



CONNOR YORKS
CREATIVE PORTFOLIO

Please enjoy and I look forward to meeting *You* soon.

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10 MY FAMILY



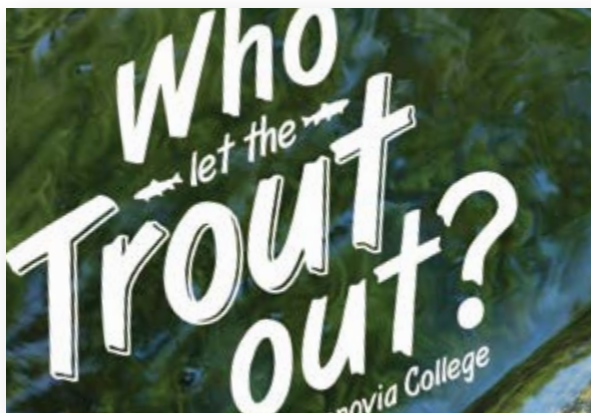
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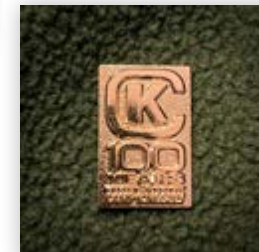


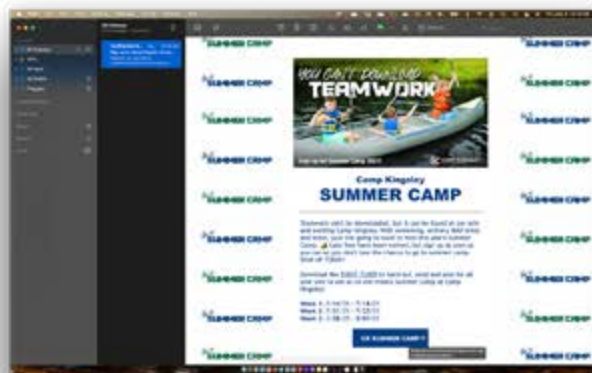
20 XARBON



100 years of Camp Kingsley

Camp Kingsley Scout Reservation celebrated 100 years of fantastic adventure in 2021. With such a momentous occasion came lots to consider and promote. An experience-focused campaign was developed for parents of camp participants to combat a pandemic summer. The flyer, digital newsletters and website were designed to support the campaign while also introducing a new logo and brand image for the camp. The new branding also supported additional events held at Camp Kingsley, such as the ground-breaking ceremony for which I developed a construction site sign for the upcoming structure. Merchandise (e.g., pins, patches, general apparel) was produced with a special-edition centennial logo to sell year-round at all of Camp Kingsley's events. Those collectable items will remind participants of the amazing centennial celebration of Camp Kingsley.








CAMP KINGSLEY
SCOUT RESERVATION

ARCHERY

SWIMMING

BMX

NATURE

BB GUNS

FLAGS

FISHING

BOATING

CRAFTS

AND MORE!

Week 1
July 14 - 18

Week 1
July 21 - 25

Week 1
July 28 - August 1

Cub Scout
\$350

Sibling Cub Scout
\$325

Youth Den Chief
\$125

Adult/Leader
\$125

"The staff was incredible towards the Scouts, and the facilities were great for my Bear Cub! I strongly recommend this camp for any Scout."
— Jeromy D.

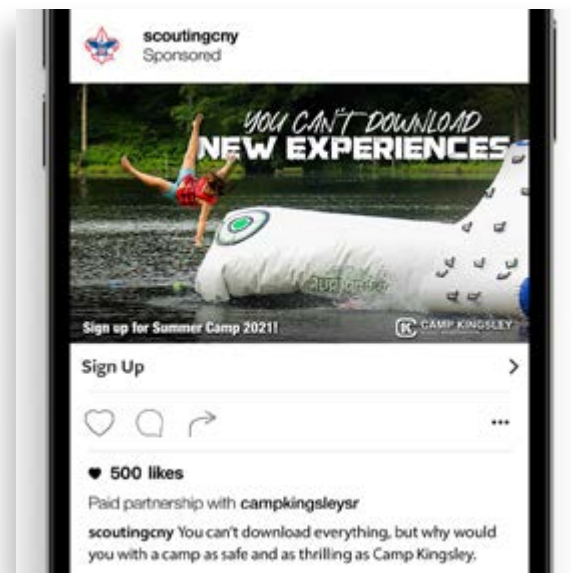
Sign up for
SUMMER CAMP

GO TO leatherstockingcouncil.org/CampKingsleySummer

AND SIGN UP FOR
SUMMER CAMP

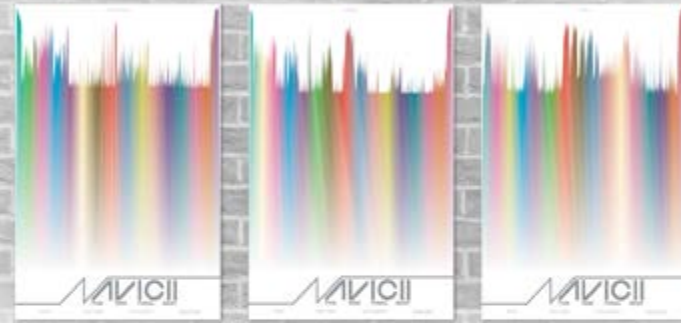




Avicii Memorial Concerts

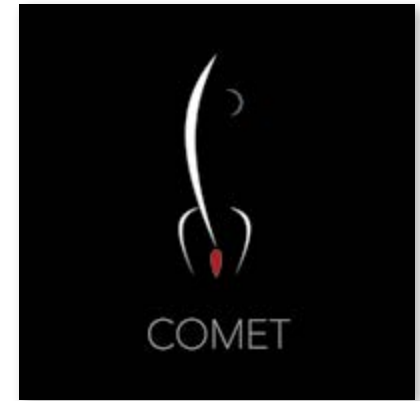
After the demise of music artist Avicii, I conceived a concert series where artists would play in his honor. The project comprised of three different posters, a ticket, and an apparel design. I used the audio lines of Avicii's popular music as the key visual elements in the posters. I kept to a very colorful design to match previous Avicii design works. However, I modified Avicii's original logo to resemble a cardiogram's last beat to symbolize that Avicii's beat will forever beat in the hearts of his many fans.

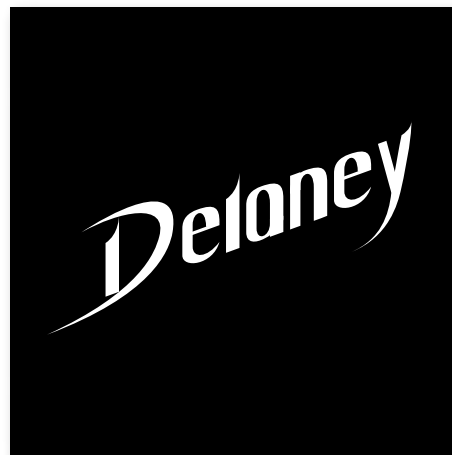
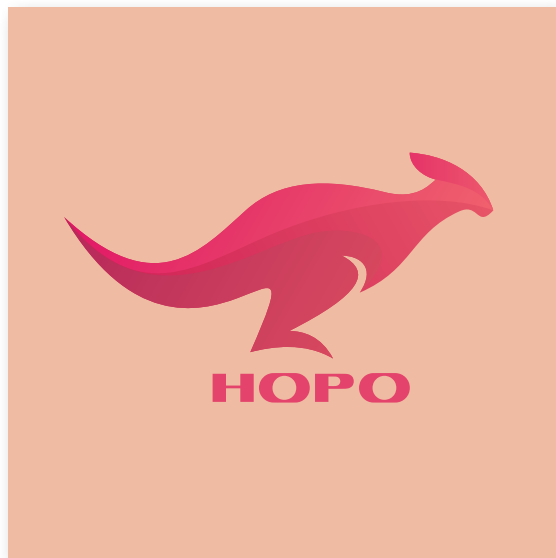
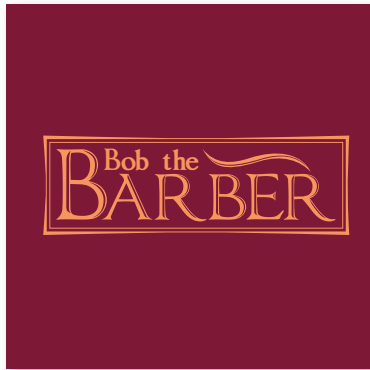




Daily Logo Challenge

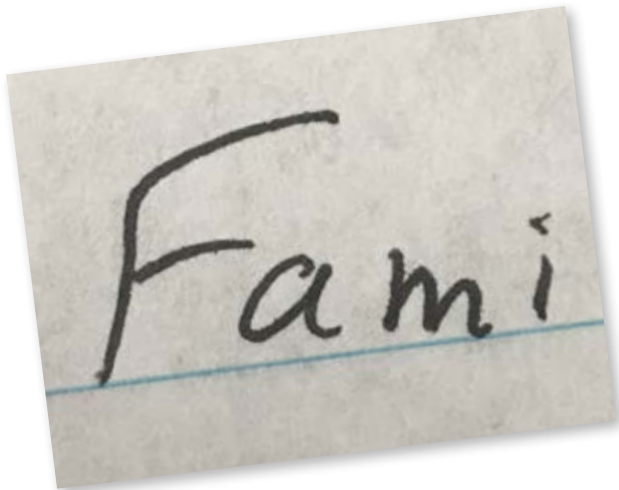
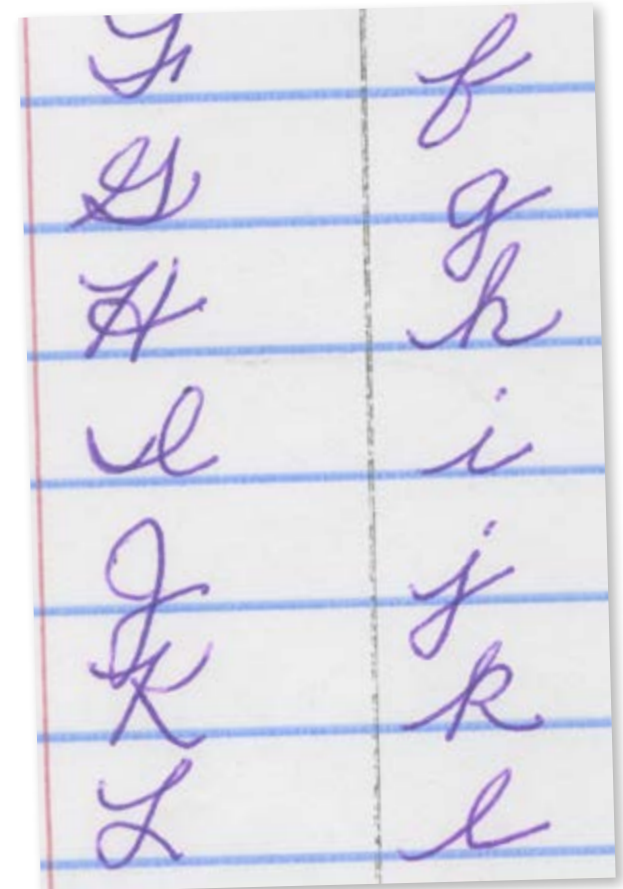
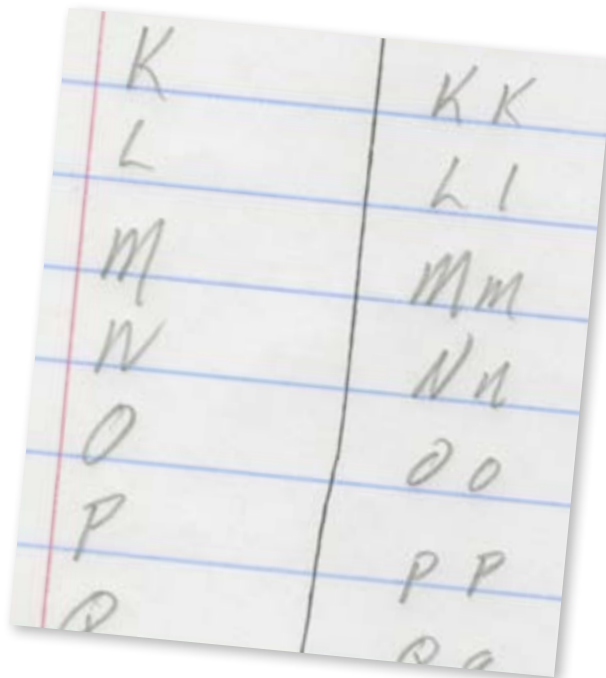
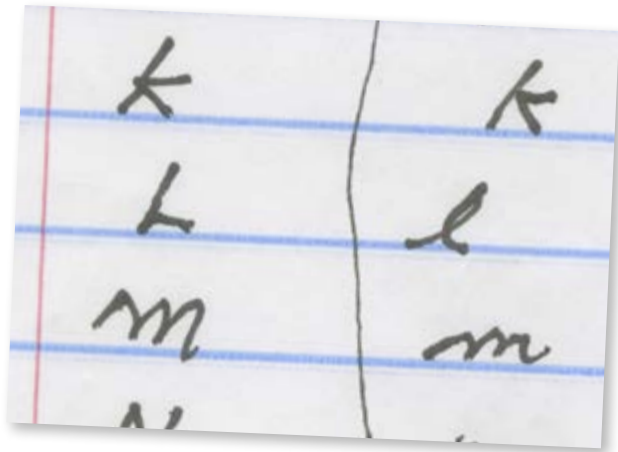
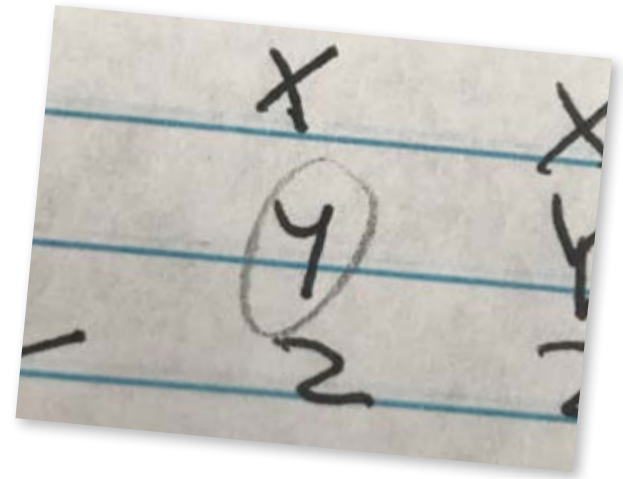
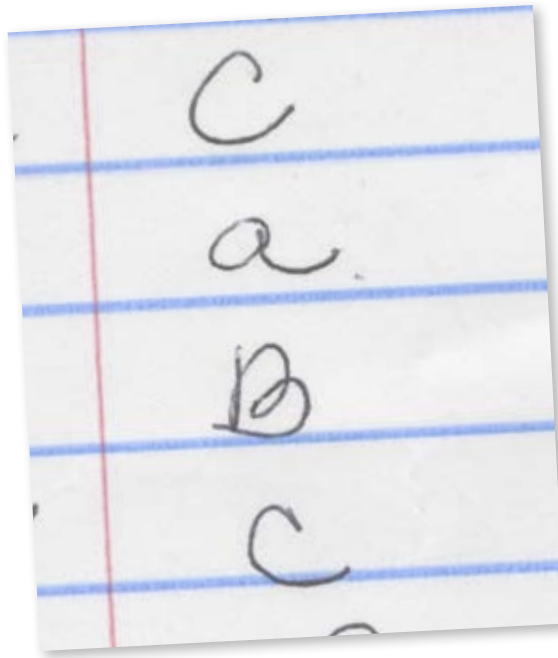
As the title implies, I took on the project of producing logos every 24 hours. Daily briefs generally had three names to choose from and a visual requirement, such as a logo requiring a spaceship. I read the briefs in the morning to allow ideas to start bouncing around and upon starting class, quick sketches would be followed by computer execution. I would then end the day with one last glance to make last minute modifications.





Family Font

With every signature being as unique as its writer, I became curious to explore the concept of a family font consisting of relatives hand writing. To start the project, I collected the hand writing of all my immediate relatives (mom, dad, and their parents). After digitizing their writing, I chose one letter from each person to form the word "Family," which perfectly has six letters. Then I added "my" in my own writing. I found it astonishing how each unique letter made a perfectly unified word.



my Family



Rave Pop

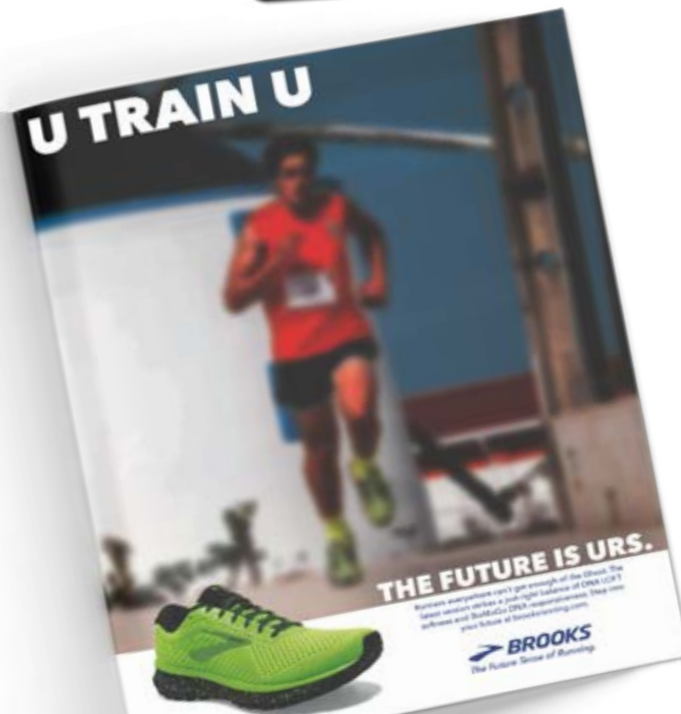
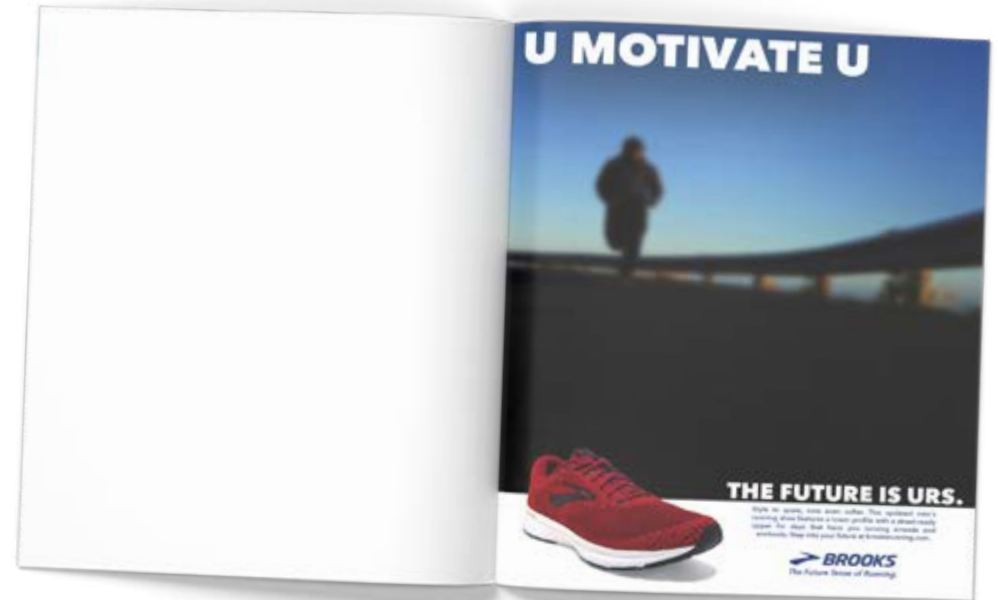
A new pretend soda brand is looking to burst into the carbonated beverage market and impress its target youthful audience with branding like no other. To speak to the party-going target audience, I chose the name "Rave Pop" to relate the brand to the massive parties called "Raves" and the loud dance music they play. Each flavor is named after a feature found at your average rave, such as Lasers and Confetti. Also to make the brand stand out on the shelf, I custom designed a unique carrying case with Adobe Dimension.





Brooks

The shoe manufacture Brooks is looking to sell more product to younger runners. Research showed that both runners in general and younger people had an interest in advancing their futures. This lead to my concept of placing Brooks as the future tense version of "run." I carried this future concept throughout the campaign by emphasizing the viewers own power to influence it. I also blurred the imagery to allow the viewer to better imagine themselves in the ad's.





Trout Restoration Booklet

Cazenovia College's Environmental Biology program has participated in the effort of raising and releasing Brook Trout into the local water-tables for many years. This has been done in a strategic effort to keep the local Brook Trout population healthy and thriving. Unfortunately, this amazing project has gotten little to no publicity and the public is mostly unaware of its existence. To encourage more awareness, I set out to produce a multi-page booklet the size of a traditional magazine about the trout project. To accommodate pictures, quotes, and body text, I used a hybrid grid system that used both two and three column sets throughout the booklet. These sets of columns allowed for great flexibility to make every page an intriguing layout.



[illegible]

* It's very rewarding to watch the trout released into the real world. *



"Necesitamos un modo que disminuya los gastos que
nuestro consumidor tiene actualmente, que sea, además,
diferenciador. Solo si tenemos que ser más efectivos que el
de los otros, entonces, 'desaparece' porque el consumidor
no lo necesita, porque así lo ha hecho, al menos en el
pasado, quien consumía".

Elaboración: autores del artículo. Fuente: elaboración propia.

"It's all worth it to keep our trout thriving."

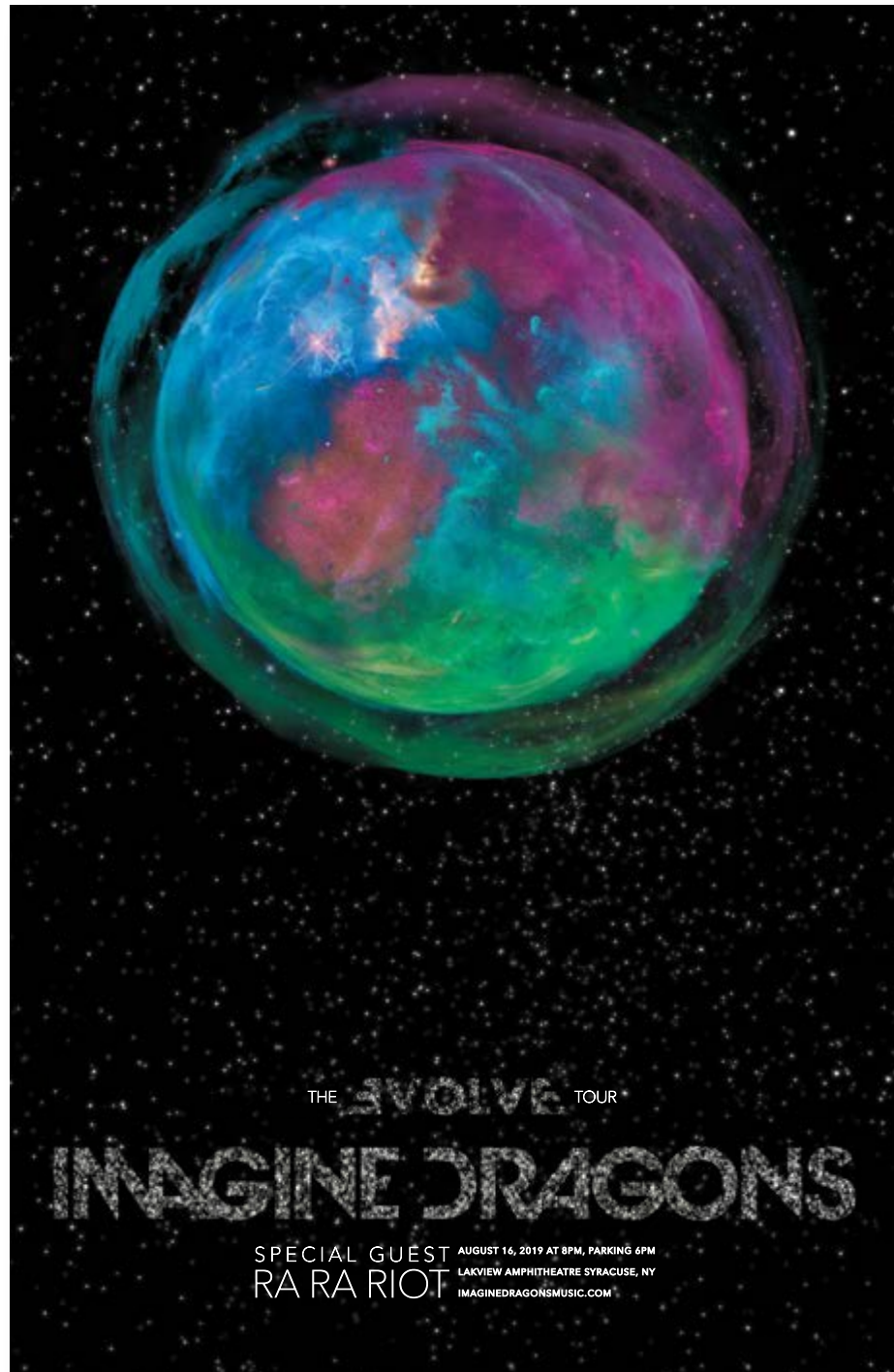
[illegible][illegible][illegible]

*"It may take time
but worth it all in
the end."*

[illegible][illegible][illegible][illegible][illegible]

Imagine Dragons Album Cover

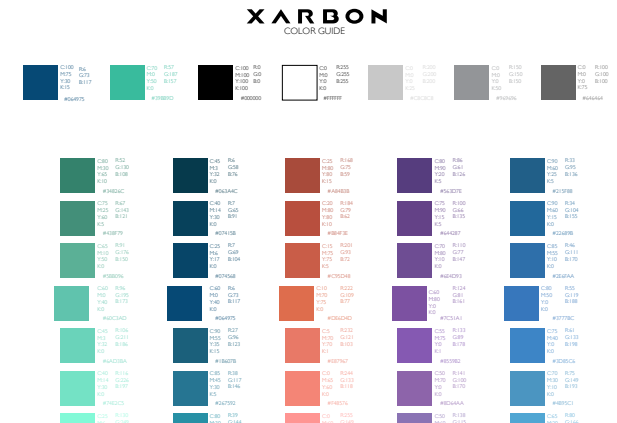
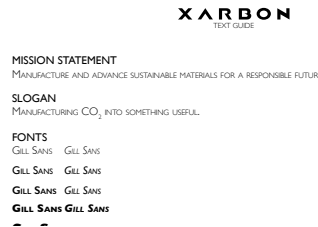
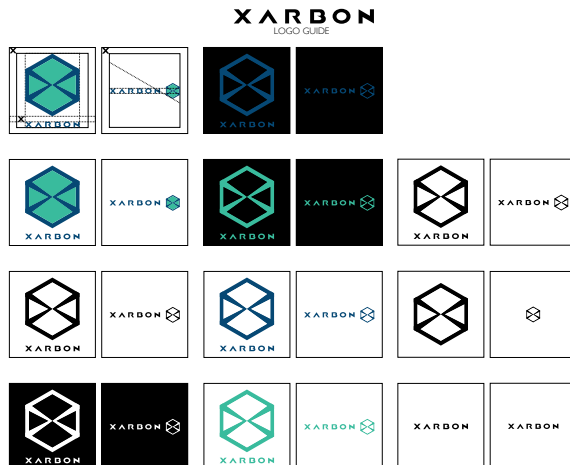
The music group Imagine Dragons is preparing to release a new album and perform it in Syracuse. A album cover and matching concert poster will need to be created for the event. With the album name "Evolve," I wanted to create a futuristic and evolved planet to be the leading visual for the poster and album. With the help of NASA's astronomical image library, I manipulated several images to create my very own planet. Once the planet was finished, I moved my attention to text layout.





Xarbon

For the final Senior Project I chose to create and brand a manufacturing company that produces carbon fiber from CO₂ absorbed from the atmosphere. The name Xarbon (zar-bon) is the combination of "X" and "carbon" which came from the idea of crossing out carbon from the atmosphere. The Xarbon logo evolved from carbon's molecular structure and its colors were inspired by the company's earth friendly nature.







**MORE CORROSION
RESISTANCE**



It's time to expect more from your materials.
Visit xarbon.com to arrange a demo to see your carbon fiber future.



MORE STRENGTH



It's time to expect more from your materials.
Visit xarbon.com to arrange a demo to see your carbon fiber future.

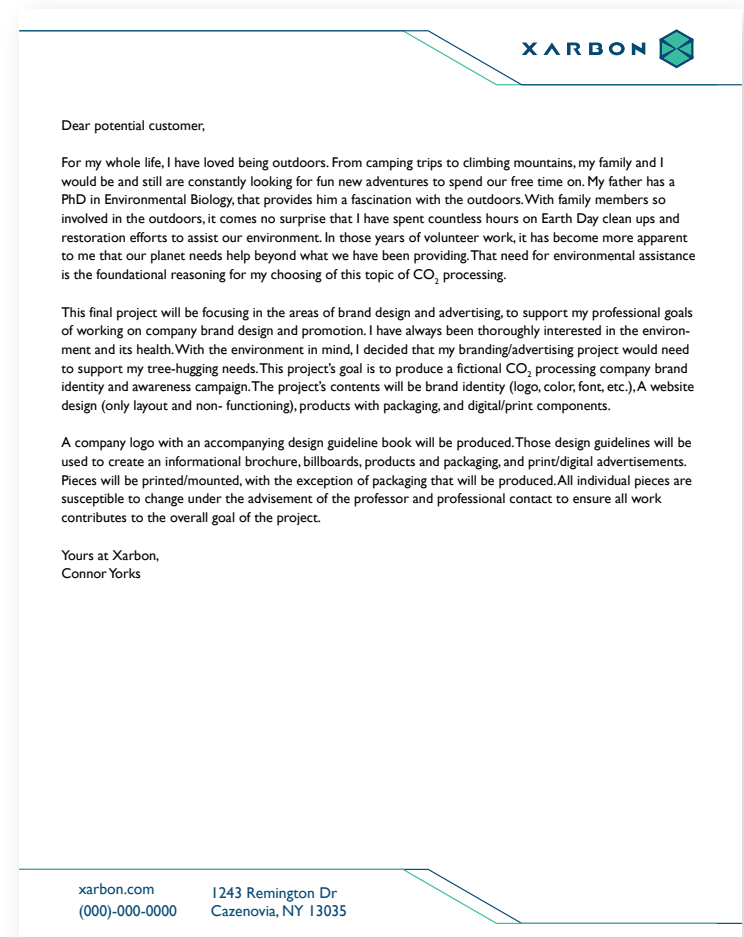
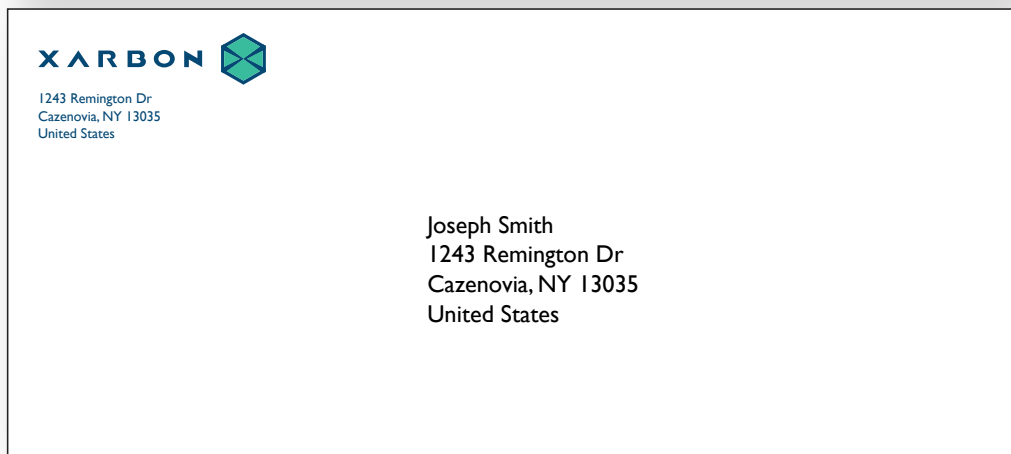
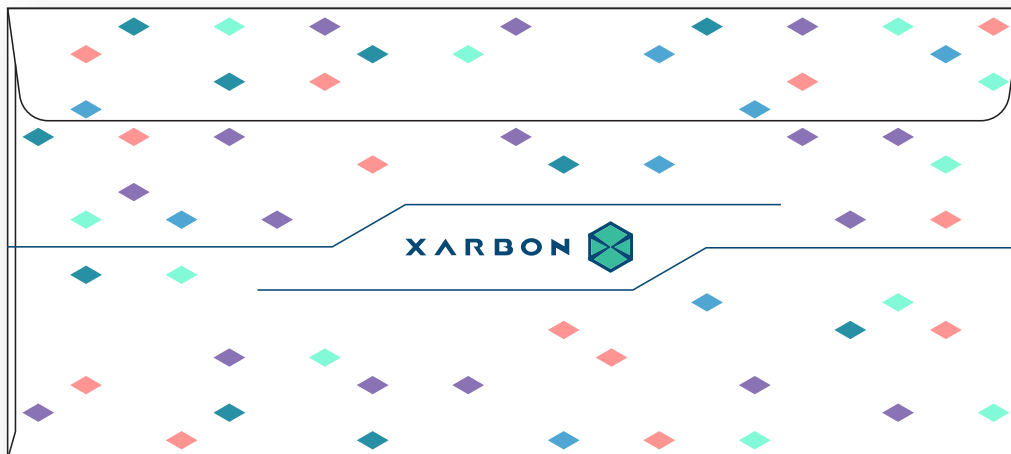


MORE FLEXIBILITY



It's time to expect more from your materials.
Visit xarbon.com to arrange a demo to see your carbon fiber future.











Education

- BFA IN VISUAL COMMUNICATIONS,
CAZENOVIA COLLEGE** May 2020
- Concentrations: Graphic Design & Advertising Design, Business Minor
 - Cumulative GPA: 3.7

Community Leadership

- NATIONAL YOUTH LEADERSHIP TRAINING** 2018
SENIOR PATROL LEADER
- Selected and prepared a staff of 18
 - Responsible for a week-long leadership course for 30 participants
 - Educated participants in leadership

Work Experience

- WATERFRONT DIRECTOR**
Camp Kingsley, Leatherstocking Council Summer 2019
- Trained and managed a staff of 7 to run a waterfront facility
 - Developed curricula and Emergency Action Plans
 - Educated camp participants (ages 5-10) in safe aquatic practices
 - Instructed swimming, kayaking, canoeing, rowboating

- DIRECT SUPPORT PROFESSIONAL**
The Arc of Madison Cortland 2017 - Present
- Assist people with mental/physical disabilities in everyday events
 - Help with physical activities and reaching life goals

- FIELD TECHNICIAN**
Town of Cazenovia 2016 - 2019
- Collected water samples from lake tributaries and water column
 - Measured dissolved oxygen and temperature of samples

- PEER MENTOR**
Project REACH, Cazenovia College Fall 2017
- Directed and assisted mentees with transition into college
 - Check-in weekly with assigned mentees, report findings

- SKI INSTRUCTOR**
Toggenburg Winter Sports Center 2013 - 2017
- Instructed classes and individuals in safe and efficient skiing
 - Continually learn better skiing methods

Awards

- THE FLORENCE B. CROUSE AWARD** 2020
- OUTSTANDING SENIOR CAPSTONE IN VC** 2020
- VISUAL COMMUNICATIONS PROGRAM AWARD** 2020
- Awarded to one student in the VC program
- DEAN'S LIST, CAZENOVIA COLLEGE** 5 TIMES
- Obtained ≥ 3.5 GPA
- SWIMMING & DIVING COACH'S AWARD** 2018
- Awarded to one Swimmer/Diver per year
- JIM BROCK FELLOWSHIP AWARD** 2017
- Award for dedication and devotion to the Toggenburg skiing community
- EAGLE SCOUT** 2015
- BSA Troop 18 - Scouting's highest award

Creative Experience

- MARKETER**
Leatherstocking Council, BSA 2021 - Present
- Brand and promote multiple Scouting programs
 - Manage campaigns, promotional events, and public presence
 - Develop innovative techniques to encourage registration growth

- MEDIA MANAGER**
Leatherstocking Council, BSA 2020 - 2021
- Managed and produced social media content
 - Created campaigns and promotional materials to distribute

- PRODUCTION INTERN**
Cornell Cooperative Extension of Madison County Summer 2019
- Initiated Instagram account and revitalized Facebook account
 - Produced photos and videos to support ongoing projects

- GRAPHIC DESIGN INTERN**
Communications and Marketing, Cazenovia College Summer 2018
- Created and managed visual projects for college promotion
 - Captured photos and recorded videos of college events

- FREELANCE CREATIVE WORK**
- Fenner Renewable Energy Education Center* 2021
- Film and produce a educational video tour
- Cazenovia Public Library and Museum* 2020
- Direct, film and produce a educational documentary
- National Youth Leadership Training* 2016 - 2019
- Design shirts, logo, brochure, poster, presentations, videos
- BSA Troop 18* 2015 - 2017
- Design apparel graphics, logo, and videos

Skills

SOFT

- Concepting
- Self-learner
- Organization
- Embraces feedback
- Detail-oriented
- Communications
- Team player
- Time management
- Tenacious
- Enthusiastic

SOFTWARE

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premier Pro
- iMovie
- Excel, Numbers
- Word, Pages
- PowerPoint, Keynote
- Dimension

Thank *You* for taking the time to view my portfolio.

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[@yorkscreative](#)

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