@2025 RELCONSIJO Maddison Johnson



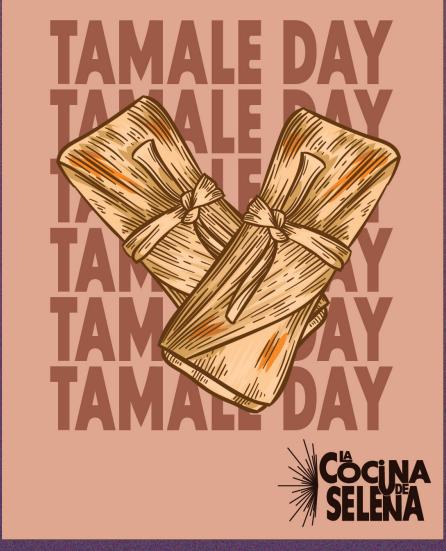
Portfolio 2025

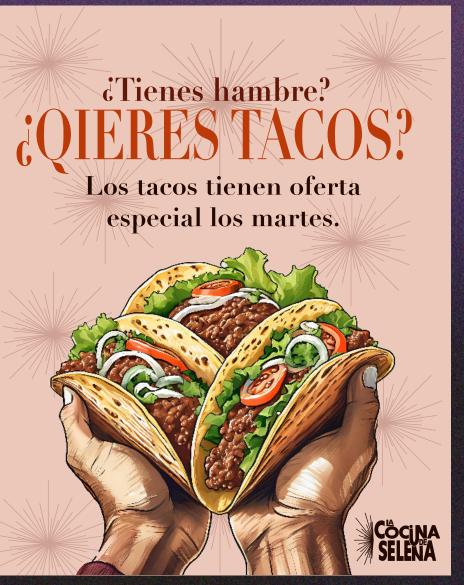
Social Media

Information:

I created these social media posts for a small business called La Cocina de Selena, with the goal of enhancing their online presence and reaching a broader audience. Each post was designed to be easily crossposted across different platforms, maintaining visual consistency and brand identity. To connect with a wider customer base, I developed both English and Spanish versions of the content, ensuring the messaging was accessible and culturally inclusive.









Programs:

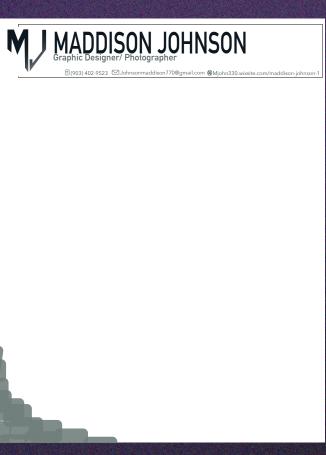
Adobe InDesign Adobe Illustrator Adobe Photoshop

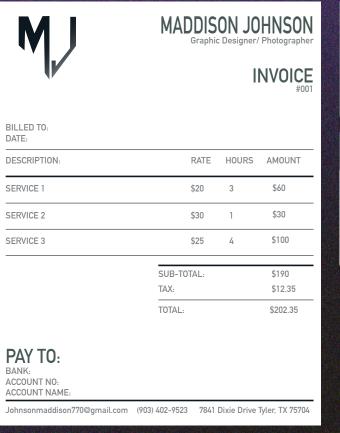
Stationary/Invoice

Information:

This is my personal stationery and invoice design, which I created to reflect my professional brand. I designed it using Adobe InDesign, Photoshop, and Illustrator to ensure a polished and cohesive look. The layout and typography were carefully chosen to enhance readability and visual appeal.









Jock-up M



Newsletter

Information:

This is a newsletter front page I designed for a class project, focusing on an environmental law firm. The assignment required a threecolor print job and an in-house advertisement, challenging me to balance design and functionality. I used Adobe Photoshop, Illustrator, and InDesign to incorporate strong typography and editorial layout skills.

The Finley and Mason Environmental Law Firm Bimonthly Newsletter

Finley's Goodbye

What to expect as the Willow Project gets ready to begin

Everything you need to know about the upcoming environmental disaster

from over'

The controversial Willow Project, a massive ■ oil drilling initiative in Alaska's North Slope, is set to break ground despite fierce opposition from environmental groups and climate activists. Approved by the U.S. government in 2023, the project—led by ConocoPhillips—aims to extract up to 600 million barrels of oil over "The fight to protect economic opportunity, out three decades" "The fight to protect view it as a step backward in the

consequences for the environment, wildlife, and the fight against climate

The project's location in the pristine Arctic poses serious risks to fragile ecosystems. The drilling will disrupt habitats for dozens of native animals, while the release of an estimated 278 million metric tons of carbon emissions will further accelerate global warming. Additionally, concerns over potential oil spills and permafrost degradation add

to the long list of ecological threats. Also, the construction of roads, pipelines, and drilling sites will fragment the landscape, making it harder for wildlife to migrate and find food. As construction moves forward, expect increased legal battles, protests, and calls for policy change. While some see Willow as an

Critics warn of catastrophic Alaska's Arctic is far transition to renewable energy. One thing is certain—the world will be watching as this controversial project unfolds. The long-term environmental costs of the

Willow Project may far outweigh its short-term economic benefits, leaving future generations to deal with its lasting impact. As the project begins, the fight to protect Alaska's Arctic is far from over and push for sustainable energy alternatives is still ongoing.

Read more about the willow project on

Join us as we celebrate Samuel Finley's incredible career and wish him a well-earned retirement!

Bring your favorite memories, a toast to Finley, and a blanket to enjoy a relaxing evening with colleagues. RSVP by March 20th —we can't wait to see you there!

Finley and Mason bimonthly recap

A look back on how we are helping save the environment and our future!

Tn this edition of the Finley and Mason Bimonthly Recap, we're highlighting the strides Leve've made in protecting the environment and advocating for a sustainable future. Over the past two months, our legal team has successfully challenged unlawful industrial waste dumping, secured new protections for endangered wetlands, and continued our push for stricter emissions regulations. We also hosted a community workshop on environmental rights, empowering local residents to take action against corporate polluters. Every step we take reinforces our commitment to ensuring a healthier, more just planet for future generations.

Continue reading on page 8





Programs:

NOCK-U

Information:

I designed this two-page spread as part of a digital imaging class assignment. Using Adobe InDesign, I carefully arranged the layout to create a visually engaging composition. The project required a two-color design, which challenged me to make strategic color choices for a strong visual impact.

How to be EFFECTIVE

How do you become more effective in your work or in your studies? Well to answer that question we would first need to understand the causes of the ineffectiveness. You can't start treatment before the diagnosis. Here are four important aspects of effectiveness to keep in mind:

THE CAUSE

Try to locate the source to the problem. When did you first start to become ineffective, have you always been like this and so forth. Once you think you know the cause of the problem it becomes a lot easier to deal with it. For instance, some people start to become ineffective when their favorite TV show is on and they lose grip of their work. Other people tend to be more effective during the cooler periods of the year and drop in efficiency as soon as the sun returns. No matter what it is, try to locate the source of the problem. If you want to rid yourself of the disease you need to find the root cause, otherwise all you're doing is simply treating symptoms.

KNOW WHERE YOU STAND

Before you begin trying to ameliorate the problem it's important that you understand the magnitude of the problem. You need to measure it's scope, how ineffective have you become, how much more effective do you want to be and so forth. Posing questions such as these will enable you to understand the depth of the given advise to do so before proceeding any further. Clearly defined goals aren't the only thing that is needed. You also need to focus, the more you focus the more things you get dor Don't procrastinate and never put important work to the side, get it done and get it done immediately (if it's vitally important of course.

circumstances. There are numerous ways of quantifying your effectiveness. A simple way of doing this is by starting out the day by defining how much work or how much studies you need to have done by the end of the day. Once you've made a list of all the tasks that need to be done, you can then at the end of the day

actually finished. DO SOMETHING ABOUT IT

To become more effective you

look back and see how much was

need to have a strong sense of purpose with your work. If you haven't defined your goals in explicit terms you won't really know when you've reached them or how much is left. If you haven't done so already I would advise to do so before proceeding any further. Clearly defined goals aren't the only thing that is needed. You also need to focus, the more you focus the more things you get done. Don't procrastinate and never put important work to the side, get it done and get it done immediately (if it's vitally important of course.

ALWAYS EVALUATE

Evaluation is of immense importance. If you don't evaluate how much work you've done, you won't know if you've been effective or not.



closer to the goals you wanted to reach eventually. By measuring your actions in terms of your long-term goals, you get a better sense of what's important and what's not as important. Regular assessment also helps you identify patterns in your progress, allowing you to make necessary adjustments along the way. Without evaluation, you risk repeating the same mistakes and missing opportunities for growth.

Finally, if you truly want to be effective you have learn to control yourself. Don't get distracted by everything little thing that shows up, if you want to be more effective you'll have to force yourself to be more effective.

ABDERISAK ADAM is an author, blog writer and a PhD candidate in the institution of Civil and Environmental Engineering at Chalmers University of Technology. He is also the owner and webmaster of www.study-habits.com, a website dedicated to the discussion of study techniques in the context of higher education.

Techniques to master your own time:

- Carry a schedule and record all your thoughts, conversations and activities for a week.
- Any activity or conversation that's important to your success should have a time assigned to it.
- Plan to spend at least 50 percent of your time engaged in the thoughts, activities and conversations that produce most of your results.
- Schedule time for interruptions. Platime to be pulled away from what you're doing.
- Take the first 30 minutes of every day to plan your day. Don't start your day until you complete your time plan.
- Take five minutes before every call and task to decide what result you want to attain.
- Put up a "Do not disturb" sign when you absolutely have to get work done
- Practice not answering the phone just because it's ringing and e-mails just because they show up.
- Block out other distractions like Facebook and other forms of social media unless you use these tools to generate business.
- Remember that it's impossible to get everything done. Also, remember that odds are good that 20 percent of your thoughts, conversations and activities produce 80 percent of your results.

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Programs:
Adobe InDesign



Portfolio 2025

Package

Information:

I designed this perfume packaging concept using Adobe Illustrator for a class project centered on branding. The product is fictional, allowing me creative freedom to develop a unique visual identity. I opted for a minimalistic aesthetic to convey elegance and modern simplicity. Clean lines, restrained typography, and subtle details were used to emphasize the sophistication of the overall design.



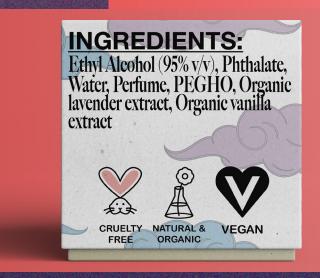




Mock-up









0 123456 789012

Flat

Programs:

Adobe Illustrator



Information:

For my final project, I created a fully designed mobile app using Adobe XD, tailored specifically for plant enthusiasts seeking an easy and enjoyable way to care for their plants. The concept focuses on user-friendly features and intuitive navigation, making plant care accessible for users of all experience levels. I chose a clean and simplified design approach to enhance the user interface and ensure a seamless, visually calming experience.

This website was developed as part of a group project where we were tasked with designing a game in Figma and transforming it into a fully functional website using WordPress. We chose to create an interactive trivia game, collaboratively designing the interface, game variables, timer, and animations directly in Figma to establish a cohesive and engaging user experience. After finalizing the design, we exported our assets and implemented them in WordPress, where we coded the functionality and brought the game to life as a fully playable web-based experience.

WELCOME TO TRIVIA TIME!

WHERE WE PRETERO USE CONTRADOR OUR PROMES OUT TO GOODE

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Programs: Adobe XD Figma Wordpress.org

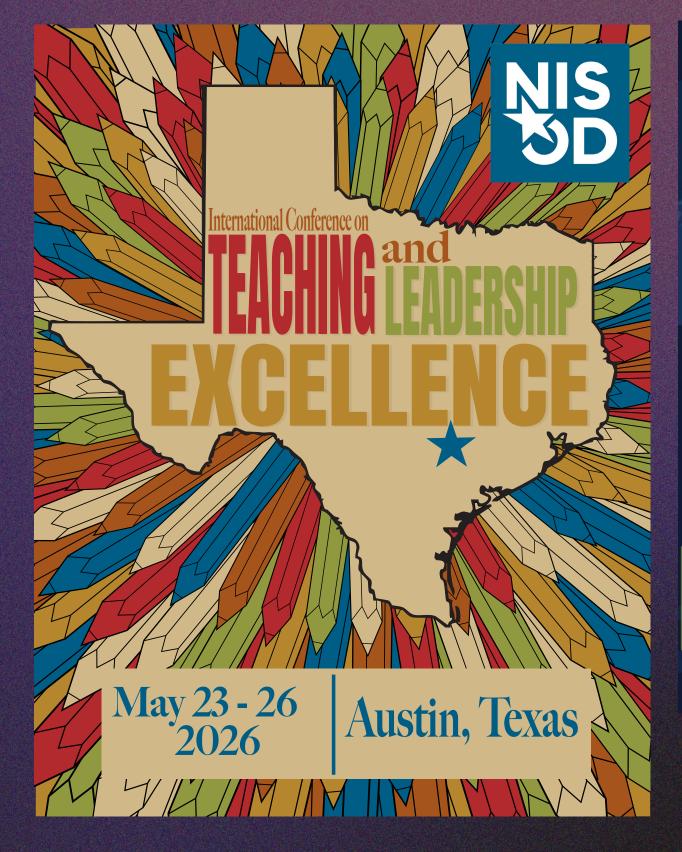


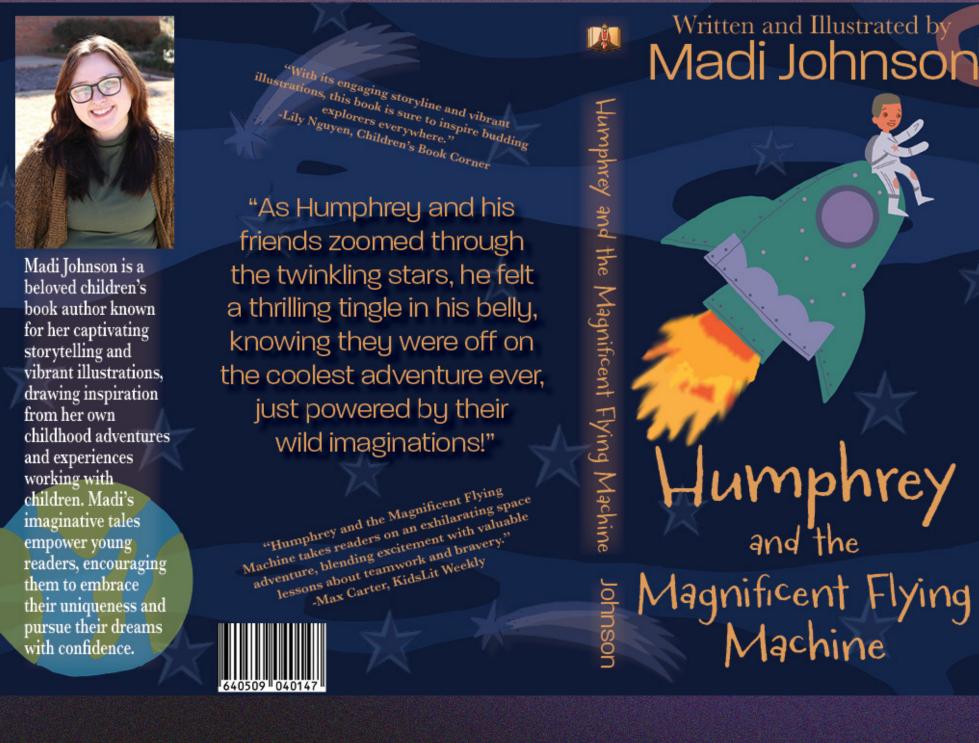
Portfolio 2025

Electronic Illustration

Information:

I created these illustrations using Adobe Illustrator as part of a project focused on developing clean, vector-based artwork. Each illustration was crafted with attention to detail, using precise shapes, color palettes, and line work to convey clarity and consistency. The goal was to produce visually engaging graphics that could be easily adapted for both digital and print applications.





Programs:

Adobe InDesign Adobe Illustrator Humphrey

garage and

embarks on a

discovers an old

flying machine in

his grandfather's

journey to space

with his friends.

Together, they

and challenges,

lessons about

teamwork and

learning valuable

bravery along the way. This thrilling

tale inspires young

readers to explore

the limitless

friendship.

possibilities of

imagination and

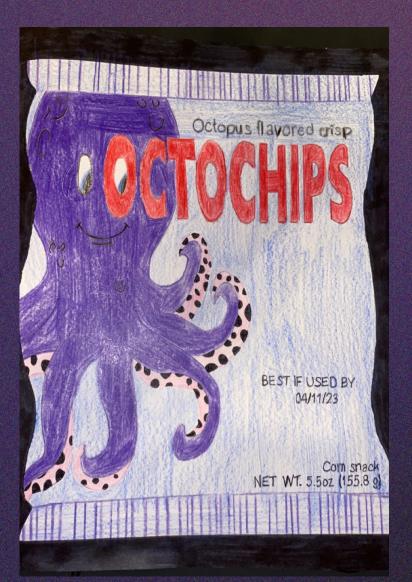
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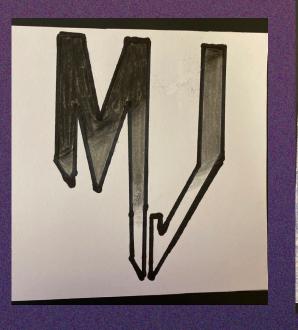


Information:

Hand Drawn Illustration

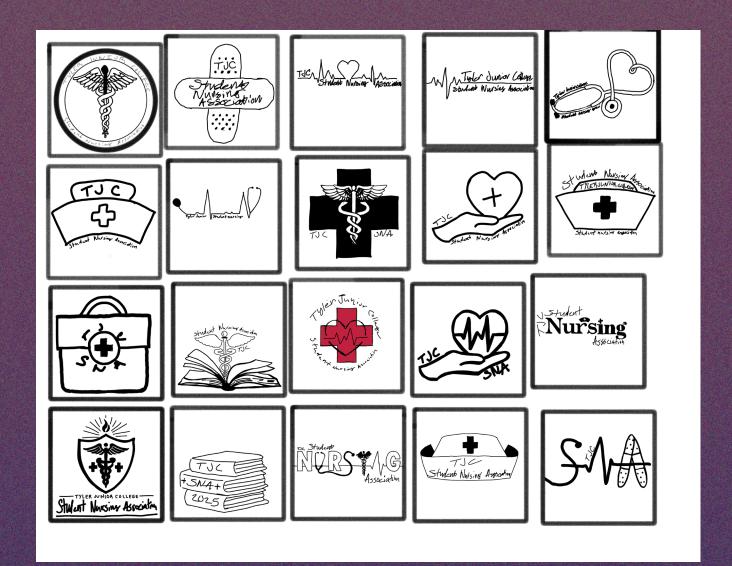
I created these pieces for my basic graphics class, where the objective was to explore a variety of design formats and purposes. The projects included a poster for a nonprofit organization, a personal logo, a billboard concept, and a chip bag design—each requiring a different approach to layout, messaging, and visual style. I also developed thumbs for a candy box and a nursing logo, which allowed me to experiment with branding elements and packaging concepts tailored to very different audiences. These works helped me build versatility in both handdrawn and digital techniques while strengthening my understanding of design across multiple platforms.

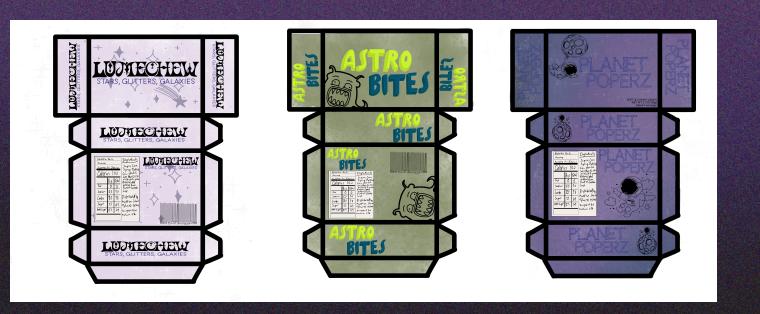














Bell Tower Arts Journal

Information:

For this project, I wanted to represent the diverse range of media featured in the Bell Tower Arts Journal, including writing, photography, and visual art. I began by taking a photograph and applying an oil painting filter in Photoshop, experimenting with the settings to achieve a visually pleasing effect. To enhance the cover design, I created an embossed effect for the title text, adding a tactile element. I designed a dynamic drip effect in Illustrator, then used a clipping mask to incorporate a paper texture and typography seamlessly. Finally, I brought all the elements together in InDesign to create a cohesive and polished layout. This piece showcases my skills in blending different digital tools and techniques to create a unified artistic vision.

Back Front

this sacred space? A love so pure, a friendship so true, Will you see me the same way, if I tell you? In your eyes, I find a world unknown, A love that's ssomed, a seed now grown, A chance to take a leap, to set my heart free, To love you openly, and just be me. A love unveiled, a secret kept so deep In laughter shared, in moments we would keep, My best friend, my confidant, my guiding light, Now my heart beats faster, day and night. The way warmth that fills the room, Your gentle touch, dispelling any gloom, I see you differently, a love so clear, A hidden truth, that brings both We talk for hours, our souls intertwined, A bond so strong, it's hard to leave behind, The thought of losing you, a chilling thought, But speak my heart, is a risk I've fought. Should I confess, these feelings I embrace? Or hold them close, within this sacred space? A love so pure, a riendship so true, Will you see me the same way, if I tell you? <u>In yo</u>ur eyes, I find a world unknown, A love that's blossomed, a seed now grown, A be me.A love unveiled, a secret kept so deep, In laughter shared, in moment eart beats faster, day and night. The way you smile, a warmth that fills the oest friend, my confidant, my guiding l uch, dispelling any gloom, I see you di so clear, A hidden truth, that brings both joy and fear. V A bond so strong, it's hard to leave ight of losing you, a chilling in this sacred space? A ss, these feelings I embrace? Or ho ou? In your eyes, I find a world un blossomed, a seed i my hear hance to take a le In laughter share would keep,My nd, my om, Your gentl joy and fear. W souls intertw ond so of losing y But to speak m these this sacr a friendship

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Jock-up

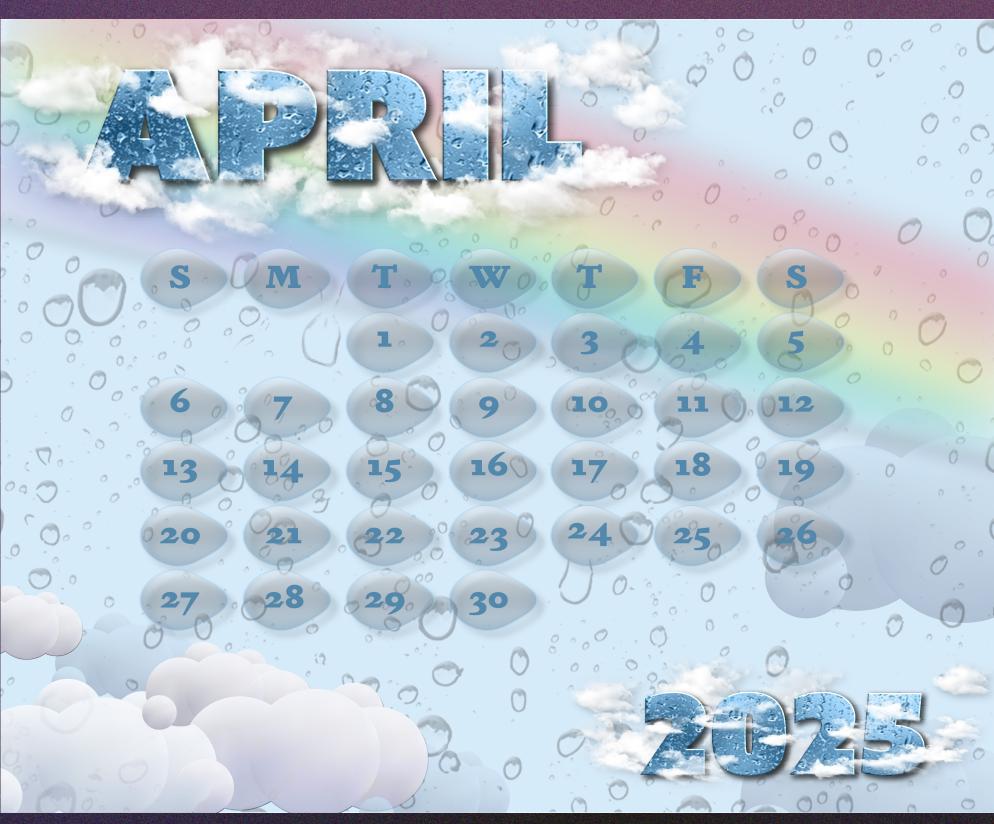
Programs:



Calender

Information:

For this project, we were each assigned a random month to design a calendar page, and I was given April. Drawing inspiration from the saying "April showers bring May flowers," I developed a themed design that combines playful visuals with thoughtful composition. I began by creating a custom text effect in Photoshop, layering the title with cloud imagery and using a clipping mask to add a subtle rain texture, while also illustrating a vibrant rainbow using paint and blending tools. To add dimension, I designed realistic raindrop-inspired date numbers and soft cloud illustrations in Illustrator. I then brought all the elements together in InDesign to refine the layout and ensure a cohesive, polished final piece. This project highlights my ability to use Photoshop, Illustrator, and InDesign collaboratively to develop a unified and imaginative design.



Flat



Programs:



Portfolio 2025

Wearables

Information:

These are several wearable designs I created for different projects, each tailored to a specific purpose and audience. The collection includes a uniform set for a small restaurant—featuring a shirt, hat, and apron—designed to reflect the brand's identity while remaining functional and visually appealing. I also designed a T-shirt for Tyler Junior College's ArtsFest, to celebrate the event's artistic spirit. Additionally, I developed a shirt design for a fictional brand I created in class, focusing on cohesive branding and market appeal. Each piece showcases my ability to translate design concepts into wearable, practical formats using tools like Adobe Illustrator and Photoshop.











Maddison Johnson Portfolio 2025 Advertising

Information:

This ad campaign was created for Meals on Wheels as part of my Digital Imaging 2 class, with a strong emphasis on impactful typography as the central visual element. The campaign includes a halfpage magazine ad, a billboard design, and a web banner, all unified by a bold, type-driven approach to communicate the message clearly and effectively. I focused on creating visual consistency across different formats while adapting the layout to suit each platform. The result is a cohesive, multi-platform campaign that highlights the importance of the organization's mission through strong, purposeful design.

THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED

Imagine the warmth of a heartfelt smile, the gratitude in a simple "thank you," or the comfort of knowing you've made someone's day a little brighter. At Meals on Wheels, every delivery is more than just a meal—it's an opportunity to bring nourishment, kindness, and connection to those who need it most. Many seniors and individuals with limited mobility face challenges that extend far beyond hunger. Loneliness, isolation, and difficulty accessing nutritious food can make daily life an uphill battle. But with your help, we can change that. A few moments of your time can bring comfort, dignity, and a sense of belonging to those who need it most.

By becoming a Meals on Wheels volunteer, you're not just delivering meals—you're delivering hope. A friendly face, a warm conversation, and the reassurance that someone cares can make an incredible difference in someone's life. Whether you can spare an hour a week or dedicate a day a month, your time and compassion have the power to uplift and inspire.

As a volunteer, you'll be part of a community committed to fighting hunger and loneliness. You'll hear incredible stories, build lasting relationships, and see firsthand how small acts of kindness can transform lives—including your own.

Ready to lend a hand? alsonwheelsamerica.org or 1-888-9986325

MEALS ON WHEE

MEALS ON WHEELS

THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED







THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO GET INVOLVED

VOLUNTEER TODAY

Programs: Adobe Photoshop Adobe Illustrator Adobe InDesign

Flat



Portfolio 2025

Brochure

Information:

This is a brochure I designed for my Digital Publishing 3 course, where the focus was on creating professional, printready marketing materials. I developed the layout to be clean, engaging, and easy to navigate, while effectively communicating key information through a strong visual hierarchy. Using Adobe InDesign, Illustrator, and Photoshop, I combined eyecatching graphics, thoughtful typography, and consistent branding to produce a cohesive and polished brochure design that meets industry standards.

Straight to the

With our selection of only the finest natural ingredients, you're guaranteed to savor the zest.

- 🤚 Jalapeno 🤚 Water
- 🥚 Garlic Powder
- Salt
- 🤚 Guar gum

authenticity reigns supreme.

At Flame Fusion, we take pride in crafting our fiery concoctions with only the freshest and most natural ingredients. Every bottle is a testament to peppers and spices that pack a punch like no other. From farm to flame, we ensure that every batch is bursting with flavor and heat, without any artificial additives or preservatives. Our small-batch process allows us to maintain exceptional consistency and boldness in every drop. It's not just hot sauce—it's a celebration of real flavor. Taste the difference that fresh and natural ingredients make with Flame Fusion – because when it comes to spice,

his sauce was born from a backyard barbecue gone wild. What started as a simple homemade sauce experiment quickly turned into a fiery obsession when friends and family couldn't stop asking for more—despite wiping away tears of spicy joy. Determined to perfect the balance between heat and flavor, we scoured the globe for the freshest peppers and boldest spices. After countless taste tests (and a few scorched taste buds), Flame Fusion was unleashed—a sauce so good, it turns every setting taste buds ablaze across the country, one drop at a time! Whether you're a seasoned spice lover or a brave beginner, this sauce is here to test your limits. Just remember, a little goes a long way—unless you're looking for a truly unforgettable experience. So grab a bottle, embrace the heat, and let the fusion of fire

and flavor begin!

your first order

Think you can handle the heat? Now's your chance to find out—without burning a hole in your wallet! For a limited time, we're cranking up the savings with 50% off your first order of Flame Fusion. That's right, half the price, all the fire! Whether you're ready to drizzle, dunk, or downright drench your food in our legendary heat, there's never been a better time to take the plunge. But hurry this deal won't last forever, and neither will your self-control once you get a taste. Use code FUS50 at checkout and let the fiery feast begin!



Attention all fire-breathing daredevils and thrillseekers! Brace yourselves for a flavor inferno that'll make your taste buds do the tango and your lips sing the salsa! Our hot sauce isn't just spicy—it's the kind of spicy that makes you reconsider all your life choices leading up to this moment, and wonder if you've just unlocked a new level of pain-induced euphoria. It's a slow burn that builds with every bite, daring you to take just one more, even as the sweat beads on your forehead. Proceed with caution and have a gallon of milk on standby. Don't say we didn't warn you when you're breathing fire like a dragon in distress, desperately searching for relief but secretly loving every second of



Scan to learn delicious ways to use

Visit us at

to view our wide variety of flavors and shop our wicked merch

You can also seek out Flame Fusion in various stores spanning the fiery realms of the US and Canada, including Walmart, Target, Sprouts, Aldi's, and Fresh. Prepare your taste buds for a journey through the spicy underworld, available at your nearest location. But beware, once you unleash the flame, there's no turning back! Each bite ignites a bold explosion of heat and flavor, leaving you craving more. Dare to take the plunge and experience the altimate spicy adventure!



Mock-up



Programs: Adobe Photoshop Adobe Illustrator Adobe InDesign Adobe Dimensions

Flat

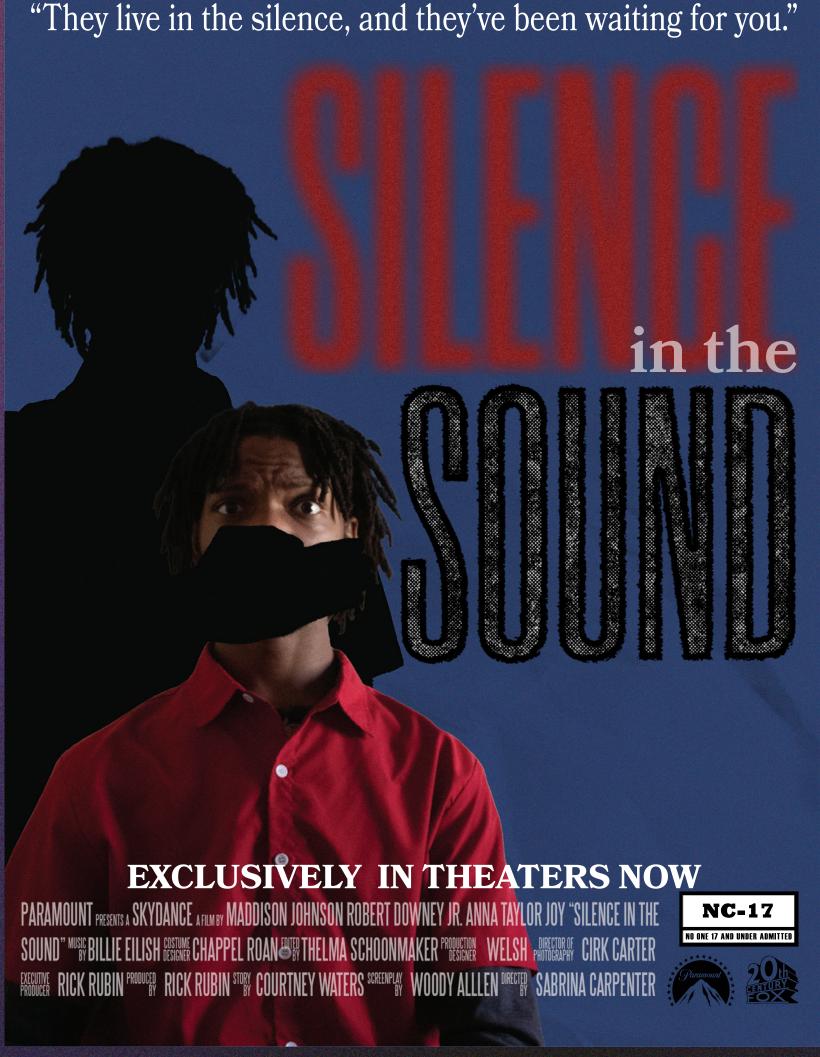


Poster

Information:

This is a movie poster I designed as part of a project focused on visual storytelling and genre-based design. Inspired by the aesthetics of horror films, I used one of my own original photographs as the foundation for the concept, building the eerie atmosphere through strategic composition, lighting, and texture. I utilized Adobe Illustrator, Photoshop, and InDesign to enhance the image, incorporate custom typography, and finalize the overall layout, resulting in a striking and cohesive poster that captures the essence of the horror genre.

Portfolio 2025







Programs:



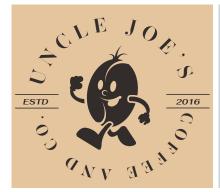
Portfolio 2025

Branding

Information:

This is a rebrand I created for a coffee shop called Uncle Joe's, focusing on a cleaner, more modern aesthetic. The rebrand includes a primary logo, submark, and icon, each designed to be versatile and easily adaptable across multiple colorways and materials. In addition to the logo system, I developed a full brand identity that includes a cohesive color palette, merchandise items, and an apron design to reflect the shop's updated look. The overall branding was created to ensure consistency and flexibility across both digital and physical applications.















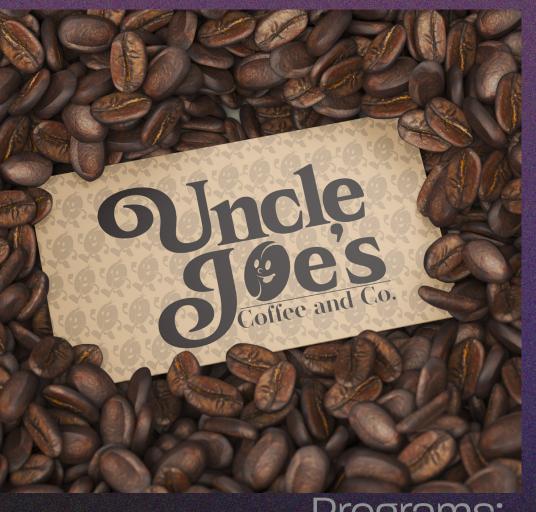


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Real Printed Work

Information:

I designed this logo for the 2025 Tyler Junior College Arts Fest, aiming for a clean and modern look that could be easily applied across various promotional materials. The concept focuses on simplicity and versatility, allowing the design to stand out without overwhelming the viewer. I created the final logo using a combination of Adobe Photoshop and Illustrator to refine the shapes, colors, and overall composition.



Flat



Programs: Adobe Photoshop Adobe Illustrator



Portfolio 2025

Logos

Information:

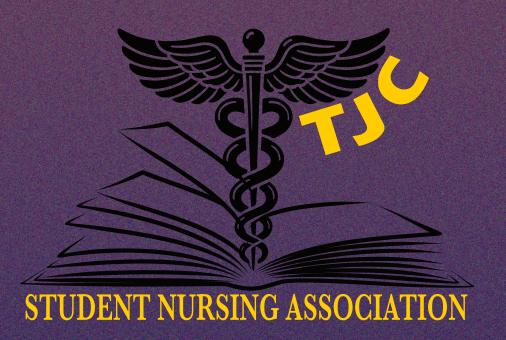
Here are some logo designs I have created for a variety of brands and events. Each logo is carefully crafted to reflect the unique identity, mission, and aesthetic of the organization or occasion it represents. My approach to logo design focuses on strong visual storytelling, ensuring that each design is not only visually appealing but also meaningful and memorable.

I also create multiple variations of each logo to ensure versatility across different formats and media. Whether for print, digital use, merchandise, or signage, I design adaptable logos that maintain their impact in various sizes and color schemes. This ensures a cohesive brand identity across all applications, from social media profiles to large-scale event banners.











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