



CONNOR YORKS
CREATIVE PORTFOLIO

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

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717 609 7373

4 100 YEARS OF CAMP KINGSLEY



6 AVICII MEMORIAL CONCERTS



8 DAILY LOGO CHALLENGE



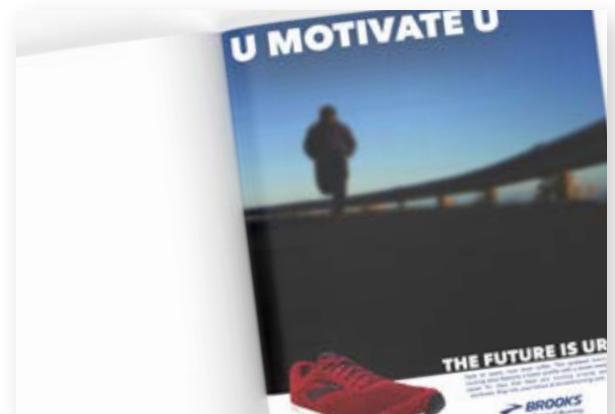
10 MY FAMILY



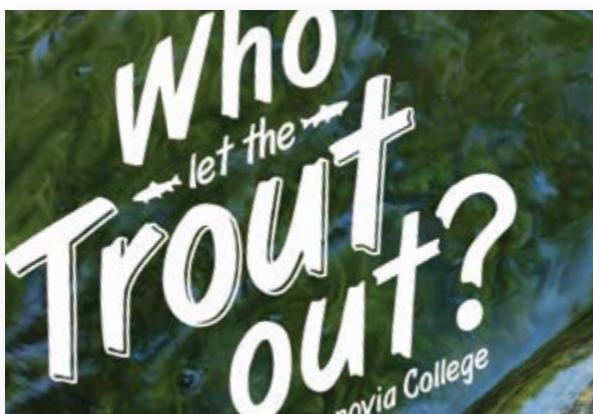
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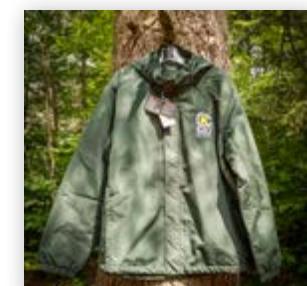


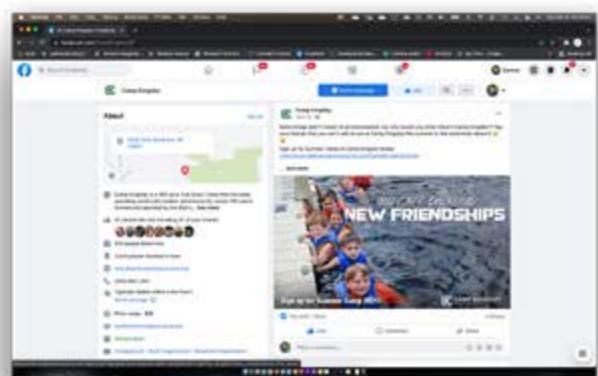
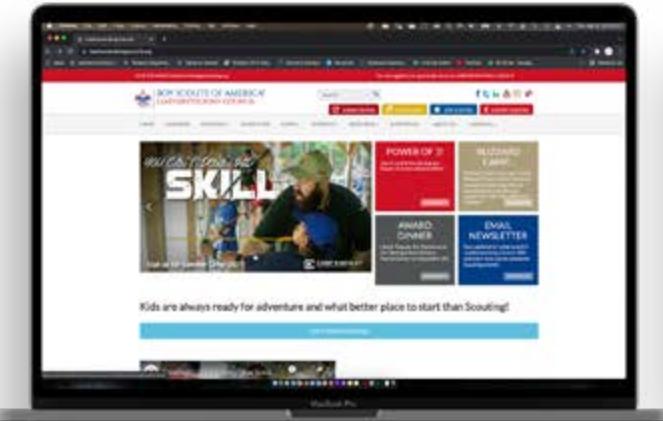
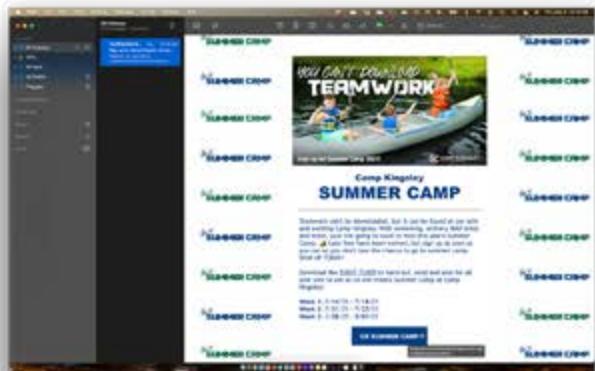
20 XARBON



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



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



ARCHERY
SWIMMING
BMX
NATURE
BB GUNS

FLAGS
FISHING
BOATING
CRAFTS
AND MORE!



Camp Kingsley
SUMMER CAMP

Scouts will be mentored, built, and be based in one site and spending time together. Each summer, nearly 500 scouts and leaders from across the country come to Camp Kingsley to learn new skills, make new friends, and have fun.

Discover the BSA's 100+ year history, and learn why the camp you've heard about is the best place to go for summer camp.

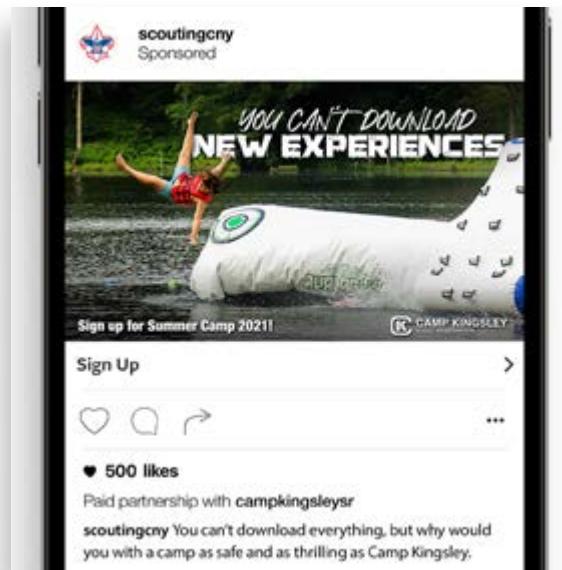
Week 1: June 27 - July 1
Week 2: July 11 - 15
Week 3: July 18 - 22
Week 4: July 25 - 29

Sign up for SUMMER CAMP

GO TO leatherstockingcouncil.org/CampKingsleySummer

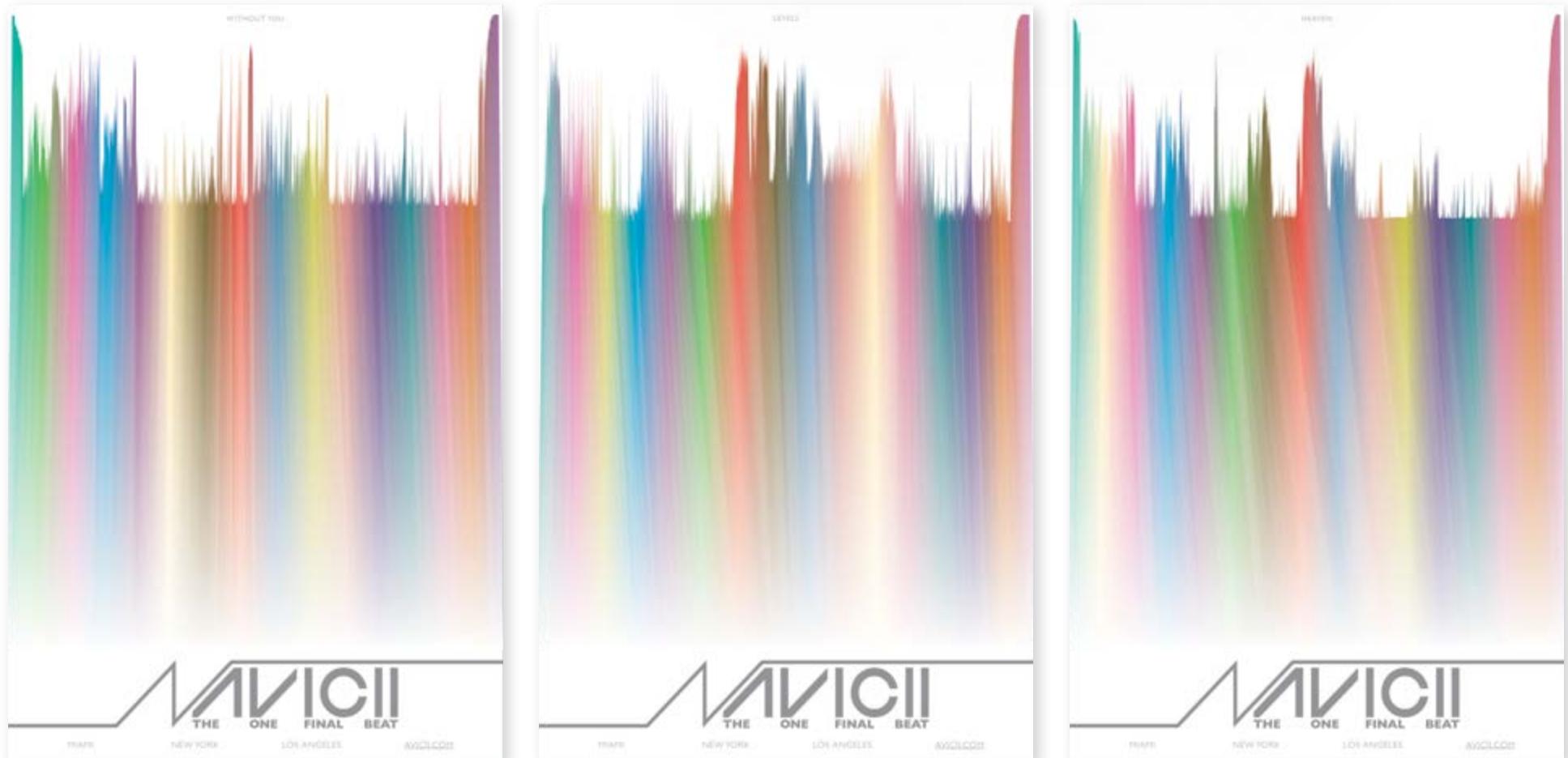
 AND SIGN UP FOR SUMMER CAMP

 BOY SCOUTS OF AMERICA
LEATHERSTOCKING COUNCIL



Avicii Memorial Concerts

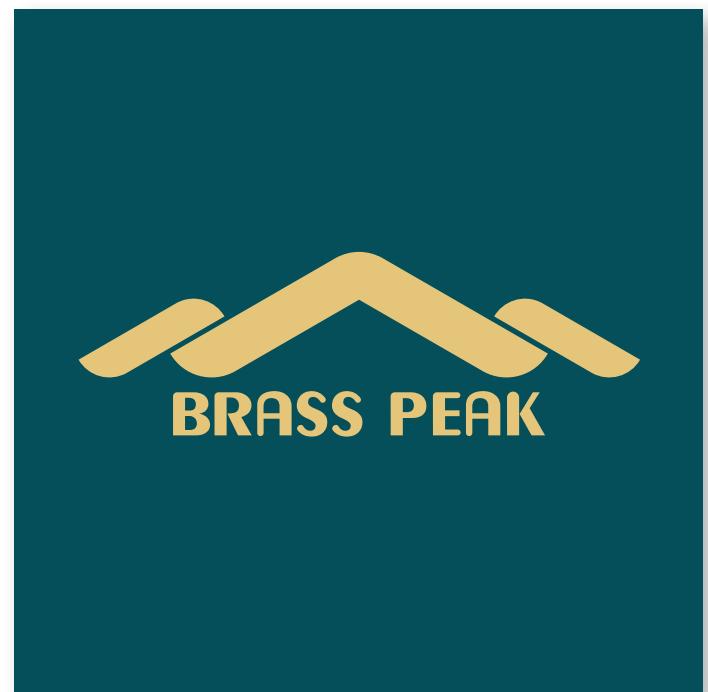
After the demise of music artist Avicii, I conceived a concert series where artists would play in his honor. The project comprised of three different posters, a ticket, and an apparel design. I used the audio lines of Avicii's popular music as the key visual elements in the posters. I kept to a very 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.

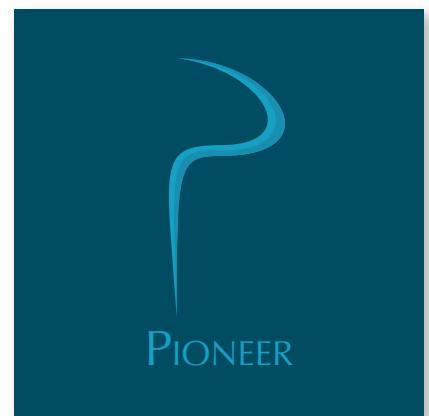
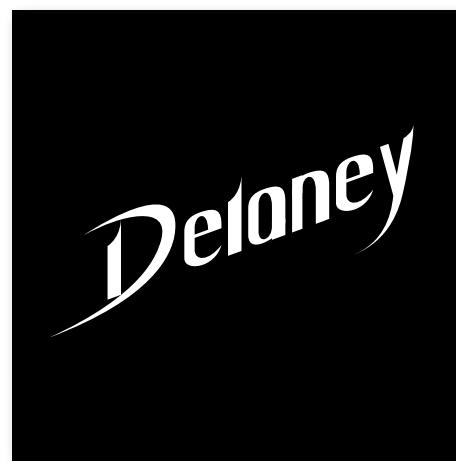
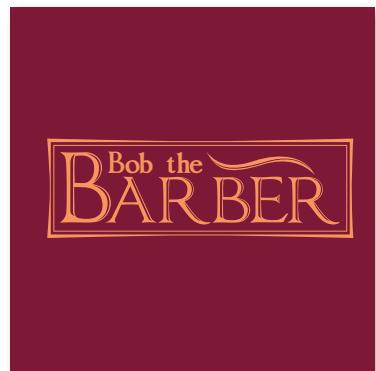




Daily Logo Challenge

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.

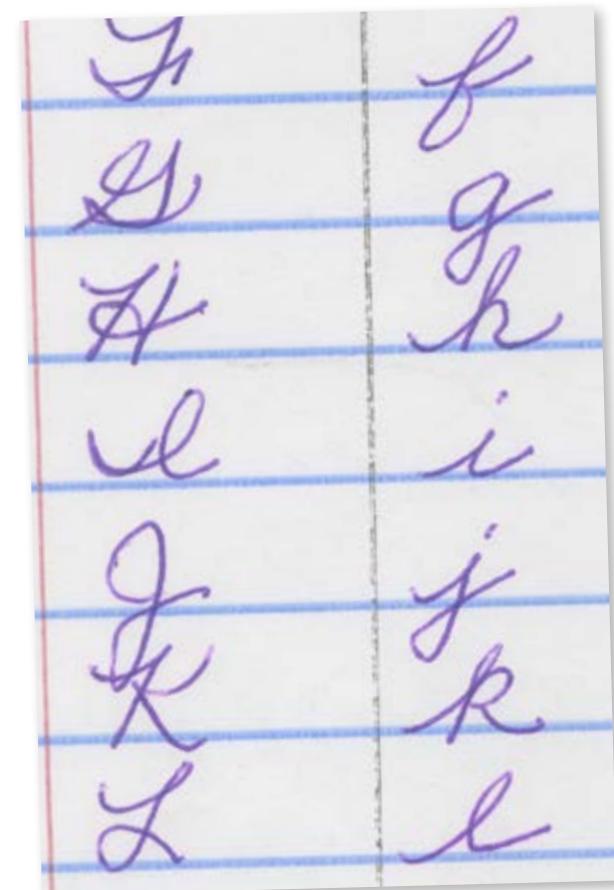
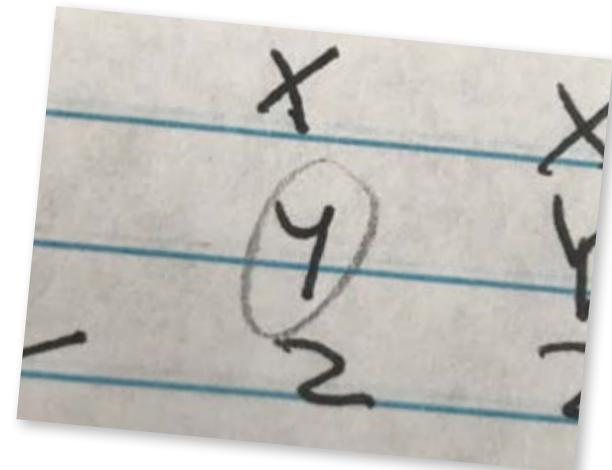
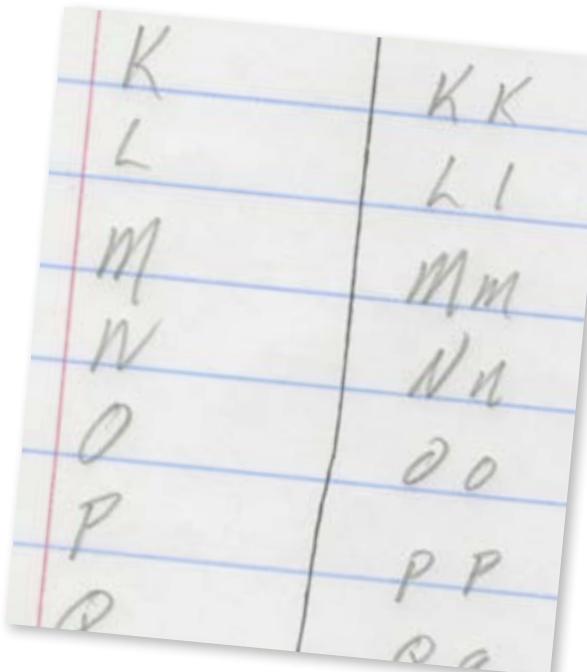
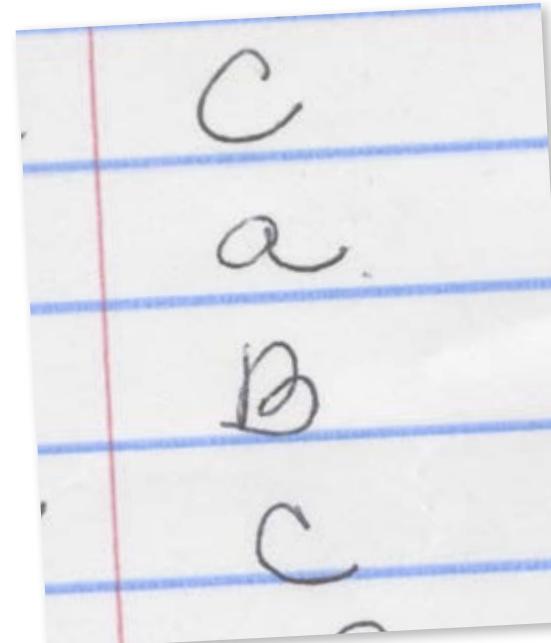
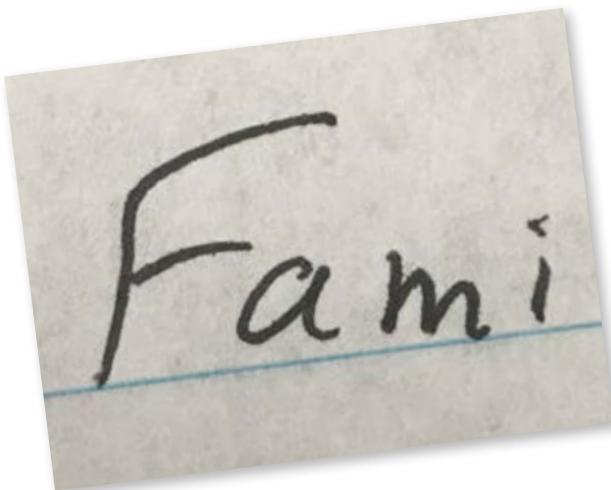
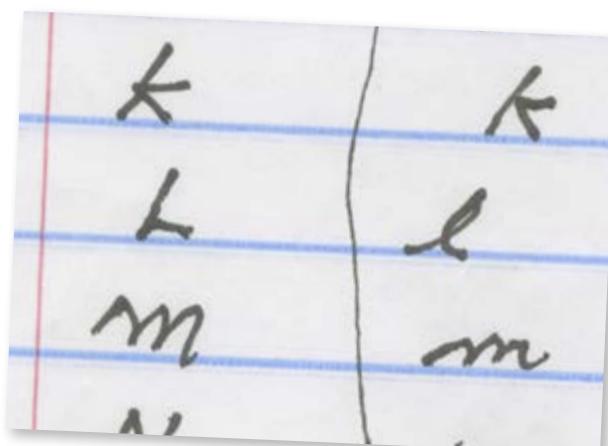




The
Daily Logo
Challenge

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

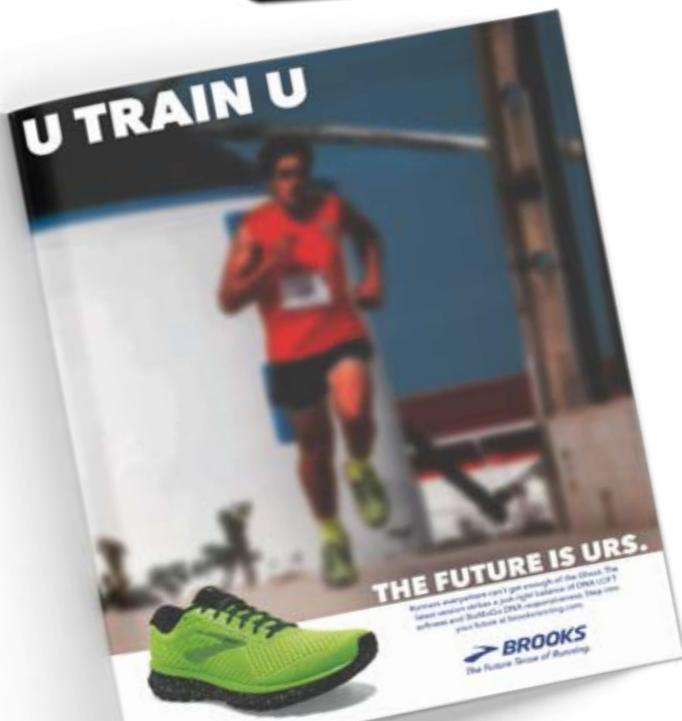
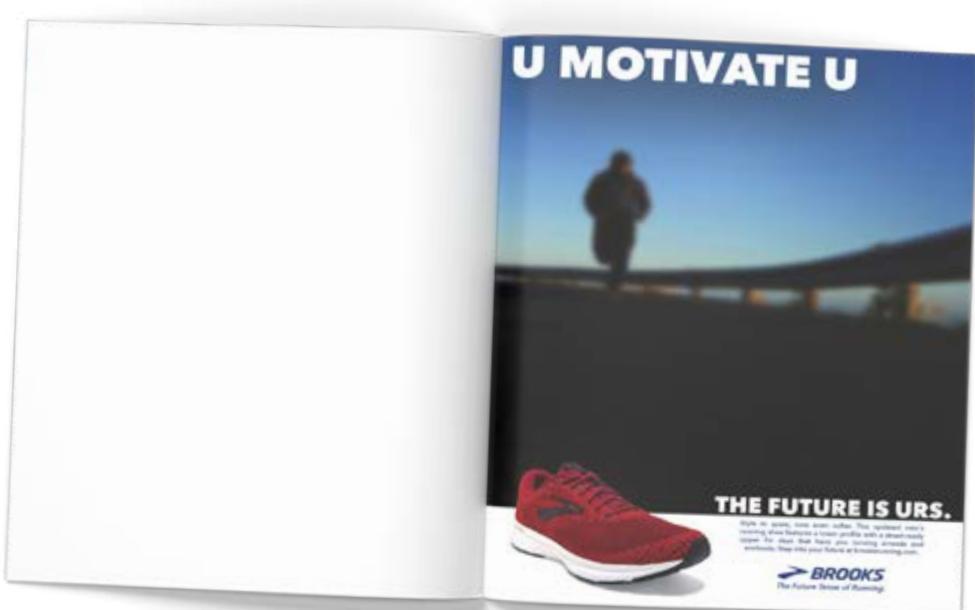
A new pretend soda brand is looking to burst into the carbonated beverage market and impress its target youthful audience with branding like no other. To speak to the party-going target audience, I chose the name "Rave Pop" to relate the brand to the massive parties called "Raves" and the loud dance 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

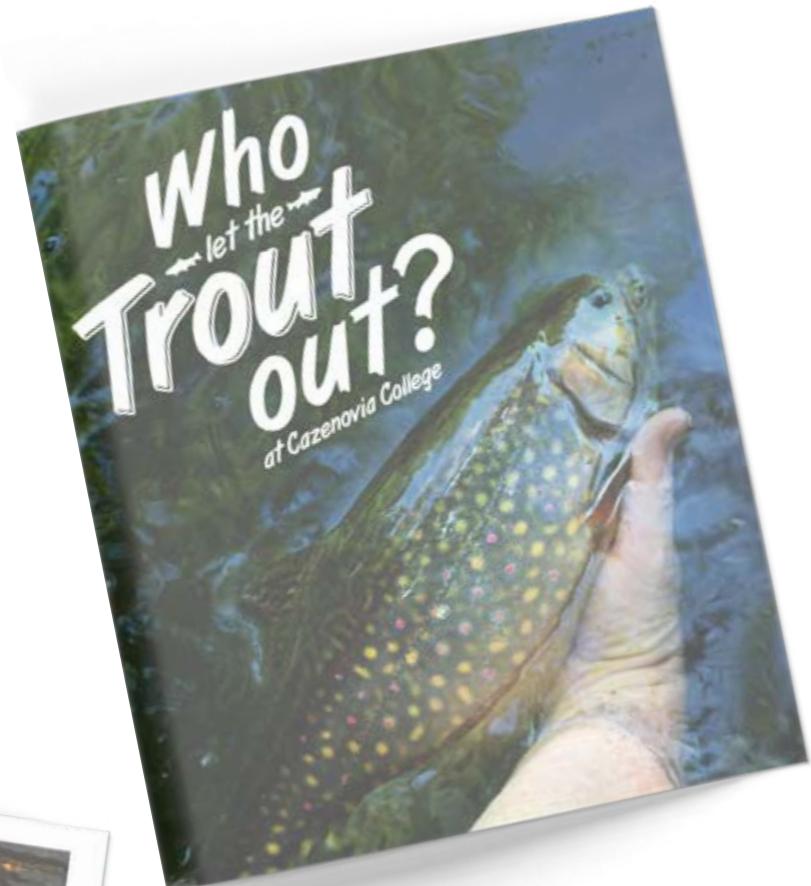
The shoe manufacture Brooks is looking to sell more product to younger runners. Research showed that both runners in general and younger people had an interest in advancing their futures. This lead to my concept of placing Brooks as the future tense version of "run." I carried this future concept throughout 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.

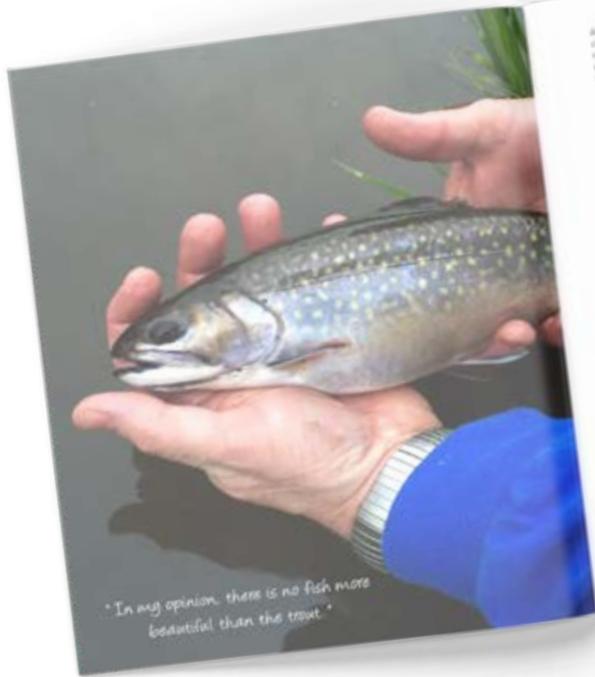




Trout Restoration Booklet

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.





... et plusieurs autres qui étaient dans le

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



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



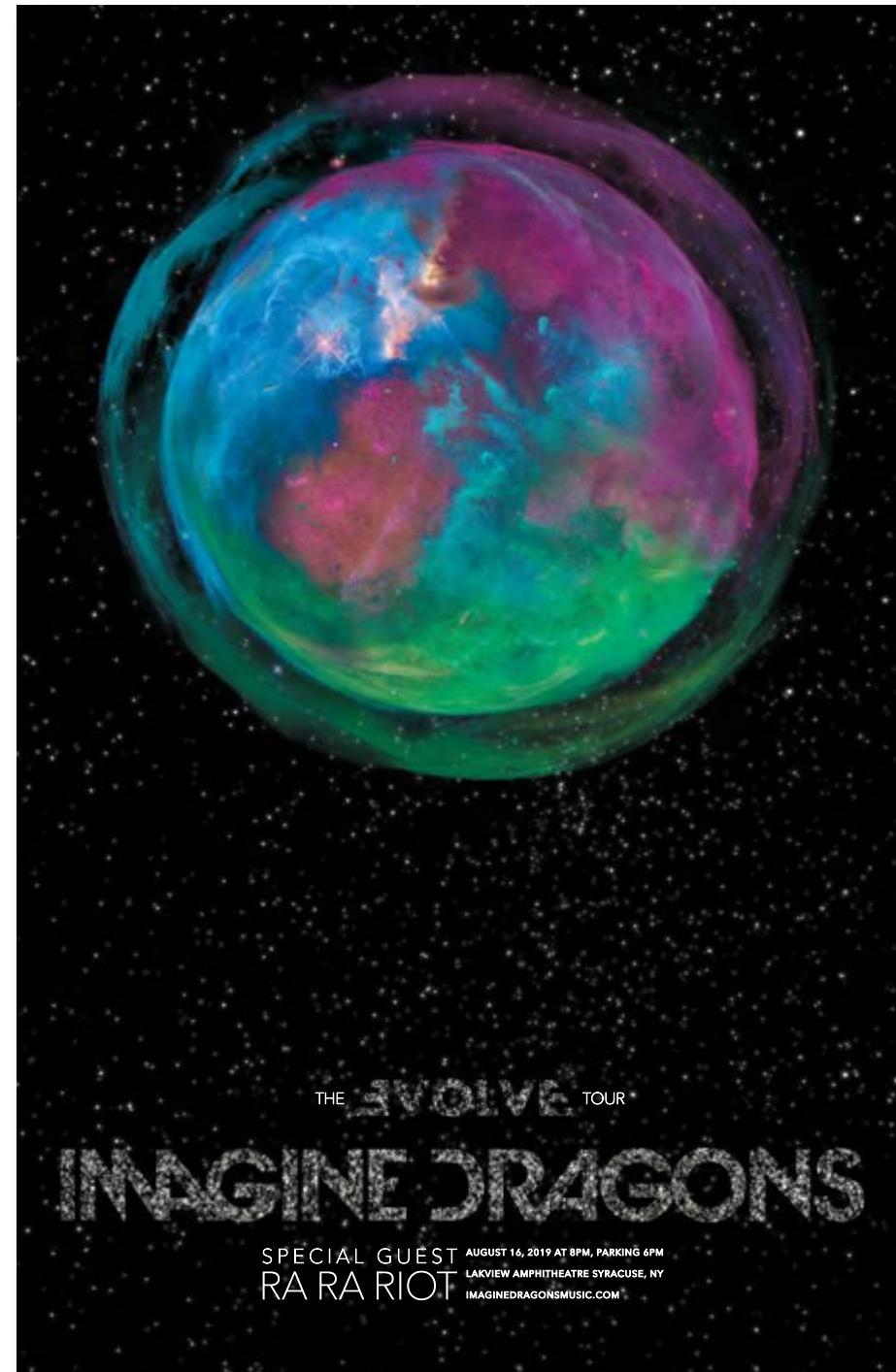
oligopoli. Il aduce, fanno concorrenza separate, ma si sostiene che la spesa per la manutenzione degli impianti sia unica. Negli Usa, mentre queste spese sono di gran dimensione, non sono riconosciute come costi degli impianti, mentre negli Usa, più di dieci aziende sono costituite da divisioni separate, queste non sono considerate impianti, mentre dieci impianti collegati e controllati da dieci aziende lo sono. Come mai questo?

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



Imagine Dragons Album Cover

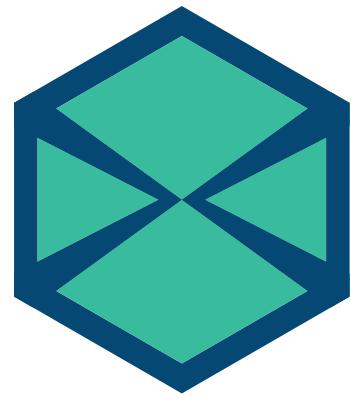
The music group Imagine Dragons is preparing to release a new album and perform it in Syracuse. A album cover and matching concert poster will need to be created for the event. With the album name "Evolve," I wanted to create a futuristic and evolved planet to be the leading visual for the poster and 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.





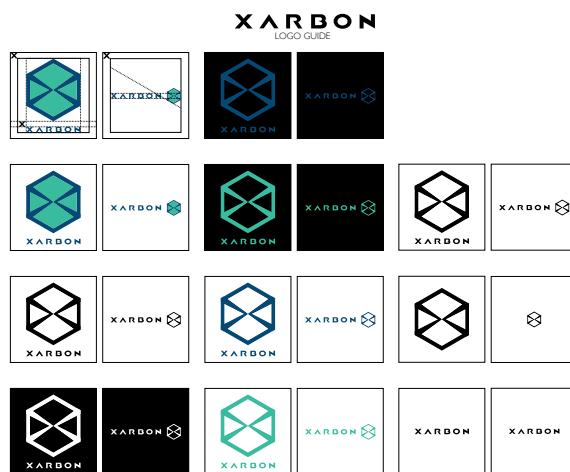
Xarbon

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.



XARBON

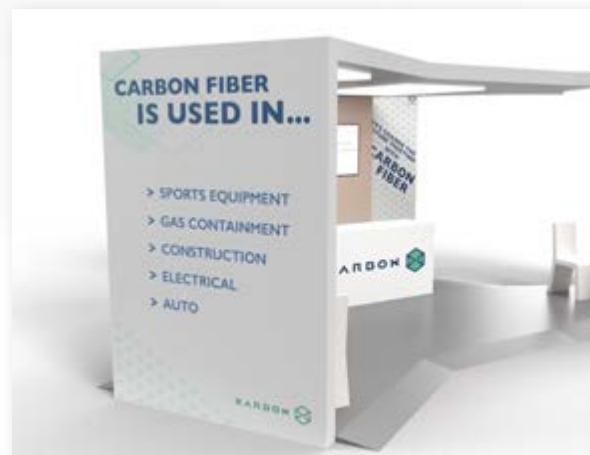
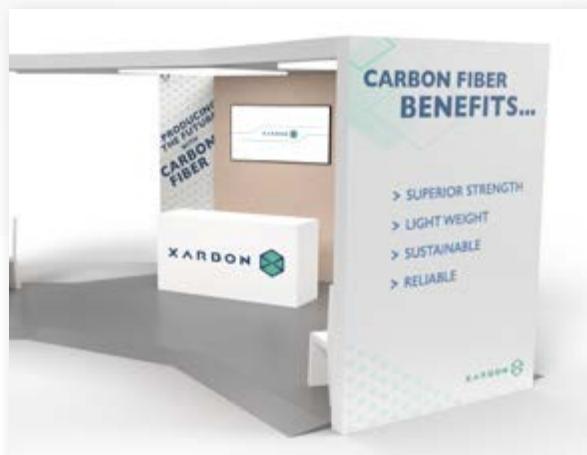
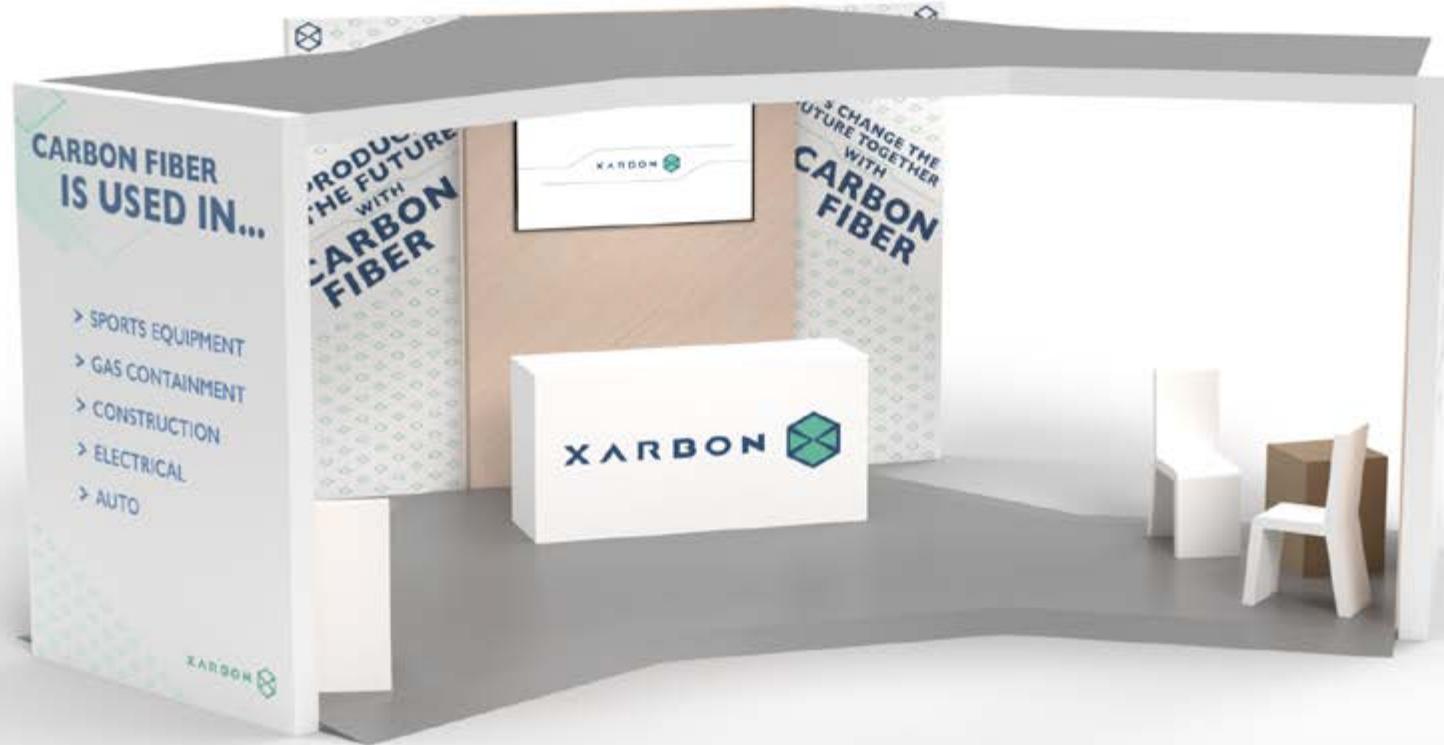
XARBON



XARBON
TEXT GUIDE

MISSION STATEMENT
MANUFACTURE AND ADVANCE SUSTAINABLE MATERIALS FOR A RESPONSIBLE FUTURE.
SLOGAN
MANUFACTURING CO₂ INTO SOMETHING USEFUL.
FONTS
GILL SANS GILL SANS
GILL SANS GILL SANS
GILL SANS GILL SANS
GILL SANS GILL SANS





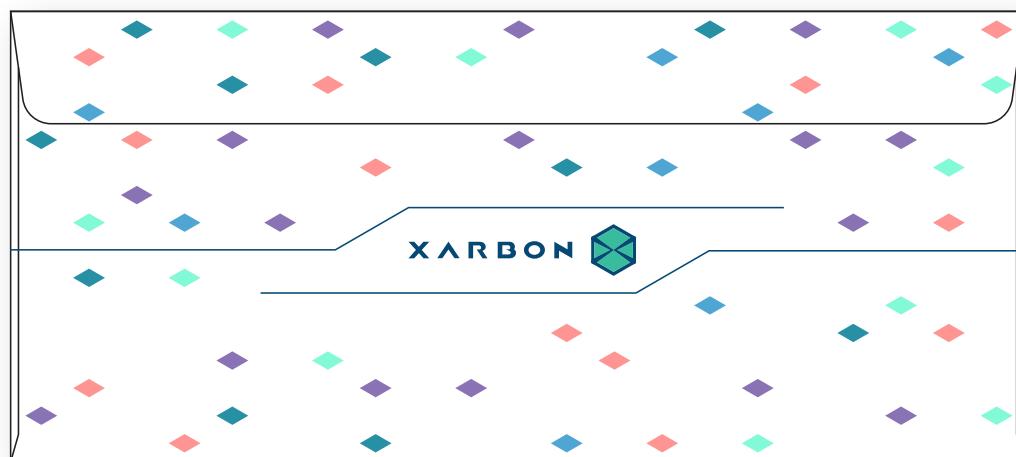






Connor Yorks
Creative Director

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1243 Remington Dr
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United States

Joseph Smith
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Cazenovia, NY 13035
United States

Dear potential customer,

For my whole life, I have loved being outdoors. From camping trips to climbing mountains, my family and I would be and still are constantly looking for fun new adventures to spend our free time on. My father has a PhD in Environmental Biology, that provides him a fascination with the outdoors. With family members so involved in the outdoors, it comes no surprise that I have spent countless hours on Earth Day clean ups and restoration efforts to assist our environment. In those years of volunteer work, it has become more apparent to me that our planet needs help beyond what we have been providing. That need for environmental assistance is the foundational reasoning for my choosing of this topic of CO₂ processing.

This final project will be focusing in the areas of brand design and advertising, to support my professional goals of working on company brand design and promotion. I have always been thoroughly interested in the environment and its health. With the environment in mind, I decided that my branding/advertising project would need to support my tree-hugging needs. This project's goal is to produce a fictional CO₂ processing company brand identity and awareness campaign. The project's contents will be brand identity (logo, color, font, etc.), A website design (only layout and non-functioning), products with packaging, and digital/print components.

A company logo with an accompanying design guideline book will be produced. Those design guidelines will be used to create an informational brochure, billboards, products and packaging, and print/digital advertisements. Pieces will be printed/mounted, with the exception of packaging that will be produced. All individual pieces are susceptible to change under the advisement of the professor and professional contact to ensure all work contributes to the overall goal of the project.

Yours at Xarbon,
Connor Yorks

xarbon.com
(000)-000-0000

1243 Remington Dr
Cazenovia, NY 13035








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

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
SENIOR PATROL LEADER 2018
• 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 BROWN 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

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

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yorkscreative.com

[@yorkscreative](https://www.instagram.com/yorkscreative)

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