad campaign features a poster series, social media posts, an informational zine, a website, and a care package.

IT'S TIME TO GET HANDSY



SUPPORT the girls Because no girl wants to be alone. Self-test and get screened today!



IT'S TIME TO GET HANDSY



SUPPORT the girls Because no girl wants to be alone. Self-test and get screened today!

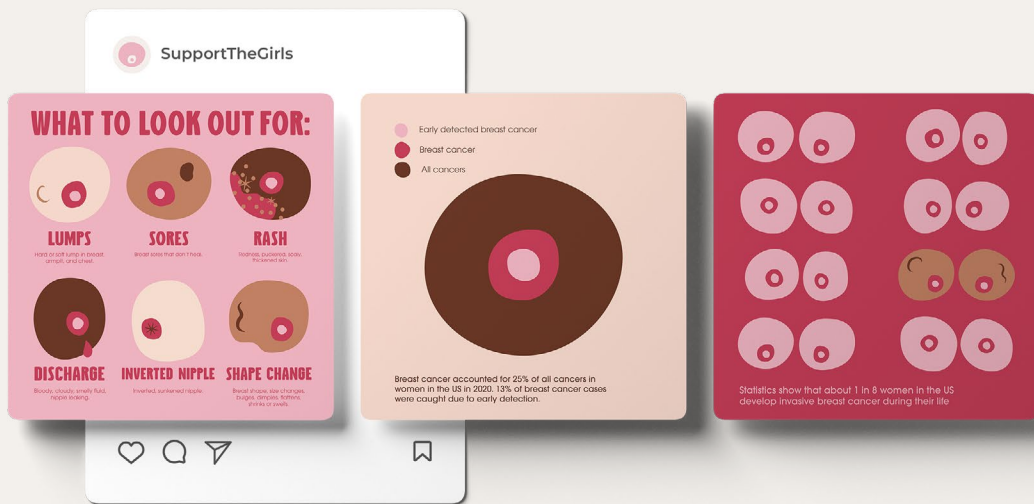


IT'S TIME TO GET HANDSY



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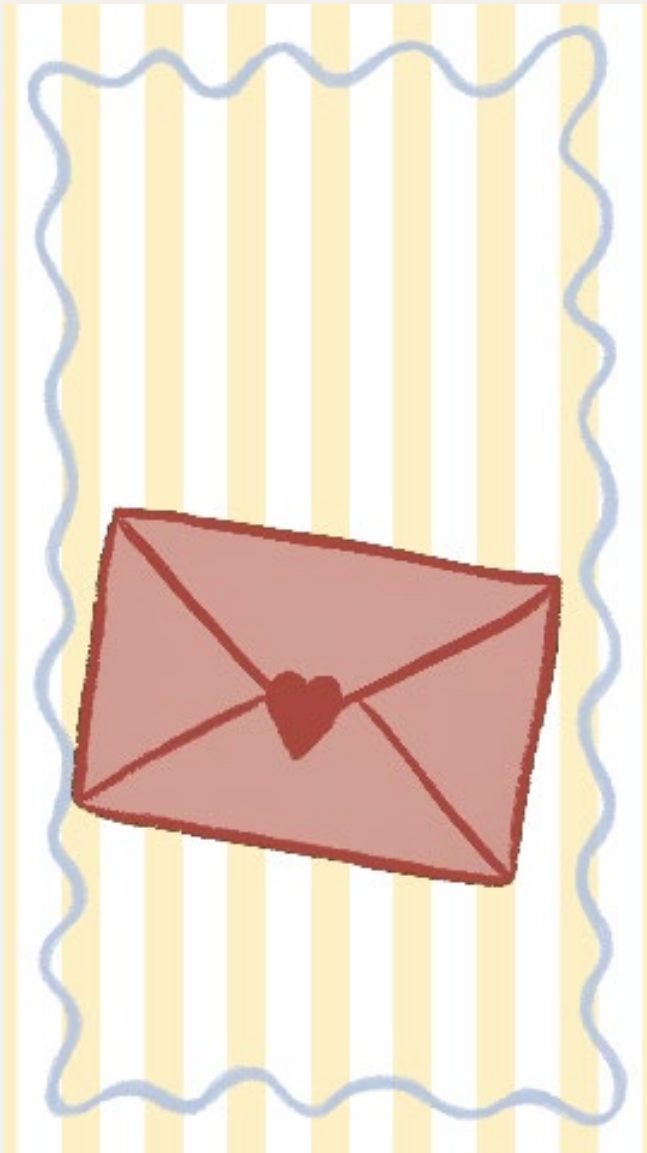


Lisa Says Gah Ad Campaign

Date: November 2023

Motion Graphics / Illustration

For our motion graphics class we were assigned to choose a clothing company and create an ad campaign for said company. I chose the clothing brand Lisa Says Gah for their use of colors and organic illustrations. This ad campaign is advertising a new collection that they dropped called “Set the Table”. Each ad uses light piano music and muted colors to create a cozy feel.



Full walk-through:

<https://www.youtube.com/playlist?list=PLGHAnnEmEd-8cw8oi-8rJqtXj7sDoOQ4HB>

Cowlick

Date: April 2024

Design / Illustration / Typography

Cowlick is a custom typeface that was heavily inspired by wood-block type but with a little more personality. I wanted to use dramatic thick to thin contrast and large curves to create unique letterforms that differ from the standard “western” typeface.

A B C D E F G
H I J K L M
N O P Q R S T
U V W X Y Z

Giddy Candy Co.

Date: April 2024

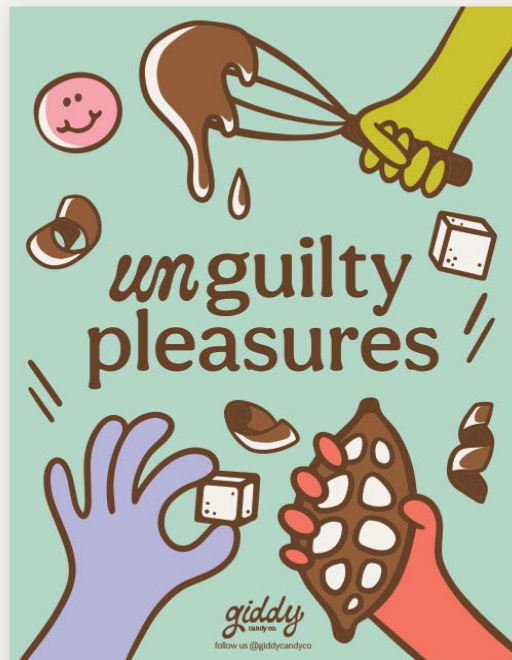
Package Design / Print / Web Design

I created Giddy Candy Co. for my senior capstone project. Giddy Candy Co. is a bright and light-hearted brand whose main objective is to provide ethically sourced and wholesome sweets to the masses. Giddy has a mission beyond selling candy, they want to send a message. Chocolate and sugar production are a few of the industries that still use human slavery.

Each product features information about Giddy's ethically produced ingredients and how they combat the issue. Using lighthearted and expressive illustrations is a large component to the Giddy brand. The illustrations featured on all packaging was a cognizant choice in order to cater to the young audience as well as to catch the eye of older audiences.





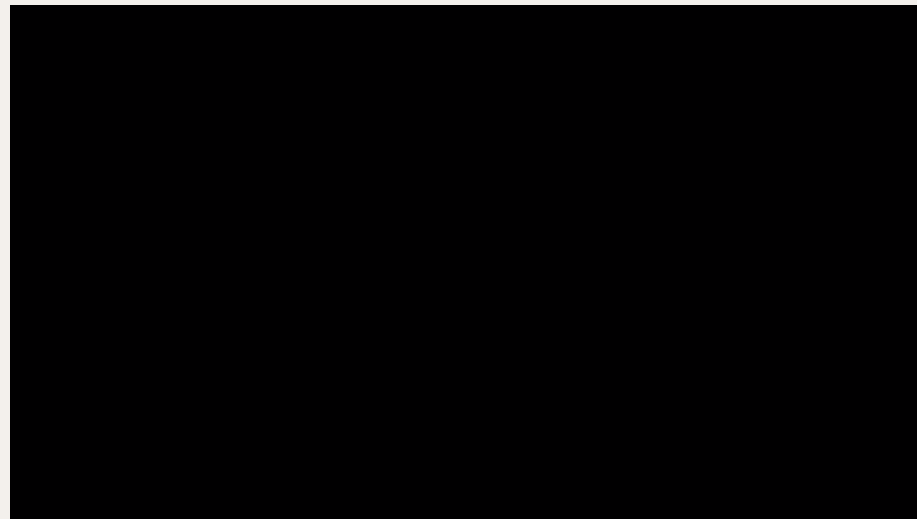
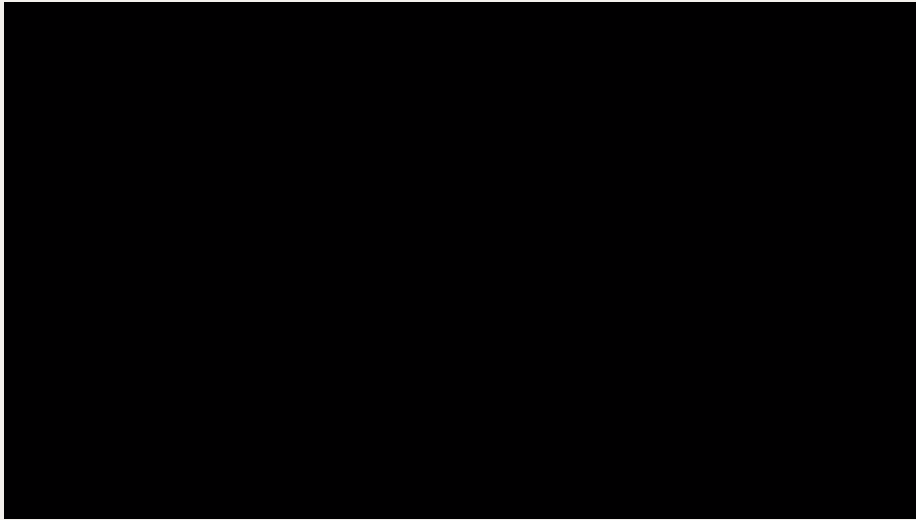




Full walk-through:

<https://youtu.be/mQWD8jGgxV8>

Animations:



Full walk-through:

<https://www.youtube.com/playlist?list=PLGHAnnEmEd8dfaYSs4Q3A-JFFjUeLFIUTZ>



Contact

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601-842-1614

Skills

Adobe Suite
Motion Graphics
Packaging & Print
Web Design
Photography

Education

Bachelor of Fine Arts
University of Southern Mississippi
Graphic Design

Acknowledgments

2024 GDUSA Students to Watch
Deans List 2020 - 2024
William Clark Art Scholar 2022
Recipient of the Undergraduate
Symposium award 2022

Work Experience

Graphic Designer Mad Genius

Oct 2024 - Present

- Designed documents, presentations, and reports, adhering to established brand guidelines.
- Created blog graphics and social media visuals for ongoing company marketing.
- Collaborated with senior designers and directors to translate brand messaging into effective visuals.
- Participated in creative brainstorming for ad campaigns, contributing concepts and visuals to support marketing objectives.

Associate Creative Director SPVA Art & Design Team

Jan 2023 - May 2023

- Managed a team responsible for creating and maintaining the social media for the School of Performing and Visual Arts.
- Collaborated with team members to develop effective campaigns.
- Met with leaders in the SPVA program to discuss projects.
- Kept up-to-date with industry trends to create impactful pieces of design.

Thank you for taking
a gander at my work!