

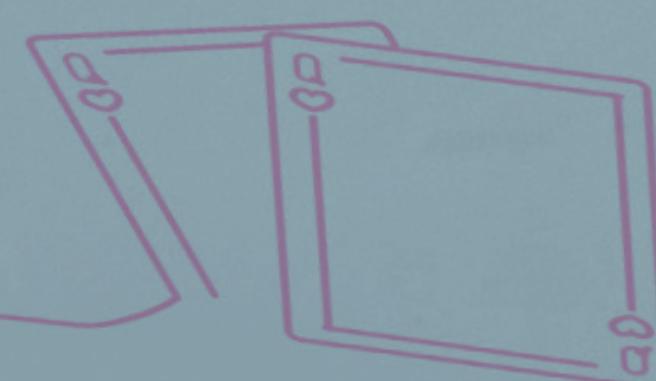
Chafflin
DESIGNS



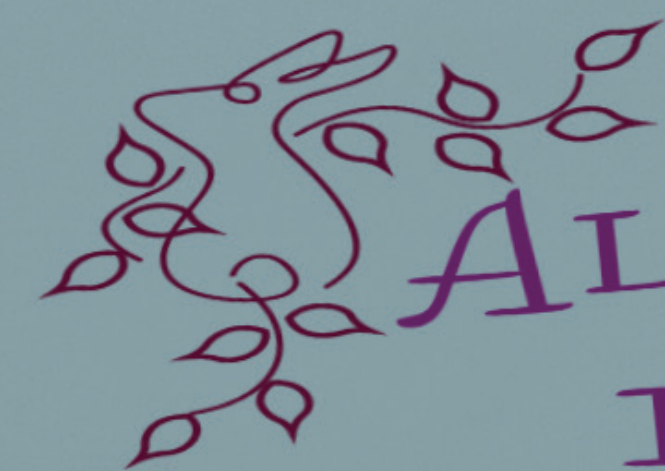


“Imagination is the only weapon
in the war with reality.”

ALICE'S LIFE was perfect, by definition. It was very structured and very routine. Same thing, every day. Over and over. Until one day Alice decided to follow the little white rabbit she kept imagining. Unbeknownst to her, everything was about to get weird...very weird. Join Alice on her adventure down the rabbit hole into wonderland.



LEWIS CARROLL was a man of many talents. He was an English writer, poet, and photographer. He had a very active, very creative mind. He saw things no one else did. This allowed him to design worlds for people to escape in and be lost from reality for a moment.

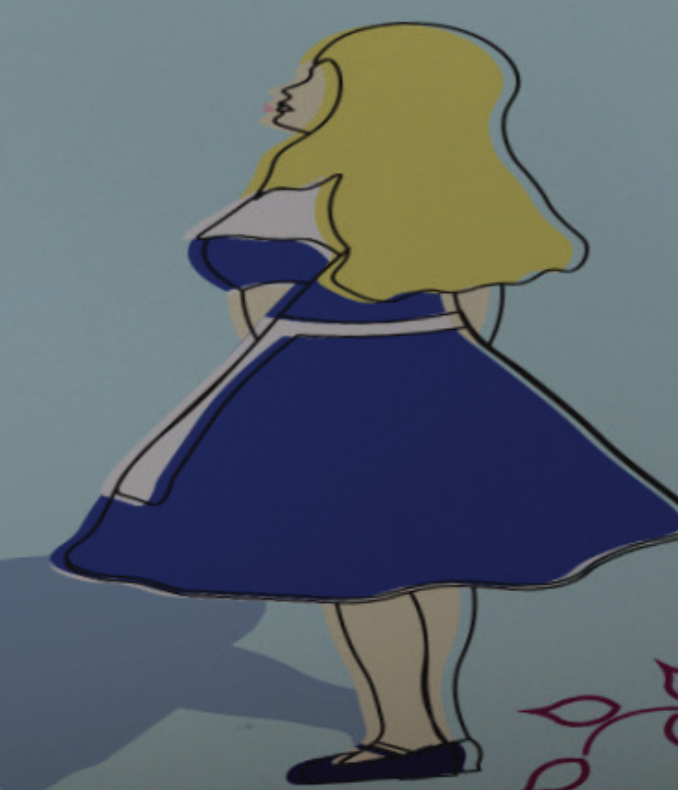


ALICE'S ADVENTURES IN WONDERLAND

Lewis Carroll



AWARDED NEW YORK TIMES BEST
ILLUSTRATION CHILDREN'S BOOK



ALICE'S ADVENTURES IN WONDERLAND

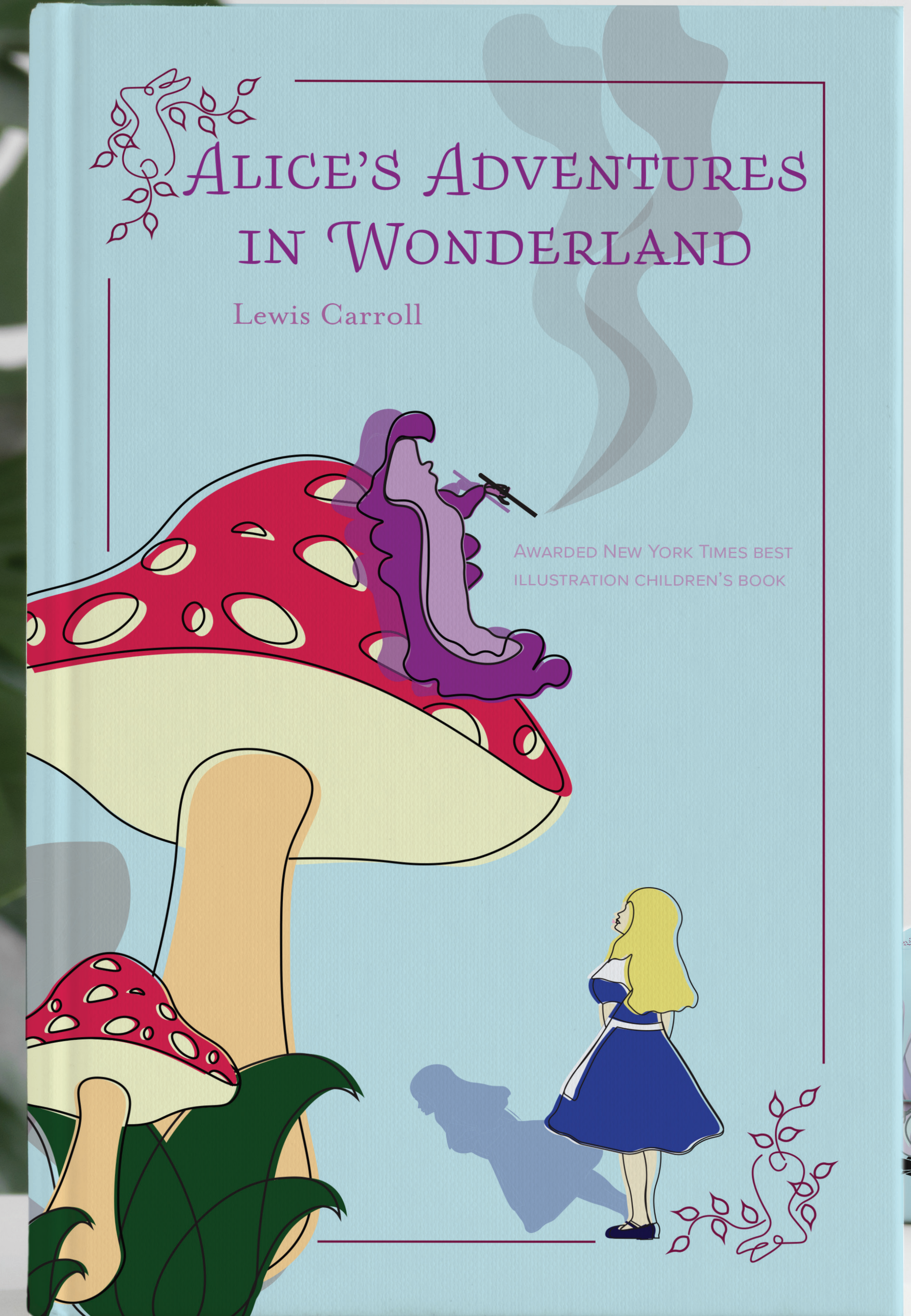
Book Design

CHALLENGE

Design a full cover and layout of a book that is now in public domain along with publicity items such as bookmarks, business cards and postcards that fit the time period the book was originally published in.

SOLUTION

Scouting out other depictions of this book at different bookstores was my first step into this process. Then, after a few sketches I vectorized my illustrations in Adobe Illustrator. I wanted a fun whimsical font to go with such a creative children's story.



nice soft thing to nurse—and she’s such a capital one for catching mice—oh, I beg your pardon!” cried Alice again, for this time the Mouse was bristling all over, and she felt certain it must be really offended. “We won’t talk about her any more if you’d rather not.”

“We indeed!” cried the Mouse, who was trembling down to the end of his tail. “As if I would talk on such a subject! Our family always hated cats: nasty, low, vulgar things! Don’t let me hear the name again!”

“I won’t indeed!” said Alice, in a great hurry to change the subject of conversation. “Are you—are you fond—of—of dogs?” The Mouse did not answer, so Alice went on eagerly: “There is such a nice little dog near our house I should like to show you! A little bright-eyed terrier, you know, with oh, such long curly brown hair! And it’ll fetch things when you throw them, and it’ll sit up and beg for its dinner, and all sorts of things—I can’t remember half of them—and it belongs to a farmer, you know, and he says it’s so useful, it’s worth a hundred pounds! He says it kills all the rats and—oh dear!” cried Alice in a sorrowful tone, “I’m afraid I’ve offended it again!” For the Mouse was swimming away from her as hard as it could go, and making quite a commotion in the pool as it went.

So she called softly after it, “Mouse dear! Do come back again, and we won’t talk about cats or dogs either, if you don’t like them!” When the Mouse heard this, it turned round and swam slowly back to her: its face was quite pale (with passion, Alice thought), and it said in a low trembling voice, “Let us get to the shore, and then I’ll tell you my history, and you’ll understand why it is I hate cats and dogs.”

It was high time to go, for the pool was getting quite crowded with the birds and animals that had fallen into it: there were a Duck and a Dodo, a Lory and an Eaglet, and several other curious creatures. Alice led the way, and the whole party swam to the shore.



Chapter Three

A CAUCUS-RACE AND A LONG TALE

THEY WERE INDEED a queer-looking party that assembled on the bank—the birds with draggled feathers, the animals with their fur clinging close to them, and all dripping wet, cross, and uncomfortable.

The first question of course was, how to get dry again: they had a consultation about this, and after a few minutes it seemed quite natural to Alice to find herself talking familiarly with them, as if she had known them all her life. Indeed, she had quite a long argument with the Lory, who at last turned sulky, and would only say, “I am older than you, and must know better;” and this Alice would not allow without knowing how old it was, and, as the Lory positively refused to tell its age, there was no more to be said.

At last the Mouse, who seemed to be a person of authority among them, called out, “Sit down, all of you, and listen to me! I’ll soon make you dry enough!” They all sat down at once, in a large ring, with the Mouse in the middle. Alice kept her eyes anxiously fixed on it, for she felt sure she would catch a bad cold if she did not get dry very soon.

“Ahem!” said the Mouse with an important air, “are you all ready? This is the driest thing I know. Silence all round, if you please! ‘William the Conqueror, whose cause was favoured by the pope, was soon submitted to by the English, who wanted leaders,

ALICE’S ADVENTURES IN ‘WONDERLAND

And yet you incessantly stand on your head—
Do you think, at your age, it is right?”

“In my youth,” Father William replied to his son,
“I feared it might injure the brain;
But, now that I’m perfectly sure I have none,
Why, I do it again and again.”

“You are old,” said the youth, “as I mentioned
before,

And have grown most uncommonly fat;

Yet you turned a back-somersault

in at the door—

Pray, what is the reason of
that?”

“In my

youth,”

said the sage, as he

shook his grey locks,

“I kept all my limbs very supple

By the use of this ointment—one shilling

the box—

Allow me to sell you a cou-

ple?”

“You are old,” said

the youth, “and

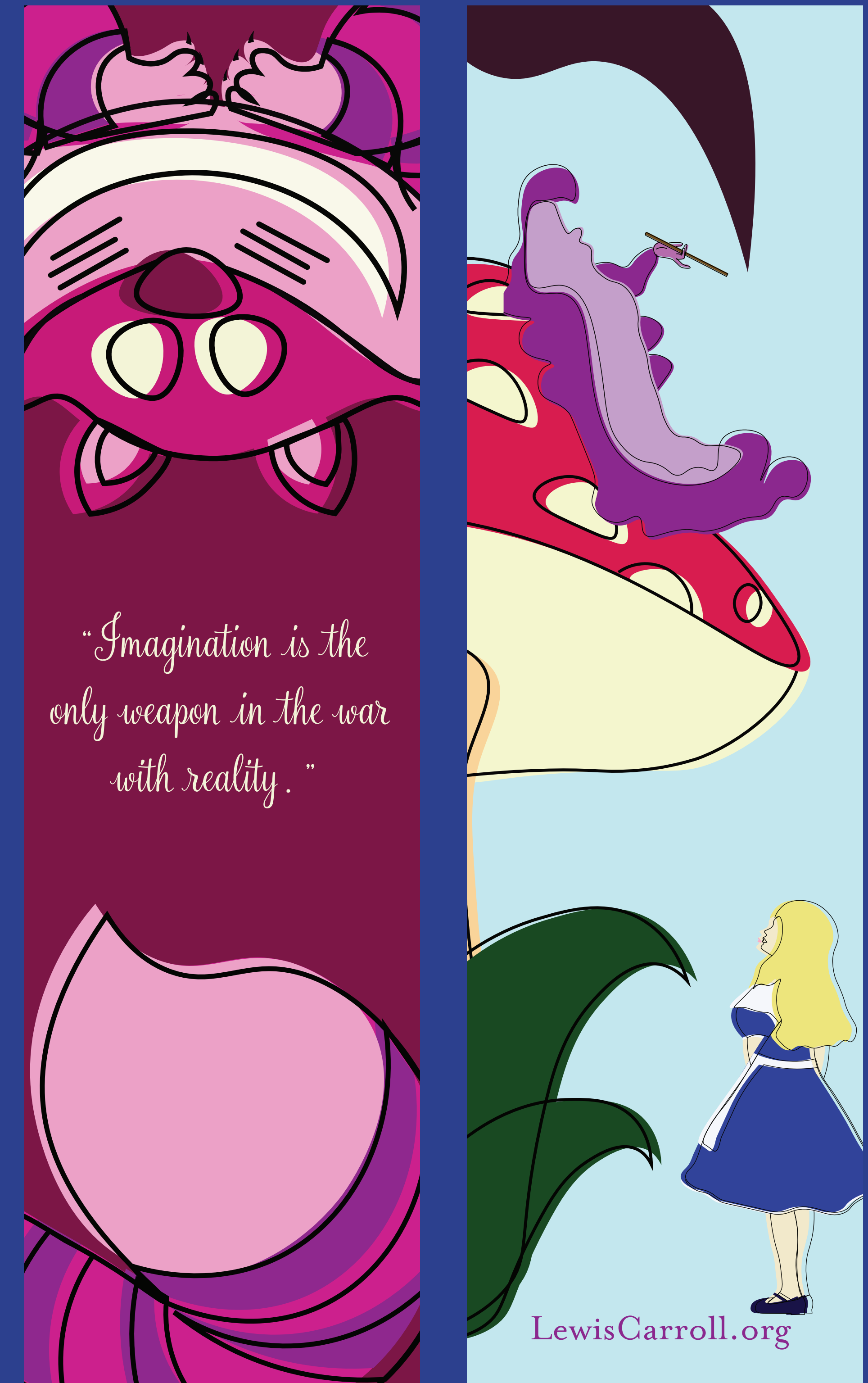
your jaws are

too weak

For anything

tougher than

suet;





Hydrating

All* Natural

Fragrance Free* Alcohol Free* PH Balance

6.8 FL OZ

ALL NATURAL

Package Design

CHALLENGE

Using a provided dieline, establish a system within a brand. Generate a design for the box using the brand's style guide. Create a product that will fit inside the box of the existing dieline then produce a label for that product.

SOLUTION

Being a lover of skincare products, I chose to make a skincare line for All*Natural, the main focus being on hydrating toner. I used a monochromatic green color palette to represent a calm feel and to indicate the product is natural and eco-friendly.







NORTH SANTIAM
WATERSHED COUNCIL

NORTH SANTIAM WATERSHED COUNCIL

Logo Design

CHALLENGE

Redesign a new logo for a non-profit organization. Creating a logo that represents the brand and what they do clearly while being fun and timeless.

SOLUTION

Researching was a big part of this project. I aimed to create a soft and calm feel for their organization with cool tones that can be found in the creeks and rivers this company works with. Making sure to use a Steelhead salmon for their logo since that is the salmon they represent the most.





NORTH SANTIAM
WATERSHED COUNCIL

NET WT 14 OZ (396g)

PANDA BLOSSOMS

CHOCOLATE AND CHERRY FLAVOR

BAMBOO SPOON INSIDE!



FLIP THE BOX OVER TO PLAY SPOT THE DIFFERENCE WITH ME!



GLUTEN FREE

Check out our other flavors too!
Vanilla and strawberry,
Sugar free Chocolate

Panda Blossoms
Growing up me and my brother loved going to the zoo. We would beg our parents to go see. Using the panda and her cub, Boos. They came to our town too. After being rescued from their forest, that was set on fire. We realized we wanted to make a cereal that can help us save. Using and Boos's family, the name "Panda Blossoms" and thought Boos would be the perfect mascot. We also got in touch with a wildlife sanctuary to see if we can get a system so 15% of profits from every purchase goes to helping out all wildlife, not just pandas. This family friendly cereal is made with focus to being healthy like a young pig to love and care for animals and their homes and we hope all enjoy this cereal and get to enjoy seeing more pandas living their best lives!

PANDA BLOSSOMS

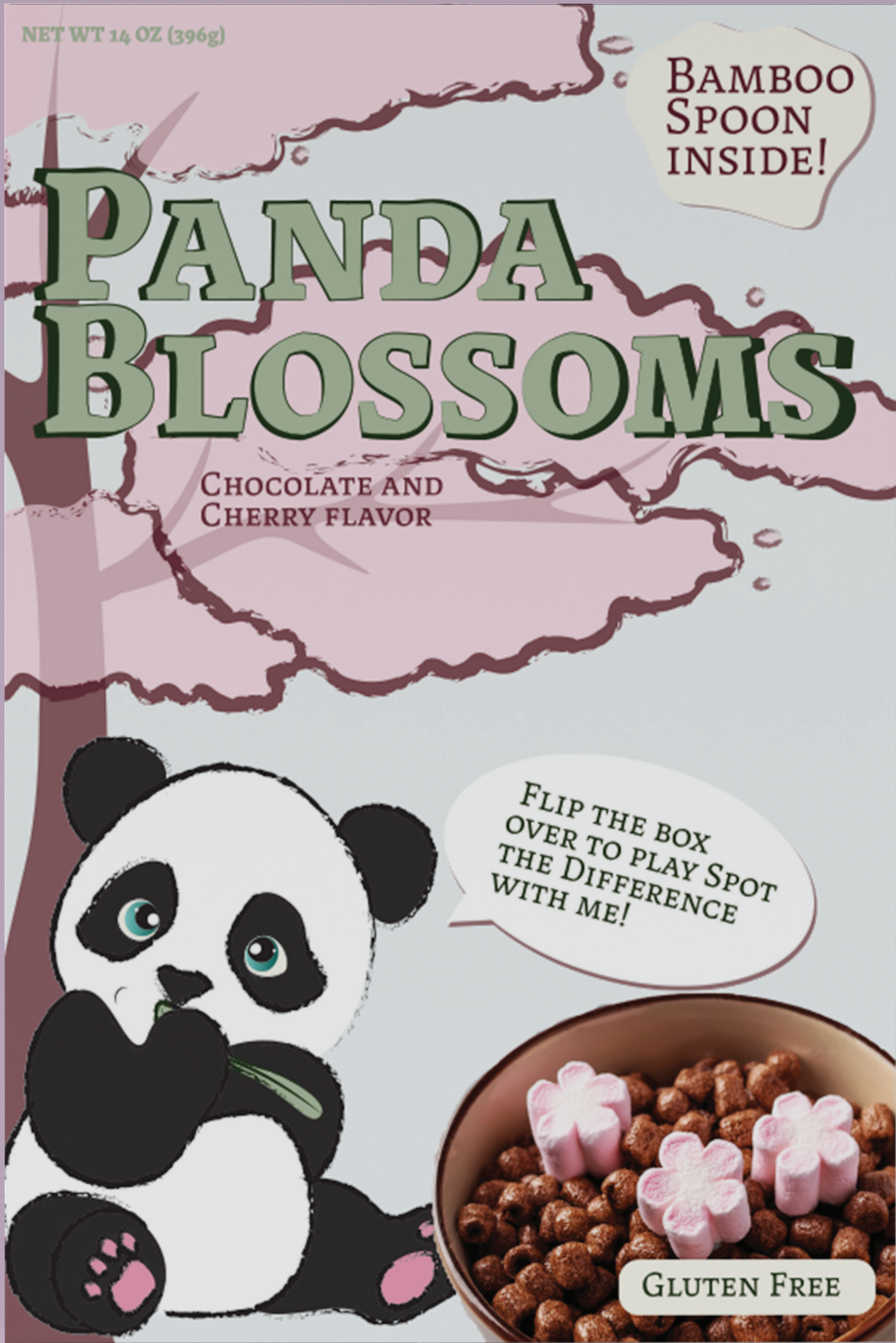
Package Design

CHALLENGE

Compose a cereal box design with an interactive feature on the back, then map out a dieline to cut and assemble the box.

SOLUTION

Starting out with a mood board, I went with a panda mascot . I wanted fun pastel colors that have a child-like feel that will also help this brand stand out on the shelves.





Pixi
Potion



Strawberry
Splash
Lemonade

16.5 FL OZ

Pixi
Potion



Blueberry
Blast
Lemonade

16.5 FL OZ

Pixi
Potion

Peachy
Punch
Lemonade & Green Tea

16.5 FL OZ



PIXI POTION

Package Design

CHALLENGE

Conspire a brand for a beverage company, then create a system that consists of three flavors—one being limited edition—without using a basic rectangle dieline.

SOLUTION

Beginning with a moodboard, I gathered ideas for color schemes, illustration styles, and dieline shapes. In order to challenge myself, I decided to use an illustrative art style instead of a vector style. I wanted to add a magical feel to this drink so I chose fairies to be the mascot and added edible glitter to the inside of the vessels.





Pixi Potion was created for those who want some magic in their lives! Enjoy some refreshing flavored lemonade with pixi dust for a little bit of fun!





Pixi Potion

Strawberry Splash

Lemonade



16.5 FLOZ

Nutrition Facts	
1 servings per container	
Serving size	16.5 fl oz
Amount Per Serving	
Calories	50
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 25g	9%
Dietary Fiber 15g	54%
Total Sugars 15g	
Includes 2g Added Sugars	4%
Protein 10g	20%
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Ingredients: Freshly squeezed Lemons, pixi dust, magic, sunflowers, fresh picked strawberries.

Pixi Potion was created for those who want some magic in their lives! Enjoy some refreshing flavored lemonade with pixi dust for a little bit of fun!





Pixi Potion

Blueberry Blast

Lemonade



16.5 FLOZ

Nutrition Facts	
1 servings per container	
Serving size	16.5 fl oz
Amount Per Serving	
Calories	50
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 25g	9%
Dietary Fiber 15g	54%
Total Sugars 15g	
Includes 2g Added Sugars	4%
Protein 10g	20%
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Ingredients: Freshly squeezed Lemons, pixi dust, magic, sunflowers, fresh picked blueberries.

Pixi Potion was created for those who want some magic in their lives! Enjoy some refreshing flavored lemonade with pixi dust for a little bit of fun!





Pixi Potion

Pretty as a Peach

Lemonade & Green Tea



16.5 FLOZ

Nutrition Facts	
1 servings per container	
Serving size	16.5 fl oz
Amount Per Serving	
Calories	50
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
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*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Ingredients: Freshly squeezed Lemons, pixi dust, magic, sunflowers, fresh picked peaches, green tea leaves



VENETIAN Koi

Logo Design

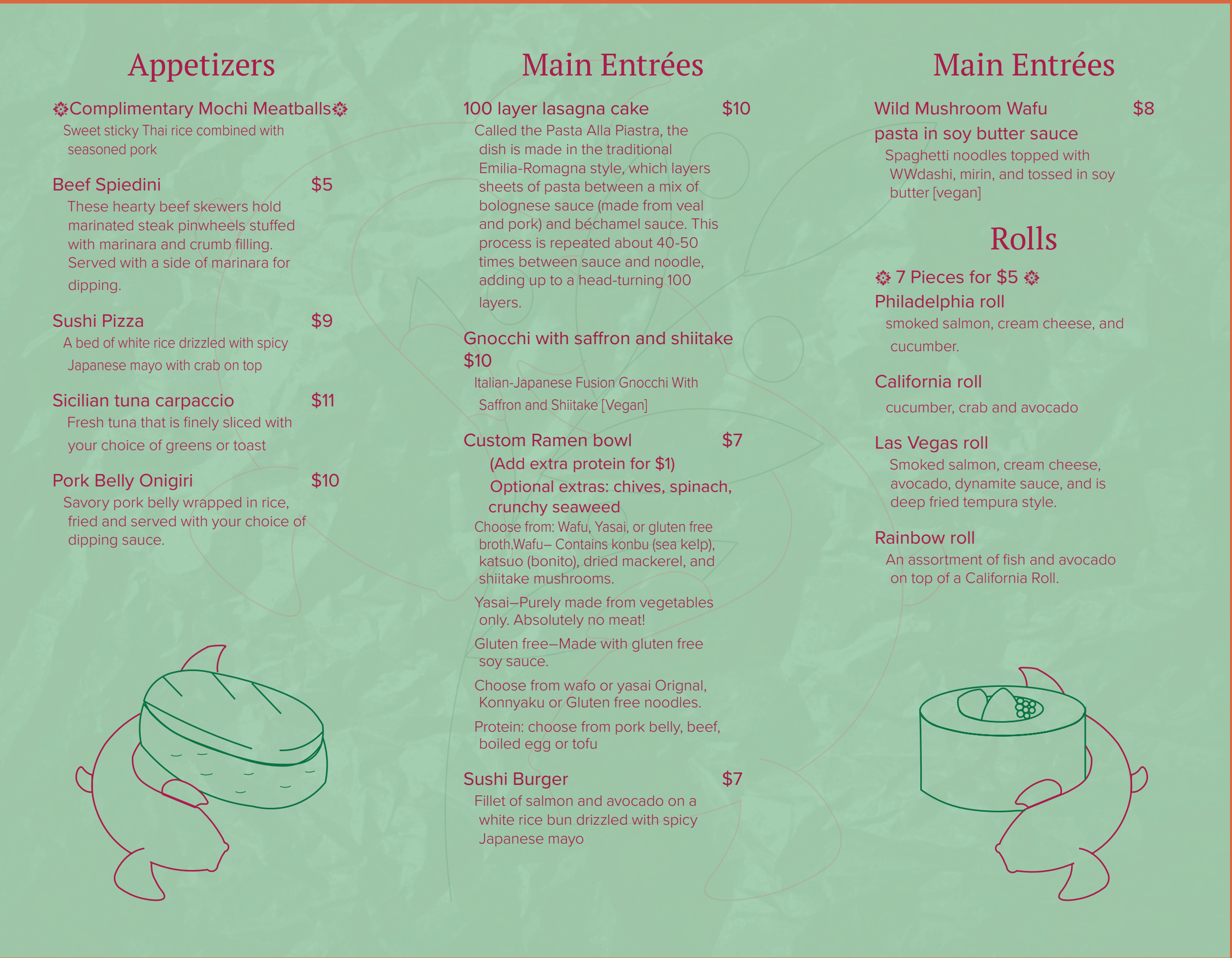
CHALLENGE

In a group, create a restaurant and then individually design a logo and menu for this new brand in two hours.

SOLUTION

Collabing with classmates to come up with Venetian Koi, an Italian and Asian restaurant rolled into one, I used a koi fish wrapped around an olive branch representing two cultures coming together to make amazing food.







Amellia's

Flower
FARM

CAMELLIA'S FLOWER FARM

Brand Guide

CHALLENGE

Establish a logo, brand guide, and name convention for a company.

SOLUTION

I brainstormed different types of company before landing on a flower farm. I quickly researched different flower names for a naming convention. Once I found a name, I began creating the brand guide: typing out their brand story, their mission, and what they represent.





Camellia's Flower farm

Introduction

This guide will help you navigate through the brand as a whole including the brand's purpose, logo, typefaces, and colors that are needed to help Camellia's Flower Farm bloom to its full potential.

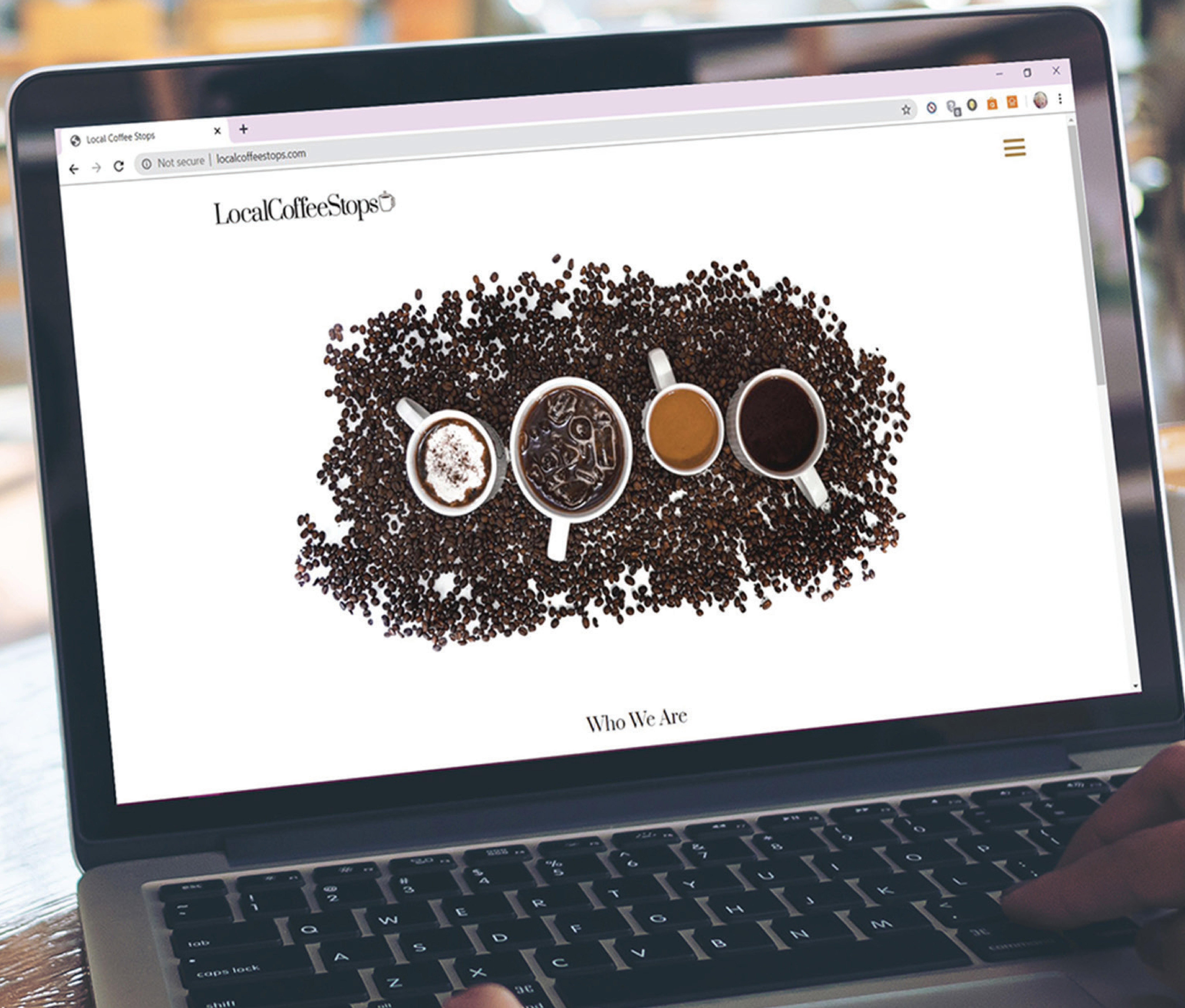
Vision Statment

Camellia's Flower farm is a beautiful blossoming flower farm that invites those who love nature to stop and smell the roses. Our little gift shop next to our farm offers homemade skincare products that are all organic and made from the flowers and herbs grown on our very farm. We believe everyone deserves to grow and bloom, and we are strong believers that selfcare is the modest important step to take in order to do so. We encourage everyone to come to our flower farms to treat themselves to flowers that we make into bouquets to take home, or do some self pampering with our line of skincare products, or even just roam through our fields and slow down for a minute and breathe.

Brand Essence

Our essence is all about peace,selfcare, and romanticizing life. Life can be so hectic and uncertain at times. Camellia's Flower Farm is a place people can stop and enjoy the beauty in life. We want you to relieve stress from your everyday life by either stopping by and feeling the peacefulness in our fields or seeing our flowers placed in your favorite vase sitting upon your counter.





LocalCoffeeStops



Who We Are



COFFEE STOPS

Web Design

CHALLENGE

Conspire with a partner to create a website using HTML and CSS that will be useful to people in one way or another while maintaining a user friendly interface for both desktop and mobile.

SOLUTION

My partner and I wanted to create a website that would support our local coffee shops. Once set on what we wanted for our website, we divided up who will do what. One person would create certain pages while the other created the rest of the pages, then we both went to as many local coffee shops as possible while write our own findings and reviews for each location.

```
Code reset.css style_a.css style_k.css style.css

<a href="allan.html">
  
  <h3>Allan Bros</h3>
</a>
  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
    wisi enim ad minim veniam, quis nostrud exerci tation ullamcorpe
  <p class="view_btn"><a href="allan.html">View Details</a></p>

</div>

  <div class="listing_col innerwrap">

    <a href="bentley's.html">
      
      <h3>Bentley's</h3>
    </a>
    <p>Bentley's is a Salem based coffee shop. They started out with
      known for their cute Yorkie/Shihtzu logo that is suppose to repr

      <p class="view_btn"><a href="bentley's.html">View Details</a></p>
    </div>
  </div>

  <div class="listing_two_col">

    <div class="listing_col innerwrap">


      <a href="black_r.html">
        
        <h3>Black Rock</h3>
      </a>
      <p>Black Rock Coffee started out in Salem and has expanded their
        customers to feel invited and comfortable. Their slogon is "Fuel
        the company to know them.</p>

      <p class="view_btn"><a href="black_r.html">View Details</a></p>
    </div>

    <div class="listing_col innerwrap">


      <a href="brown_c.html">
        
        <h3>Brown Cow</h3>
      </a>
      <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
        wisi enim ad minim veniam, quis nostrud exerci tation ullamcorpe
```




Hours

Mon-Fri: 9am-8pm
Sat: 9am-7am
Sun: 10am-6pm




Address

831 Lancaster Dr. NE
Salem, OR, 97305




Menu

View the full menu on our
site




Website


Want to get more
information? Check out our
website.



Average Price Range



Seating Available



Free Wifi

Three circular placeholder images arranged horizontally. The first image on the left shows a coffee machine. The middle image shows a white coffee cup with steam rising from it. The third image on the right shows a white coffee cup with a lid and a handle.

A photograph of a bakery display case filled with various breads, pastries, and cakes. The display is organized into several shelves and sections, showcasing a wide variety of baked goods.

A photograph of a bakery display case. The case is filled with various pastries, including small round tarts or cookies, and larger rectangular pastries. Above the case, there is a sign that reads "Stacy's Bakery". To the left of the case, there are more pastries in a wire basket. The background shows a kitchen area with a refrigerator and a counter.



A photograph of the interior of a cafe. In the foreground, a glass display case filled with various pastries, including croissants and buns, sits on a counter. Behind the counter, a large chalkboard menu lists items like 'ESPRESSO/CAPPUCCINO', 'HOUSE COFFEE', 'CAFE AU LACTE', and 'MILKSHAKE'. To the right of the chalkboard, there are shelves displaying jars of coffee beans and other products. The background wall is decorated with framed pictures and more menu boards. The lighting is warm and inviting.

A photograph of a modern coffee shop with a dark, flat roof and light-colored wood paneling. Large glass windows and doors are visible, with a red neon sign above the entrance. A white pickup truck is parked in the background.

1. *Journal of the American Academy of Child and Adolescent Psychiatry*, 45, 10, 1271-1278.

Mr & Mrs
Adams

Sarah Smith
John Jones

Invites you to the celebration of their marriage
JUN | 05 | 2025

At Three Thirty in the afternoon

Green Villa Barn

3215 Independence Hwy, Independence, OR 97351

SMELL THE ROSES

Typeface Design

CHALLENGE

Shape a typeface that is unique and matches your style that can be used in many different ways.

SOLUTION

Falling in love with script fonts, I explored different typefaces to learn how they curve together. I wanted to add a decorative feature to them, and thought a simple outlined flower would fit the delicate font style.





Wedding

Aa Bb Cc Dd Ee

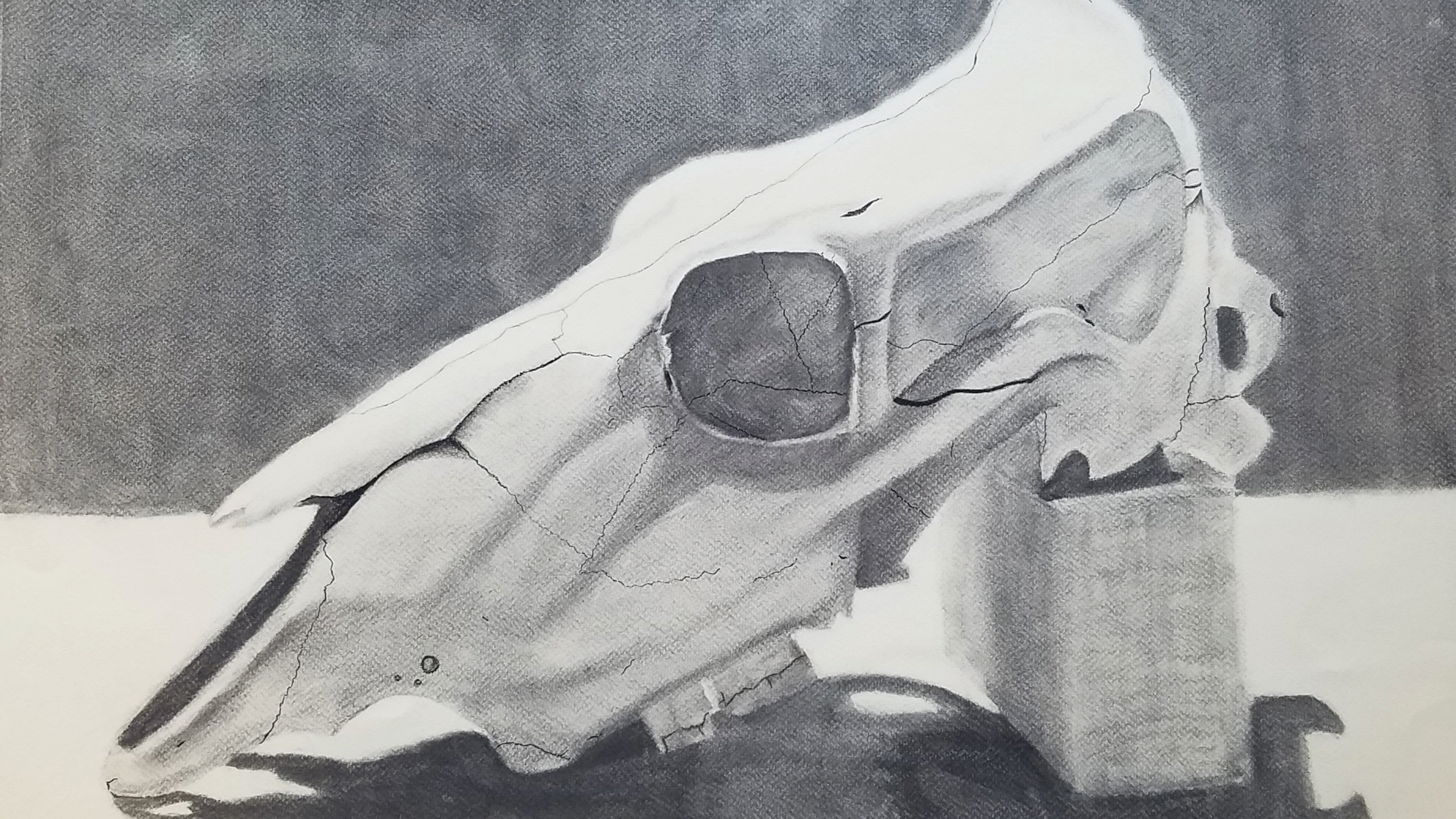
Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt

Uu Vv Xx Yy

Zz





ILLUSTRATIONS

Artwork

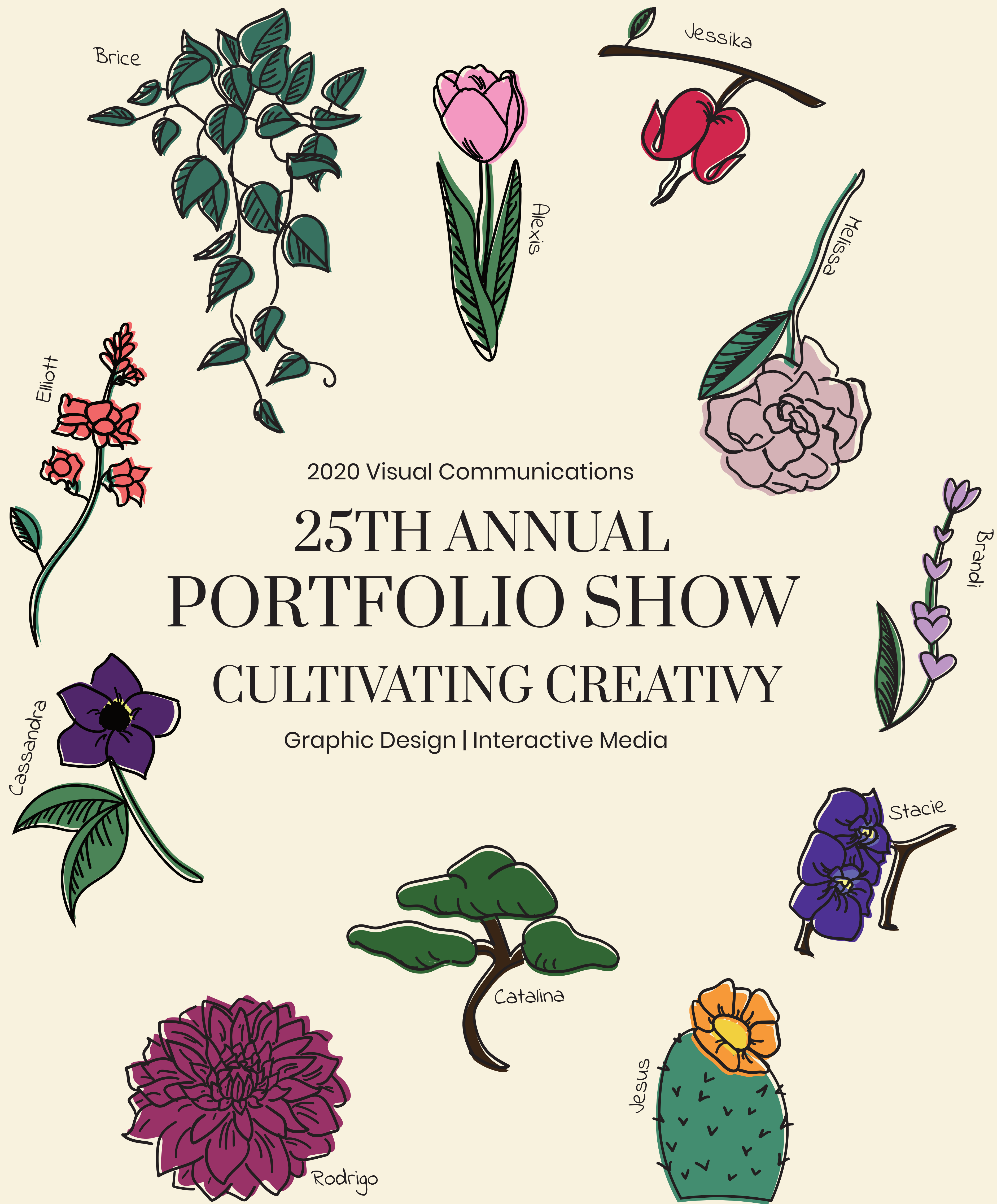
CHALLENGE

Explore your creativity using different mediums to create art you're proud of.

SOLUTION

Over years of creating things, these are my favorite pieces for many reasons other than how they look. Expressing myself in many ways and showing myself that no matter how hard life gets, I can always make art.





2020 Visual Communications

25TH ANNUAL PORTFOLIO SHOW CULTIVATING CREATIVY

Graphic Design | Interactive Media



June 6, 4-7 p.m.
Chemeketa Community College
BLDG. 4, RM. 225

THANK You



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ChaffinDesigns@gmail.com

Chaffin 
DESIGNS