

brooke haynes

Personal

Major: Graphic Design

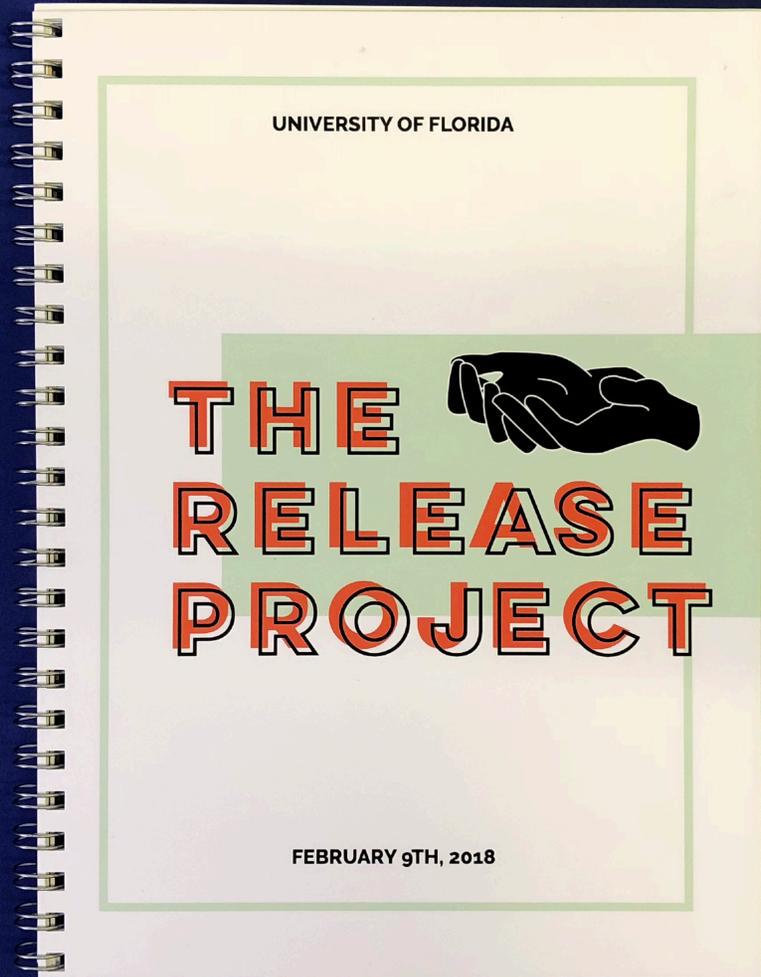
Title: Portfolio Thesis Project

Sponsor: Jarred Elrod

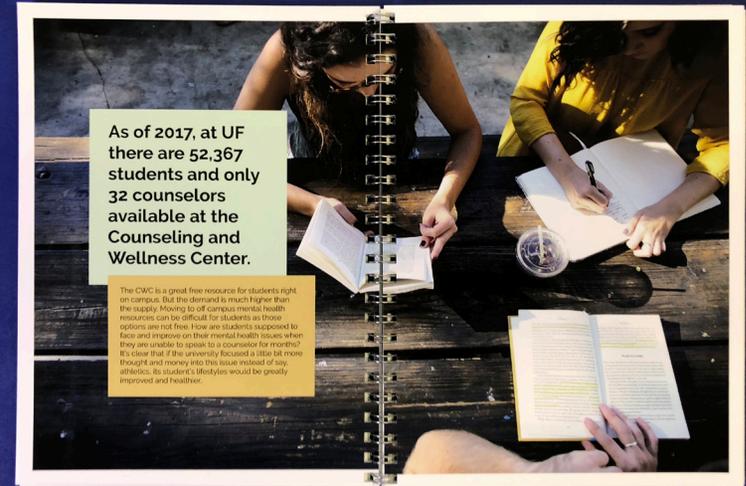
brookemhaynes.com

ARTIST STATEMENT

When I was deciding on what major I wanted to choose in college, I looked into something that had to do with digital design. That was all I did in high school. I created posters, fun edits of friends, and random illustrations or typography. But I wasn't sure if it was going to be something that I could really hold on to growing up and entering the "real" world. I also wasn't sure if my abilities were something I could actually do for a job. However, when I looked into the graphic design program at UF and then two years later actually got accepted, I really found what I wanted. I want to be in the creative world where I make amazing things for people. To bring to life what they want to portray whether it be their brand, a product, a certain feeling, etc. I learned how to improve typography, layout design, design thinking, actual research process, and so much more. I had the opportunity to be with other people and learn from them as well. It also created a huge network of people that I love and can be proud to see go on to wherever they bring their own designs. I've found my own style which is unique, simple, clean, and organized and I love it.



**THE RELEASE PROJECT
SPRING 2018**



College campuses are in strong need of raising the importance of mental health assistance resources. I developed the idea of a mobile event that travels around college campuses to offer information and resources about mental health. The group would locate local counselors to attend the event so that students could easily meet them and look into seeing them after.

THE RELEASE PROJECT Home Events Resources Contact





BE FREE

College students battle in their classrooms, homes, and friendships, causing a huge negative impact. Our event is designed to help you get your mind on to a happier and healthier lifestyle. Let us of those negative feelings!



BE EXCITED

Meeting new people, learning more about important mental health topics, and digging deeper into your personal issues are a few of the things that you can do at our events. Each of our guests have left with a really positive and helpful experience.



BE HEARD

Speaking about mental health has seemed like a taboo subject, but not here. We want you to speak about what issues and the need for a focus on mental health. Open discussions and dialogue are always happening at our events.



What is the release project?

Welcome to the Release Project! We are here to help you understand your experience mental health awareness. It is crucial for students to learn the best ways to get through depression, anxiety, or other emotional issues that may not be easy to get the help you need. The event will let you get first hand experience with professionals who can guide you to the better understanding of how to deal with your emotions that deserve attention.

"There needs to be a focus on mental health on college campuses as it can be one of the most life-changing experiences a person can go through."



See where we are headed to next!

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Event info

Welcome to the Release Project! We are here to help you understand how to deal with mental health awareness. It is crucial for students to learn the best ways to get through depression, anxiety, or other emotional issues that may not be easy to get the help you need. This event will let you get first hand experience with professionals who can guide you to the better understanding of how to deal with your emotions that deserve attention.

At each event, there will be rooms for each major focusing that we are students need help with anxiety, depression, anger, stress.



Upcoming events

February 9, 2018
University of Florida

February 15, 2018
University of North Florida

February 24, 2018
Florida State University



Do I need to register?

Registration is not required for this event. It is absolutely free. One of our main goals is to raise awareness on how providing care for mental health should not be based on money. Everyone deserves to be able to have resources to take care of their mental health. Our events is funded by fundations, sponsors, and us in order to make sure that you can receive an amazing experience as you can!

What do I bring?

Nothing! All you need to do before the event is think about questions that you may have for our speakers, staff, or other students. Think about your questions, common issues, techniques, or anything you may be having trouble with. We are here to help! At the event, you will receive a book with more information, an event schedule, and more for notes.

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The Release Project continued



THE LOST AND BRAVE
FALL 2017

Hypothetically, the band My Chemical Romance has come back and is releasing a new album and going on tour to promote it. It's known that MCR's albums each follow a main concept throughout the songs. For this new album, it would follow the journey of a young girl that is based off a true and sad story.



SIDE A
The Lost and Brave
Awake and Unafraid
True Feeling
Together Together
Don't Tell Me
I Am Not Afraid

SIDE B
Strong Enough
River
I Was There
You Know
Perfection
Okay



WWW.MYCHEMICALROMANCE.COM WWW.REPRISERECORDS.COM

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THE LOST AND BRAVE USA TOUR 2018

2/22 Manchester, NH	3/07 Denver, CO	3/19 Dallas, TX	4/04 Washington, DC
2/24 New York, NY	3/09 San Jose, CA	3/22 Tampa, FL	4/06 State College, PA
2/26 Hartford, CT	3/10 Las Vegas, NV	3/25 Atlanta, GA	4/08 Columbus, OH
2/28 Detroit, MI	3/12 Phoenix, AZ	3/28 Nashville, TN	4/12 East Rutherford, NJ
3/01 Chicago, IL	3/14 Los Angeles, CA	4/01 Charlotte, NC	4/15 Worcester, MA

The Lost and Brave continued

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Scientific evidence of the harm strong and growing. News stories alarm. Some Americans are sugar is unhealthy and are cutting mains high along with health verconsumption The United consumption of sweeteners and n consuming sugary drinks. All ses. The U.S. also has one of the e world.

American consumes boons of added

OUR COMMUNITY'S REAL STORIES

Seemingly normal on the outside, discover the hidden pasts of those you share your days with. Southlake Stage is dedicated to highlighting true stories based on the people of our community.

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A STORY BASED ON OWEN KLEIN

02/10 - 03/12

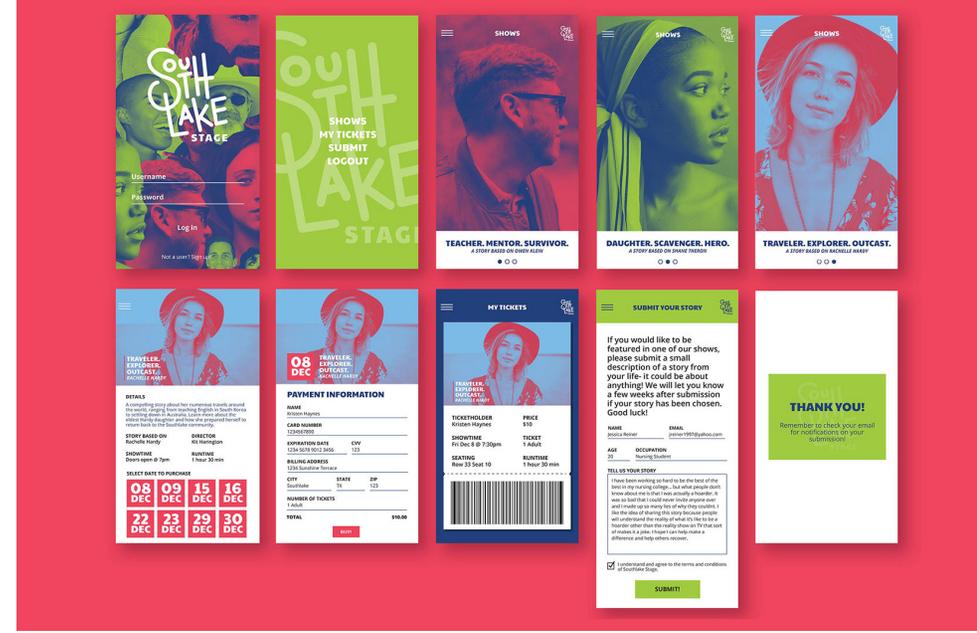
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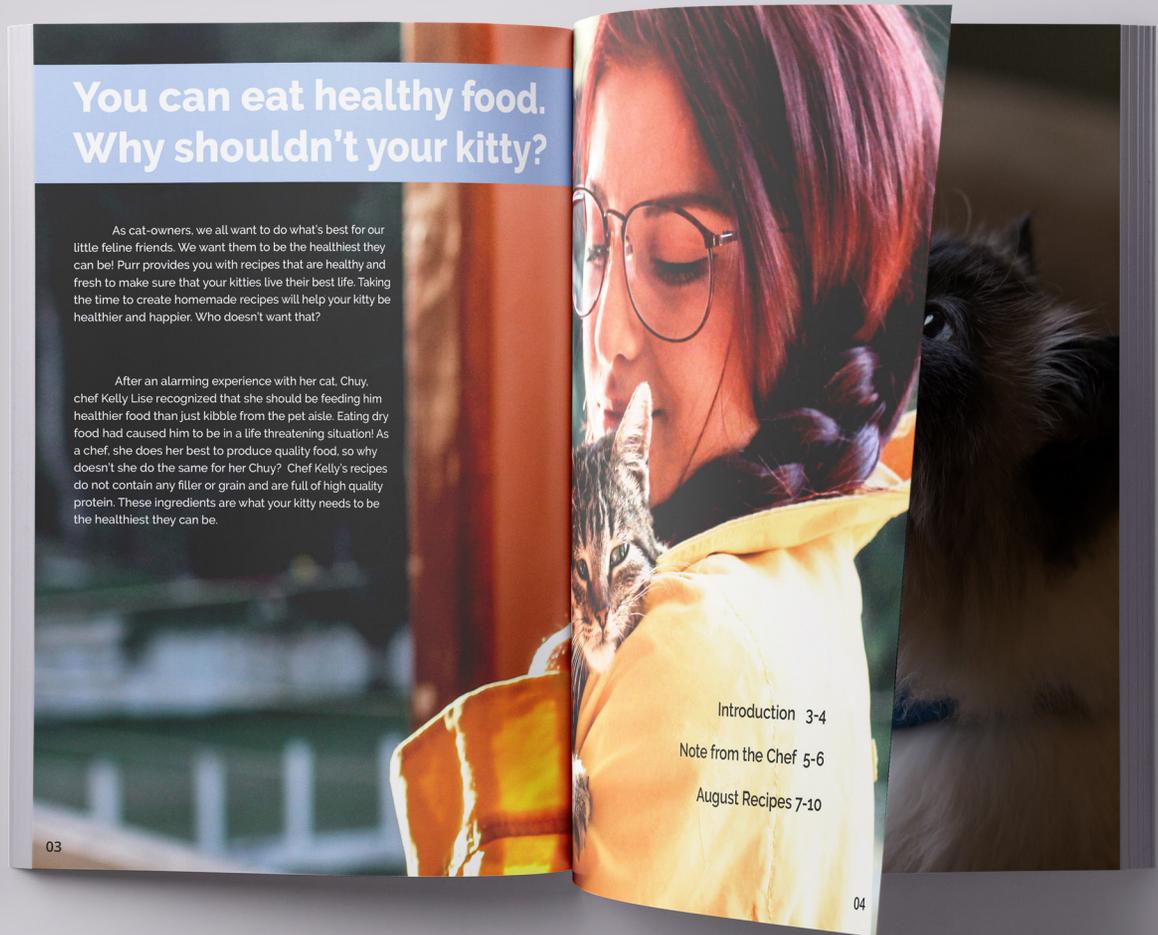
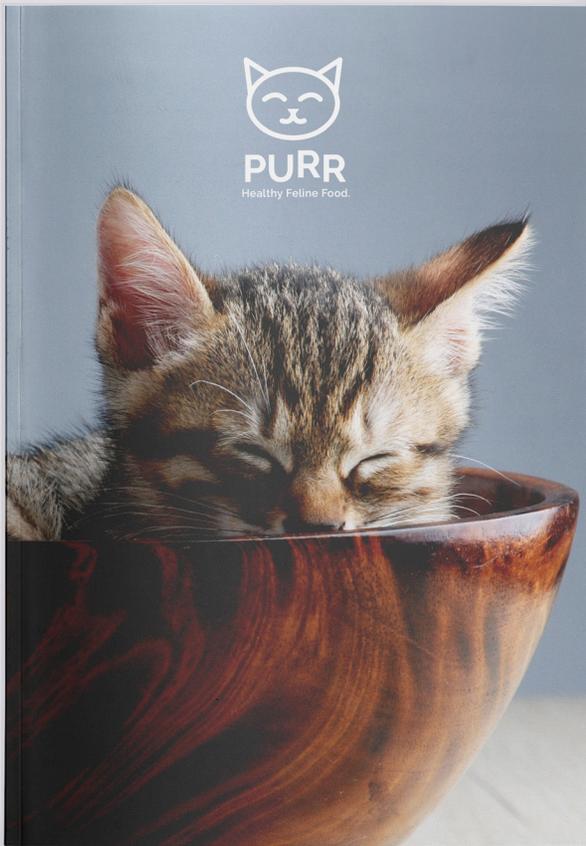
SOUTH LAKE STAGE

SOUTHLAKE STAGE
FALL 2017

A new theater has opened in Southlake, Texas and the concept that I created is that people would submit stories from their life, and the theater would produce plays or performances based on that true story. The connection gives the theater a unique quality that would allow the community to learn more about each other and an opportunity to create new relationships.



Southlake Stage continued



**PURR CATALOG
FALL 2017**

After my own scary experience, I learned a lot about the dangers of feeding cats generic dry cat food. Purr is a company that would provide easy to make recipes for cat-owners that will benefit their cat's health and lifestyle. Cat-owners trust major dry cat food brands to be appropriate for their cats but in reality, they need to know the health risks that dry food brings.

Note from the chef

Making cat food is not difficult! Our feline best friends deserve the best care we can give them. By not being more dangerous than most people know, I can't realize how important it is to feed our feline friends. It is a delicate and delicate or complicated to prepare food that you can give your feline friend. If you follow a simple recipe, you can make cat food. I usually prepare enough food for 8 - 12 weeks at a time but I have discussed food that has been in my freezer for up to 1 year.

All that said, aim for no more than 3 months in the freezer since nutrients do degrade over time - even when in the freezer. The time that I spent making cat food is much less time than is involved in caring for cats that become ill from poor nutrition.

-Chef Kelly, Creator of Purr

Why homemade? Because they deserve it.

Cats are obligate carnivores.
This means they need meat to survive. They cannot get enough nutritional support from plant-based proteins such as grains and vegetables, because unlike humans and dogs, they lack the specific enzymes that process plant-based proteins metabolically.

Cats need little to no carbs in their diet.
They need little or no carbohydrates in their diet. Feeding foods high in carbohydrates leads to any number of degenerative diseases, including diabetes, kidney disease, and inflammatory bowel disease.

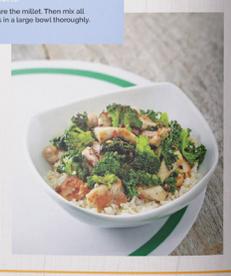
Cat food kibble is dry!
While cats who eat only dry food will generally drink more water, they still don't get enough moisture to support all their bodily functions and eventually live in a constant state of low level dehydration, which can lead to bladder and kidney problems.



Chicken Delight

Ingredients:
2 pounds (900g) ground chicken
1 tablespoon 1/4 ml olive oil
1 clove garlic, minced
1 teaspoon dried oregano
1 cup (100 g) vegetables and greens
1 teaspoon garlic granules or powder
3 cups (300 g) cooked millet

Instructions:
First, prepare the millet. Then mix all ingredients in a large bowl thoroughly.



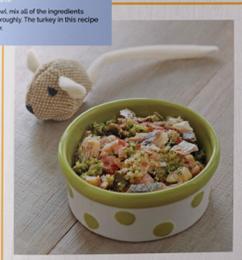
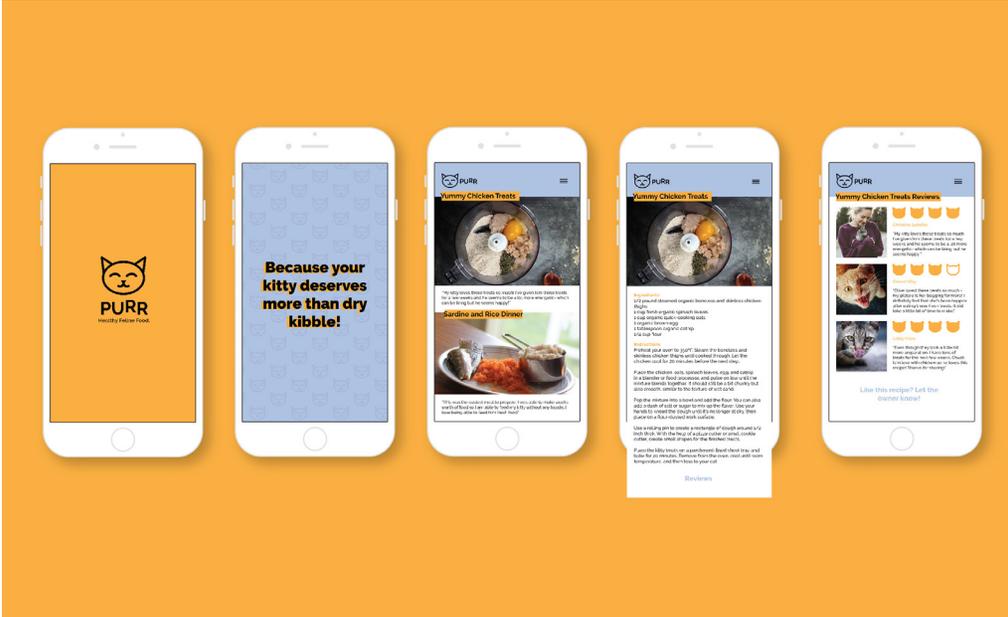
Download the Purr app to share your own recipes and discover more!

August Recipes

Turkey Heaven

Ingredients:
2 pounds (900 g) ground turkey
1 can (15 ounces, or 300 g) sardines
1/2 cup (60 g) parmesan cheese
1/2 cup (70 g) parmesan cheese
1 tablespoon (15 g) bone meal
1 tablespoon (14 g) alfalfa powder
1 teaspoon salt
1 teaspoon olive oil

Instructions:
In a large bowl, mix all of the ingredients together thoroughly. The turkey in this recipe is served raw.

Because your kitty deserves more than dry kibble!

Yummy Chicken Treats

Sardine and Rice Dinner

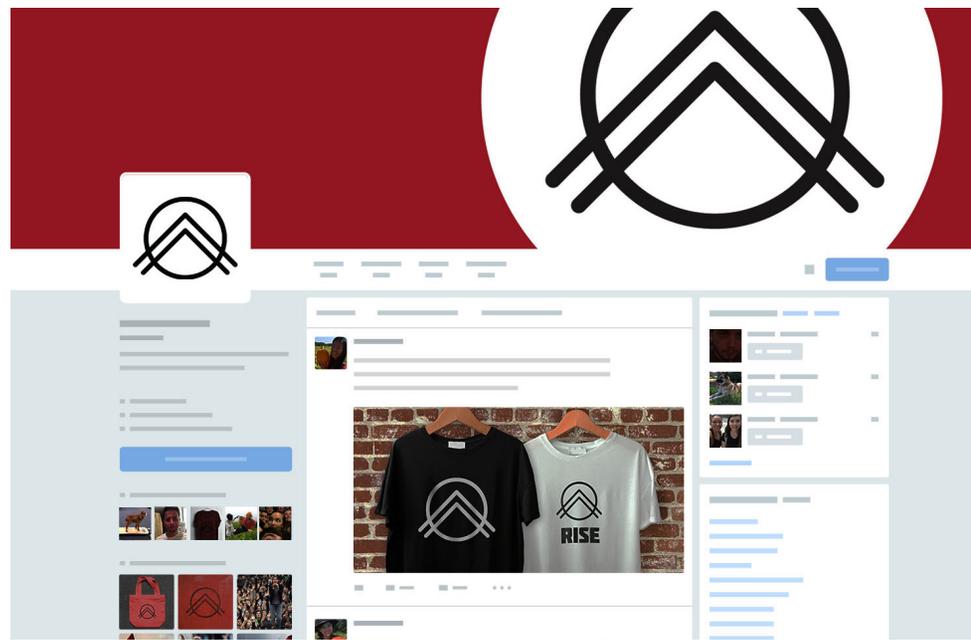
Like this recipe? Let the cat's choice!

Purr Catalog continued



RISE - SYMBOL OF PROTEST
SPRING 2017

Protesting is when people come together to demonstrate their rise from hate, discrimination, or any injustices brought against them. They stay strong and pull together even when others try to pull them down. Maya Angelou's poem *Still I Rise* is one source of inspiration for my choice of the word "rise" as the main focus in the design.



Rise - Symbol of Protest continued



**INNOVATION WEEK 2017
SPRING 2017**

Innovation Week was a four-day celebration hosted by the Innovation Academy. Students are able to attend various events that focus allow them to discover, be inspired, play, and connect. This event guide is straightforward so the viewer can get a quick overview on the different dates and info. Promotional items were given out throughout the week as rewards and to spread the image of Innovation Week.



Innovation Week 2017 continued