

Patrick E Driscoll

Design & Illustration

WEB LAYOUT

craft espresso

www.patrickedriscoll.com

I was also tasked to create a simple website layout for the aforementioned hypothetical coffee business.

With simplicity and elegance as my guiding principles, I created a graphic and text based home page for the business. Desktop (right), tablet (center-bottom), and mobile browsers (left-bottom) are represented here. There's a very subtle earthy primary color palette, comprised of the turmeric yellow, slate blue, and subtly red hue of the coffee beans.



LOGO DESIGN

craft espresso

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For this project, I was tasked with creating a logo for a hypothetical cafe/coffee brand.

With only the business name as guidance, I considered a simple and elegant design as the best direction. I played around with several different script fonts and discovered that the lowercase “c” and “e” in the font *Cortado* (appropriately ;)) could be manipulated to create this sweet little swirly spiral—evocative of the foamy latte art you see in your espresso based bev of choice. Paired with a bold *EB Garamond*, it’s pretty classy!



craft espresso



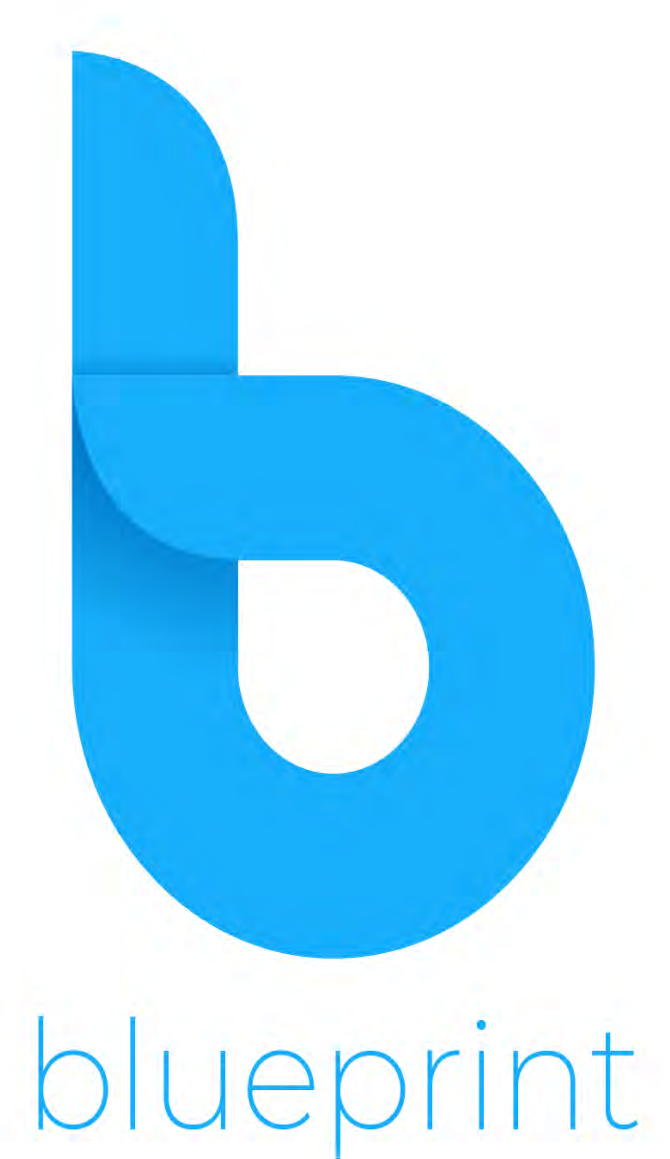
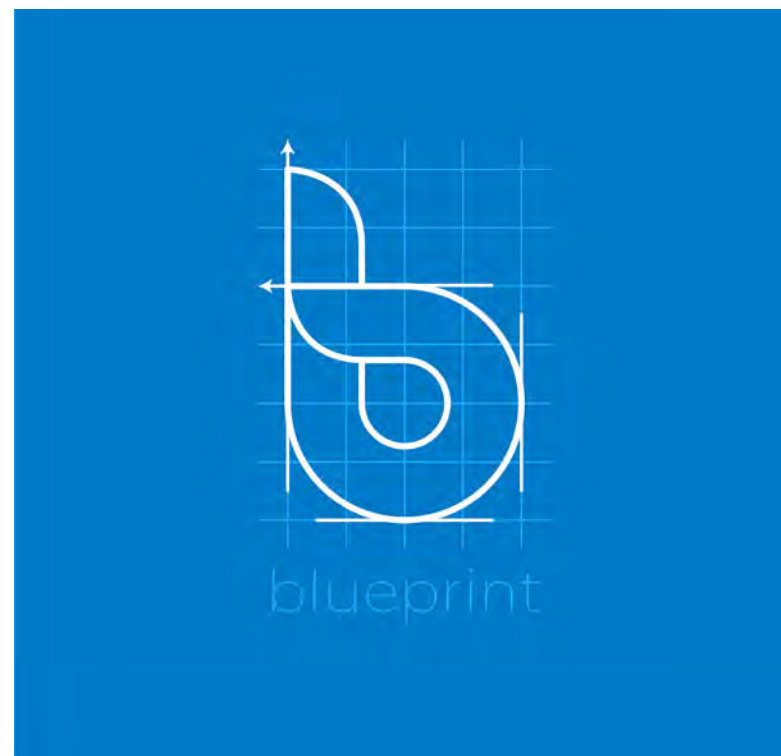
LOGO DESIGN

blueprint

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This was a quick turnaround job. A web developer hired me to help salvage a prior logo design for their end client. The task was too simplify another designer's complicated attempt.

I rebuilt the original flat letterform to create the continuous ribbon stroke and added the drop shadows for dimension. The logo on the right was the final result. I think the quick schedule forced me to find an efficient and economical solution, and the result is clean and elegant. But I also couldn't help myself, so I made the below version with the recognizable blueprint grid.



LOGO DESIGN

inspired digital

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The client was a small startup focused on social media marketing, email marketing, and brand development services. They were looking for something with levity. We discussed integrating an “i” letterform with suggestions of natural shapes such as leaves or wings.

I played with overlapping and repeating shapes, eventually honing in on this little lotus flower sort of icon.



inspired
digital

INFO LAYOUT

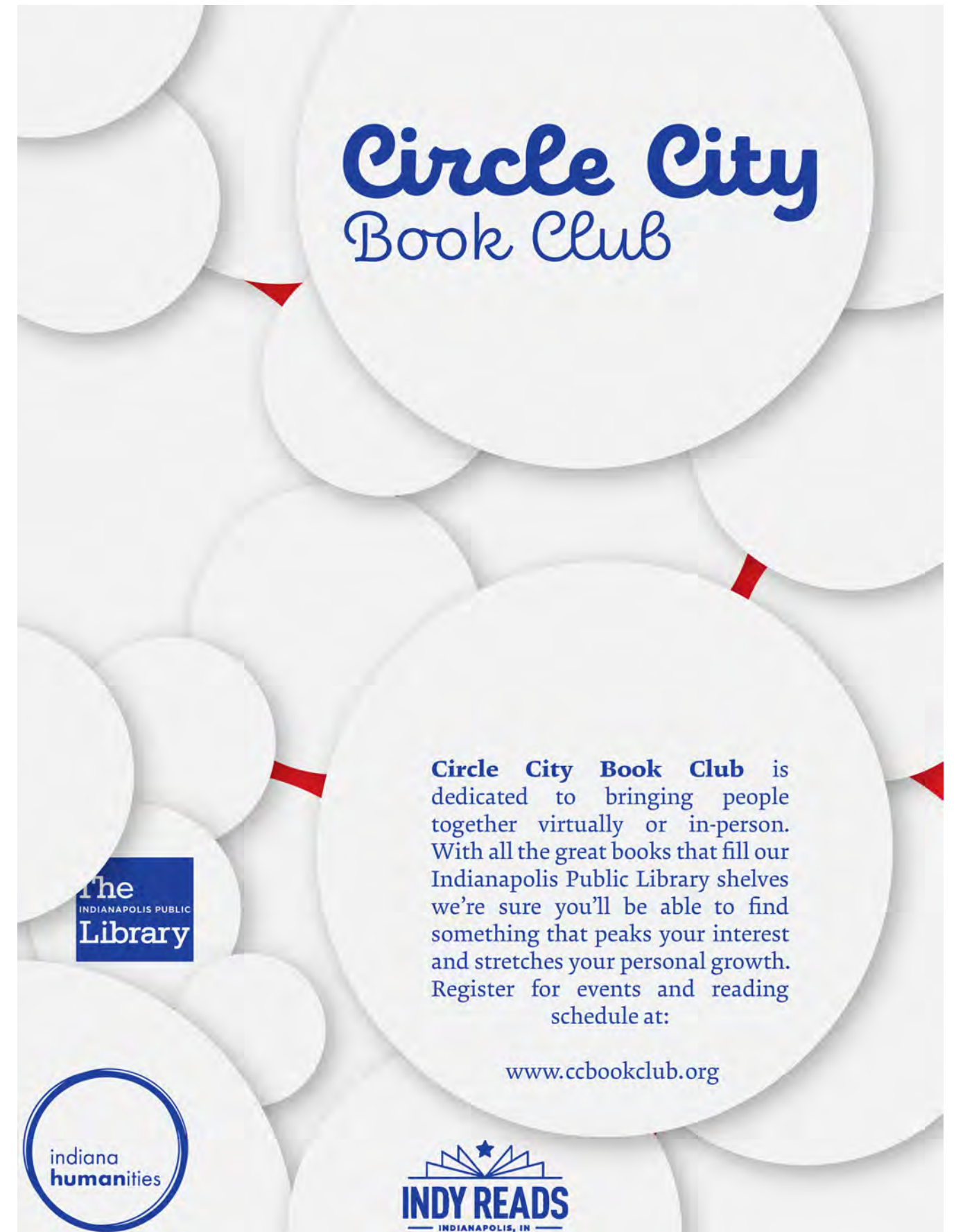
book club

www.patrickedriscoll.com

Here I tasked myself to create a simple flyer layout for a hypothetical local organization.

Using the idea of circles and overlaying paper-white layers, I created this fun paper cut-out flyer design.

The colorscheme here is primary -- blue text, red background, and the circles have a very slight yellow hue.



INFO LAYOUT

DCS Walkathon

www.patrickedriscoll.com

This was a fun redesign of a flyer for Indiana Department of Child Services.

The original flyer was a clutter of information and visual elements. I pared down to the necessary information, and added some fun original illustrations. Pretty quick and simple work, but I did spend the time drawing illustrative elements, which was fun.

April 27 2019
10am - 12pm

Lincoln Community Center
2450 Lincoln St., Highland, IN 46322

Community WALKATHON

Benefiting:
GEMINUS
 **REGIONAL**
HEALTH SYSTEMS



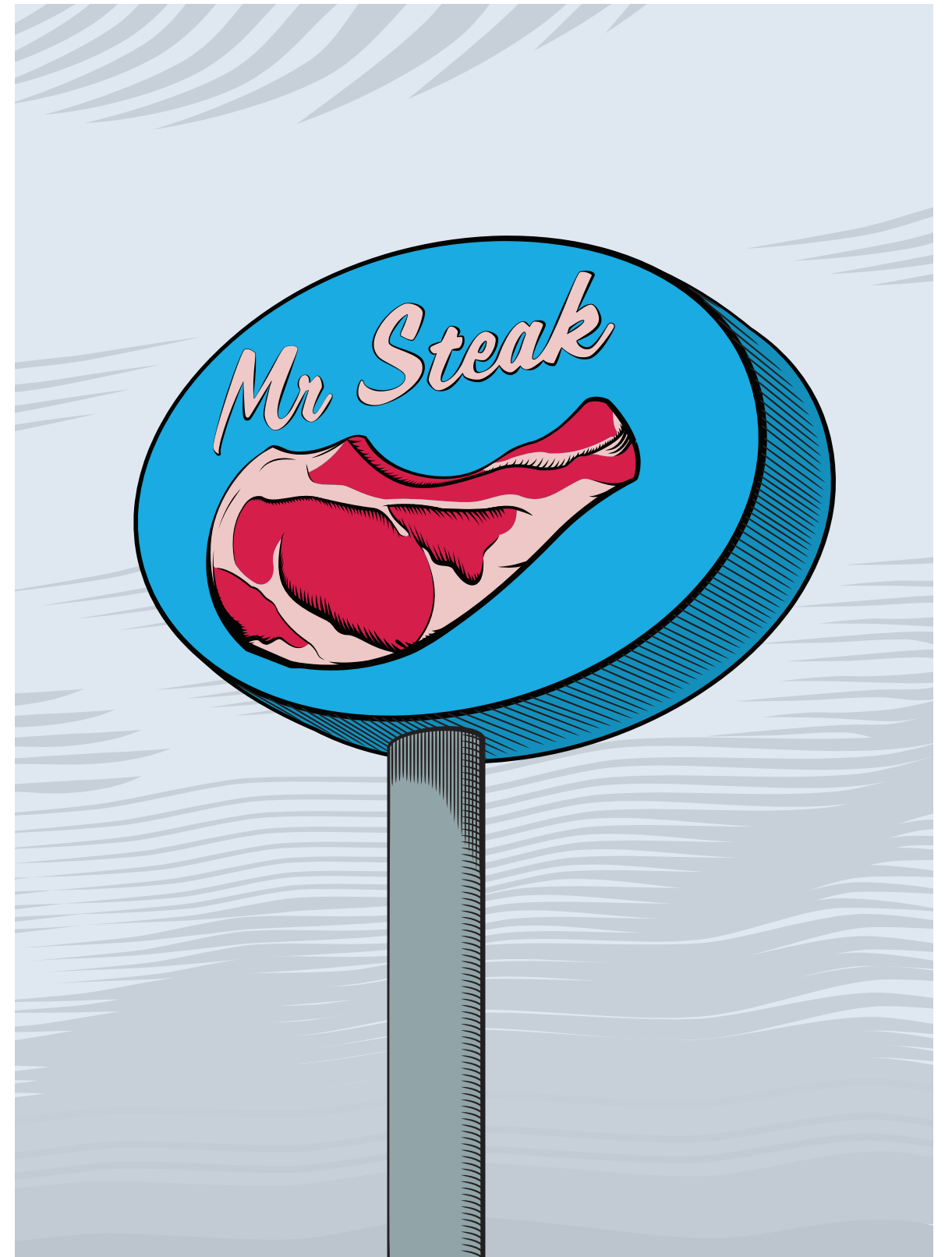
ILLUSTRATION

mr. steak

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I'm impressed by artwork that creates space and volume with lines and flat color. This was a personal project, drawing inspiration from the likes of comic artist Chris Ware and wood/linocut printmaking. I love the space created in the sky through fluid feathering of layered grays.

I typically start this type of illustration in hand drawn pencil, sometimes pastel, sometimes paint. Scanned preliminaries are then stroked in illustrator, printed, and reworked with pencil, rescanned, and so on. This project is the outcome of this back-and-forth process.



LOGO DESIGN

crows nest

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This was a fun self-directed exercise in producing a literary publishing brand and a simple graphic brand identity. A crows nest is also a nautical term for an observation mast of a ship

I used mostly repeated and scaled shapes to keep the crow as simple as possible, paying attention to negative space to help with the heavy lifting.

Both fonts were chosen for their “classic” feel. The Crows Nest style feels like a mid-20th century update of a Roman inscription, while the Publishing font offers hints of classic 20th century Art Deco.

This poster presentation leaves plenty of negative space, which I love here.

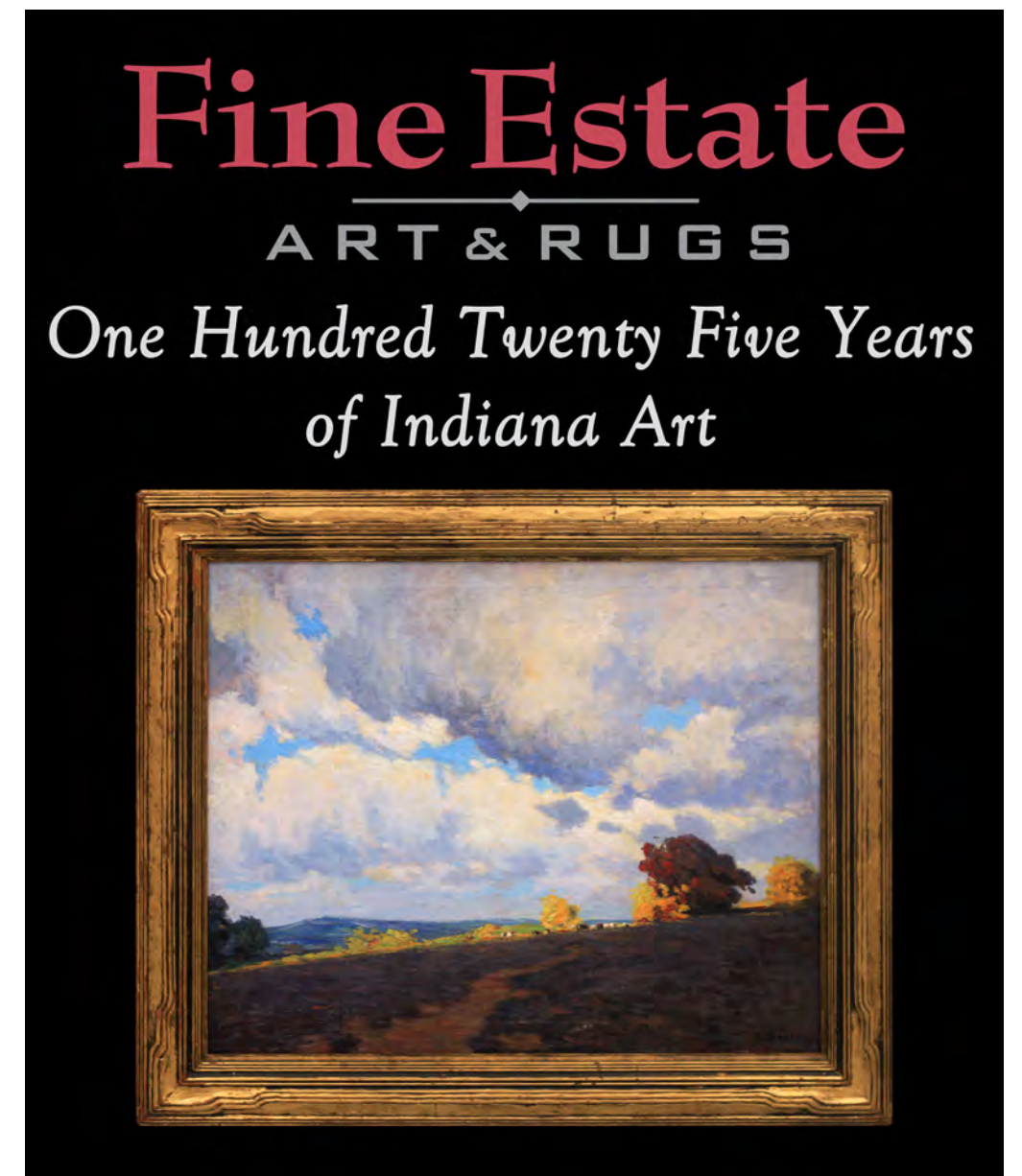
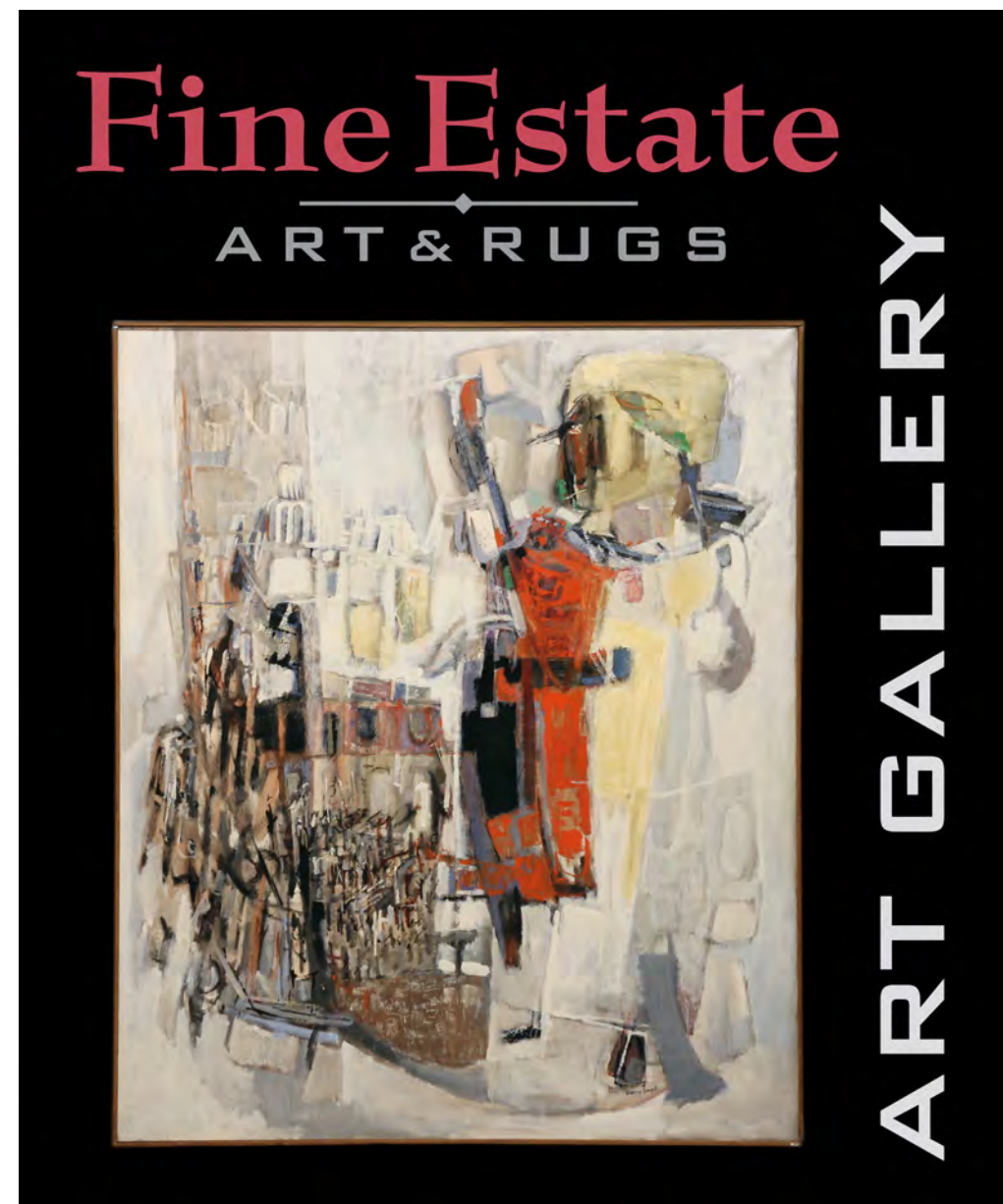


SIGN DESIGN

fine estate art

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This was some print signage I made for my current workplace, which is a historic Indiana art gallery. These were printed on a 30x36 commercial vinyl lightpost banner style signs. I even did the artwork documentation (another skill in my toolbox).



INFO LAYOUT

the ruins

www.patrickedriscoll.com

This was a prompt from a social media design community to create a one page magazine style information sheet.

I created this duotone version of a photograph of the Ruins. I like the upward thrust of the architecture that opens into big sky negative space and ample room for type and information text.

THE RUINS

Holliday Park, Indianapolis

Located in Indianapolis' Holliday Park, the simply-named stone features known as The Ruins are not actually some ancient collection of statuary, but are instead the remains of a demolished New York skyscraper preserved as though they were works of classical art.

Which is not to say that the stone figures and arches are not beautiful. The three figures resting atop the portion of foundation that was moved to the park are artful pieces of sculpture collectively known The Races of Man. Originally a part of the now-demolished St. Paul Building in Manhattan, the squatting figures were once made to look as though they were supporting the weight of the high rise above them. According to the sculptor each of the bodies represented a different race, all working together; Caucasian, Asian, and African-American respectively (they were constructed in the 1890's).



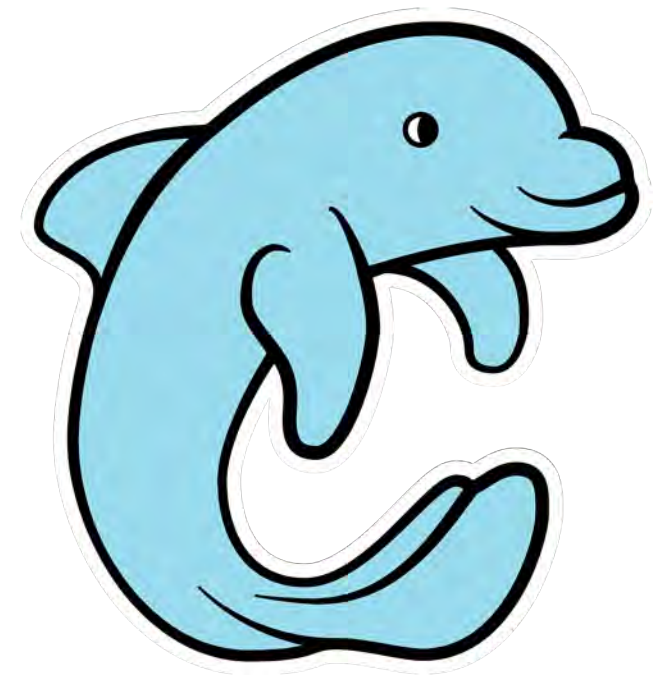
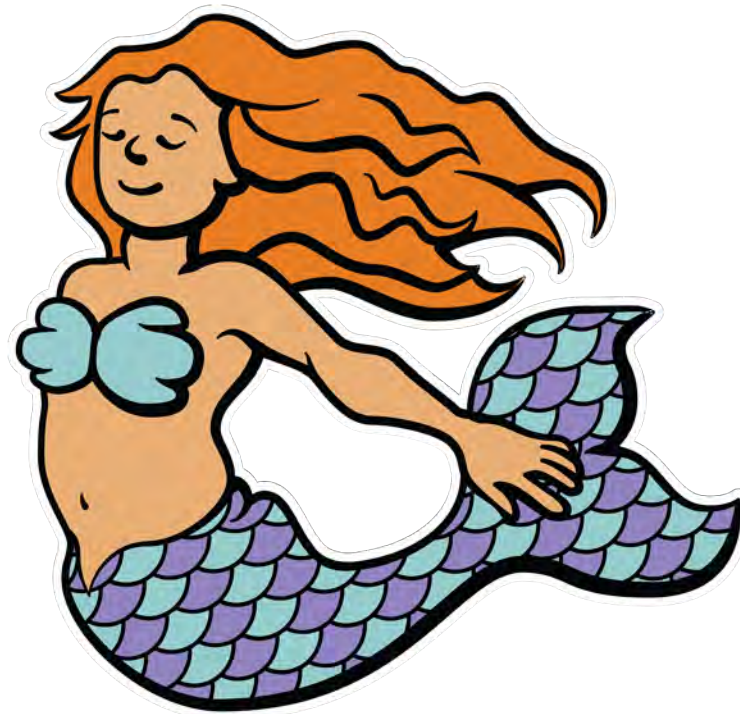
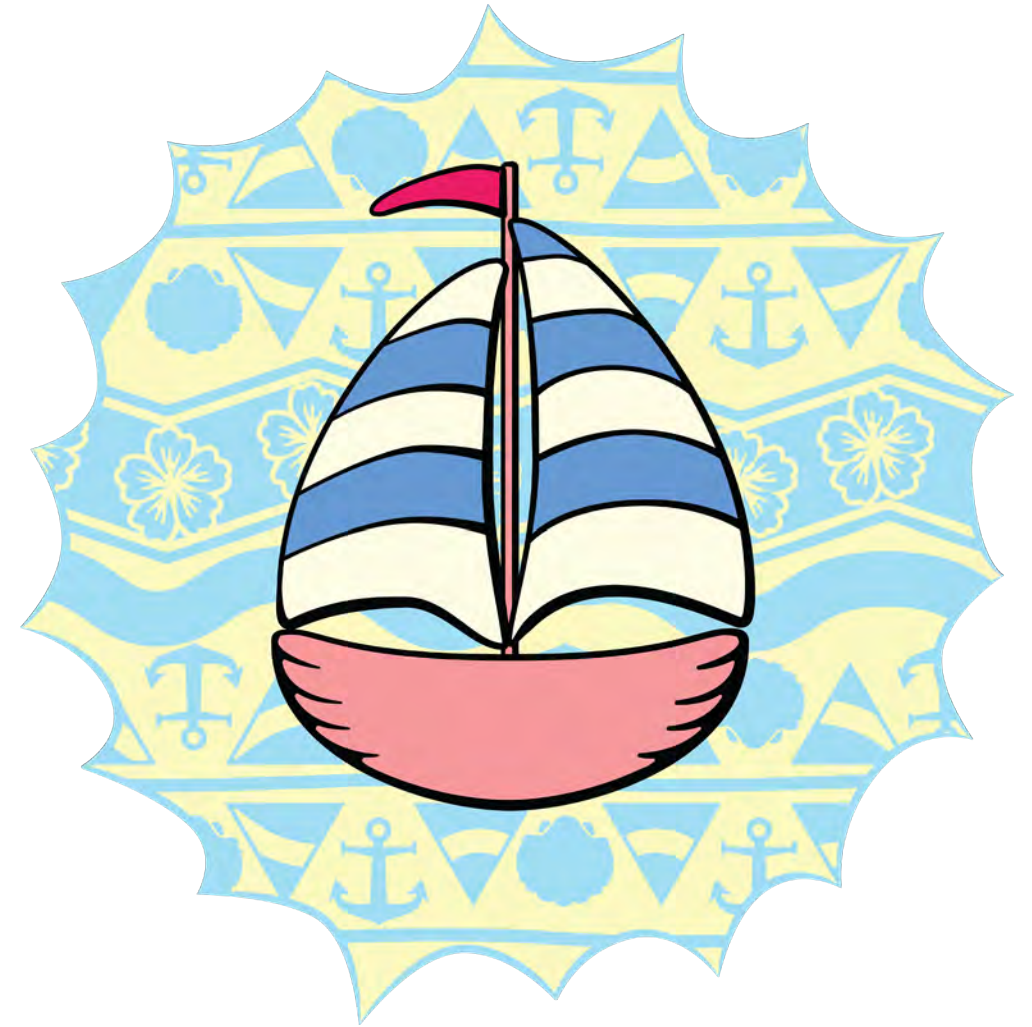
ILLUSTRATION

casual coast

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The client sought playful and colorful illustrated graphics for a developing clothing and lifestyle brand in south Florida.

The drawings were to be simple and fun, and utilize a restricted color palette. The client and brainstormed a variety of potential themes, I quickly sketched rough ideas, and finalized her selections.



ILLUSTRATION

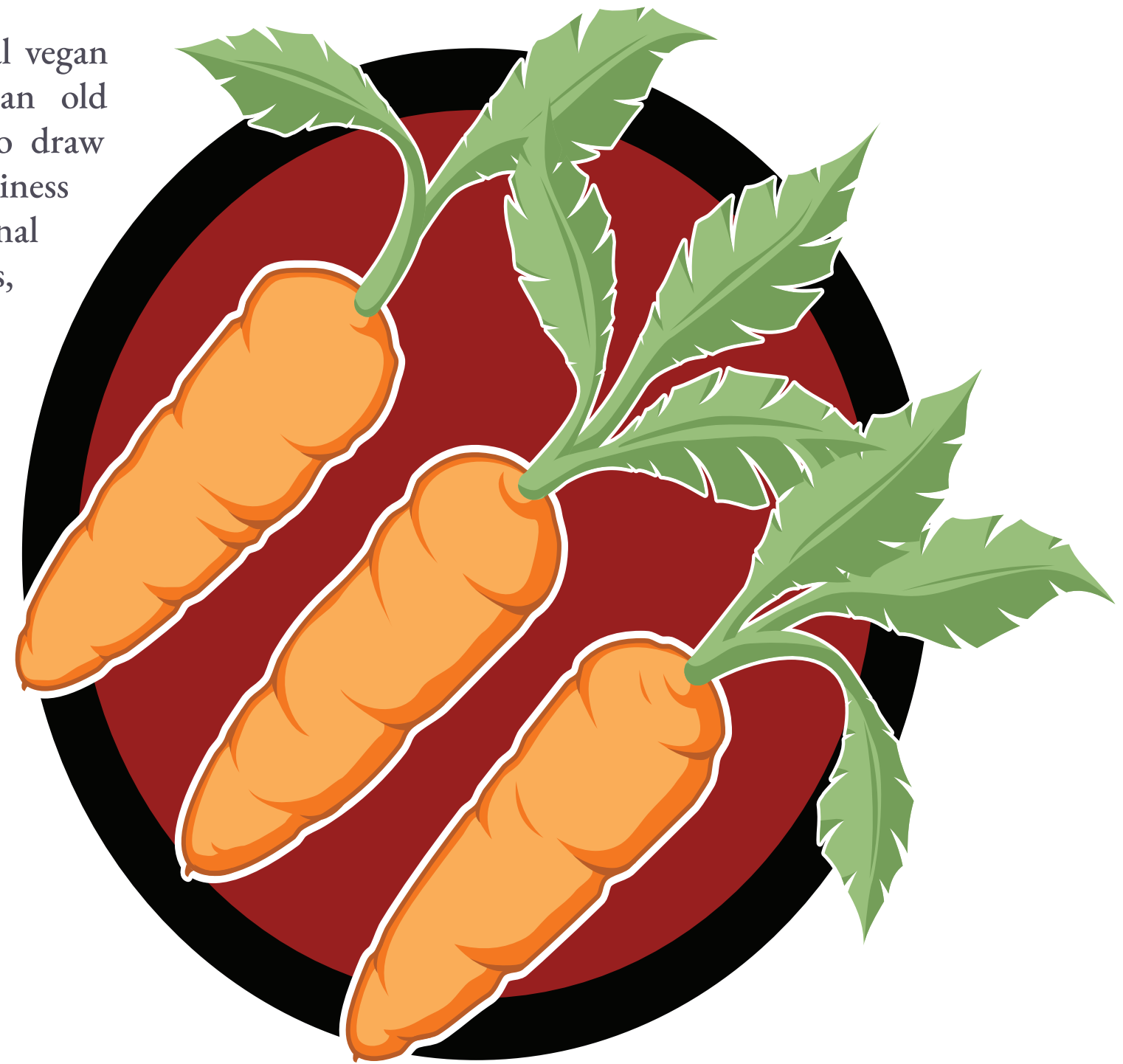
three carrots

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Three Carrots is a local vegan restaurant owned by an old friend. I was inspired to draw this up for any use the business might want—promotional materials like stickers, mailers, flyers, whatever.

The restaurant has a very clean and modern interior, but you can pick up an undercurrent of punk if you're paying any attention. Also, an undercurrent of socio-political awareness.

Going with that, I drew this little number with the stroked circle, emblematic of punk patches and, like, the Germs. But this also draws upon 1940's European anti-fascist iconography. I love this drawing.



ILLUSTRATION

butcher paper

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I enjoy humor. I also enjoy the grotesque. This little piece was a personal artistic project. I developed a few vector patterns that thought would make great wrapping paper for individuals of equally macabre taste as mine.

Some day I may actually produce these patterns as rolls of very saleable wrapping paper.

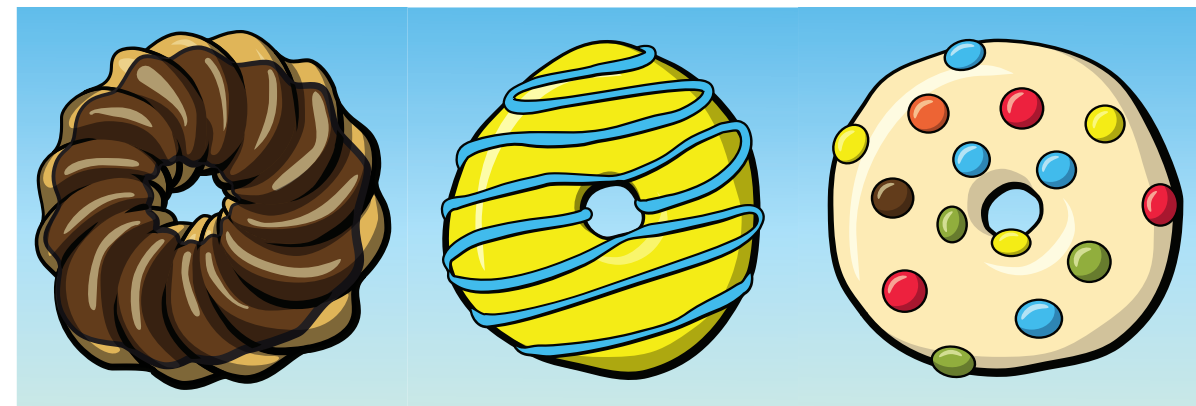


ILLUSTRATION

live deliciously

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A traffic signal box located near a historic donut shop was in need of visual enhancement, and thus a delicious donut vector wrap was born (below). Scalable art was needed for printing on a large scale vinyl printing, so I naturally made this in vector. I built each donut individually (right), and then I composed the entire composition below.



DESSERT

enjoy.

