Design Portfolio

michael tennant

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Resume

michael tennant

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skills

Design
- ad design
- concept development
- creative writing
- digital illustration
- HTML/CSS
- logo design
- photography

Software

Proficient
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Microsoft Word
- WordPress

Intermediate
- Adobe Lightroom
- Brackets
- Visual Studio Code

experience

2012-current	owner/operator, **4thdownforever.com**
	design website with wordpress, writing, layout, social media prescence
2014-current	owner/operator, **thepulpchronicles.com**
	design website with wordpress, writing, laAsyout, social media prescence
2010-current	bartender, **Saratoga Springs Resort-Disney**
	customer service, cash handling, guest relations, inventory contol, product preparation

education

Bachelors in Graphic Design and Media Arts, SNHU, 2020-(expected 2023)
Design and Color Theory, Digital Imaging, Graphic Design for Web

Associates of Arts, Seminole State College of Florida, 2010-2012,
Major: Journalism
Journalism I, Newspaper Editing, PhotoJournalism

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Branding

Bar None

The Public House(or Pub) has always been the gathering spot for the community. Family and friends would go there for meals, drinks, celebrations. That is the feeling I wanted to get from the Bar None designs.

The image of the dark square with 'Bar' set out in white letters, followed by 'none' in dark. Creating this in Adobe Illustrator it was still missing something. Considering my history in Irish Pubs, I sketched out a simple tulip pint to add to the image, followed by the addition of the public house.

All the elements combined created the branding of Bar None. Not just a bar or a pub, but one that stands out from the crowd.

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Bar None

COCKTAILS

USQUÁBACH
$19.00
Tullamore D.E.W. Irish Whiskey, Lemon, Baking Spices

SPELL SPOKE
$19.00
Jameson Black Barrel Irish Whiskey, Hibiscus, Lime Leaf, Ginger, Soda Water

TAKING LIBERTIES
$19.00
Teeling Small Batch Irish Whiskey, Peated Irish Whiskey, Ron Zacapa, Cacao Husk, Vanilla

HUDSON CALLING
$19.00
Sexton Single Malt Irish Whiskey, New York Rye Whiskey, Maple, Sherry, Amaro

TWIN CITIES
$19.00
Keeper's Heart Irish Rye Whiskey, Cognac, Sweet Vermouth, Fig

CURRANT AFFAIRS
$19.00
Botanist Gin, Sake, Red Currant, Red Grape Juice

FLYING BOAT
$19.00
De Nada Blanco Tequila, Gin, Coconut, Lime Leaf, Chili, Lime

CARIBBEAN MARAGITA
$19.00
Casamigos Anejo, Grand Mariner, Lime, Sour, Real McCoy 5 yr Rum

DOCTOR'S ORDERS
$19.00
Old Forester 100 Proof Bourbon, Applejack, Cinnamon, Vanilla, Allspice, Grapefruit, Lime

NIGHT OWL
$19.00
Buffalo Trace Bourbon, Pear, Sherry Blend, Lemon, Egg White

LUCKY LUCY
$19.00
Mount Gay Eclipse Rum, Five Spice, Banana, Mole, Lime

YOUNG BLOOD
$19.00
Aberfeldy 12 Scotch Whisky, Vermouth, Bergamot, Blood Orange, Mastiha, Lemon

BEER

GUINNESS 4.2%
$9.00
IRISH RED ALE 5.3%
$9.00
SIXPOINT SWEET ACTION 5%
$9.00
HARP 5%
$9.00
BROOKLYN LAGER 5.2%
$9.00
REEF DONKEY APA 5.9%
$9.00
BELL'S TWO-HEARTED IPA 7%
$9.00
KROMBACHER PILSNER 4.8%
$9.00
ALLAGASH WITBIER 5.2%
$9.00
AUSTIN EAST ORIGINAL DRY CIDER 5%
$9.00
ALMOST FAMOUS HAZY IPA 6.6%
$9.00
BUD LIGHT BOTTLE 4.2%
$7.00
HEINEKEN BOTTLE 5%
$8.00
EVIL TWIN SHERIDAN'S 'IRISH COFFEE' STOUT CAN 8%
$12.00
EVIL TWIN 'RESPECT YOUR ELDERS' ELDERFLOWER IPA CAN 8%
$12.00

KITCHEN

CORNED BEEF SLIDERS
$19.00
Corned Beef, House-Made Slaw, Gruyere Cheese *Contains Mustard
STEAMED FRESH MUSSLES
$24.00
PEI Mussels, Guinness, Spring Onion Cream
CRISPY FISH & CHIPS
$28.00
Harp Lager Battered Cod, Mushy Peas, Ballymaloe Tartar Sauce

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Edsel
Redesign


Edsel

This is a redesign of the Edsel, which was an historic failure during its launch in the 50s. My concept was bringing the car into the modern day Edsel B. Ford, President of Ford Motor Company, asked his styling chief, Eugene T. "Bob" Gregorie, to build a "continental" roadster. That roadster became known as the Model 40 Special Speedster(The Edsel), the vehicle I based my redesign on.

Using Adobe Photoshop and Illustrator I manipulated an image of the Model 40 to create my logo. I took it a step further by slightly warping the text to make the logo look appropriate for a modern day roadster.

The black and white of the car contrasts with the bronze coloring of the text to create an elegant, modern logo with which to launch a new line of vehicles.

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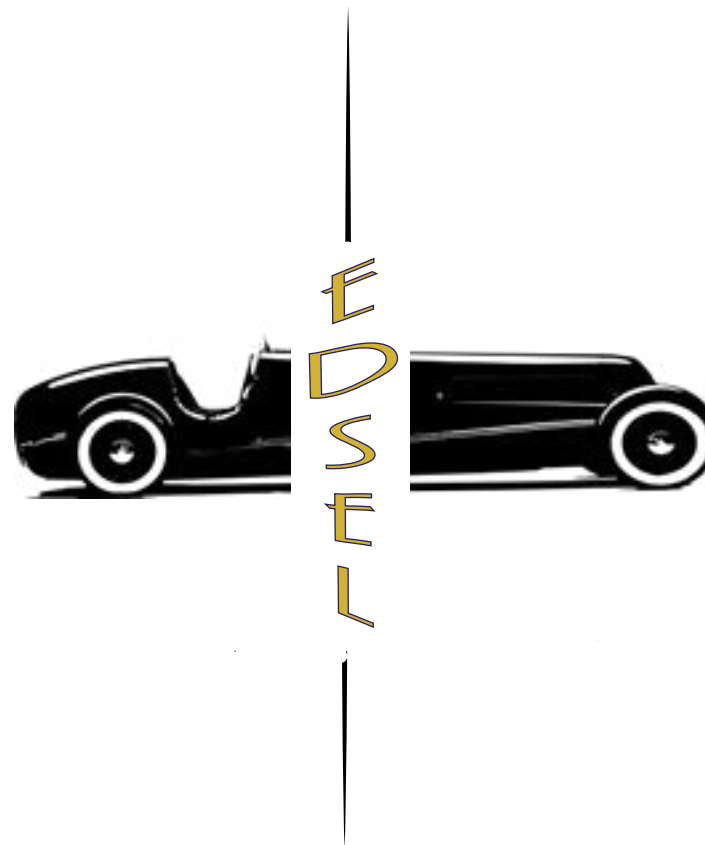
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Good, the Bad and The Ugly

Good, The Bad and the Ugly, the iconic movie directed by Sergio Leone. It ushered in a new era in westerns while making Clint Eastwood into the star we know today. This movie poster design was inspired by the western TV show Wild, Wild West.

Using Adobe Photoshop and Illustrator I distorted and pixelated images of Eastwood, Lee Van Cleef and Eli Wallach. This gave a hand painted(almost muddy) effect to the images. Laying these images over the stylized western backdrop gave the effect I was looking for. Aligning the title to the right gave me some negative space so that the poster did not feel crowded. Finishing it off with the Actors names at the bottom did the trick.

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Hitchcock Portrait

Alfred Hitchcock was always an inspiration. Working primarily in black and white he taught me that what you do not see is as important as what you do.

This typographic portrait was created using Adobe Illustrator using a reference photo of the ledgendary director. Negative space was a big feature of the design. Using titles and quotes related to 'the master of suspense'. Laying them out using the type on a path tool and by warping the text itself was simply the first step. Using different fonts styles and line weights filled out the image. The final touch was adding the tiniest bit of color to one line, 'bloody footprints' in blood red creates just the right contrast to the piece.

I believe Hitchcock would approve.

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Homage
to a Font

The red, black and white color scheme is stark in it simplicity. It reminds me of the old newspaper line "Black and White and read all over". Using it for a design piece celebrating a font seems fitting.

I created a sense of movement using quotes in red text set on angles creating an arrow shape using Adobe InDesign. During the design process there were several false steps but feedback helped refine the final project. By changing the line weight, font size and even some hollow fills I brought a striking poster to life.

Producer by Istiko Rahadi is an elegant example of a serif font. Starting as a simple exercise it became a piece I am proud of.

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P roducer

"The font is based on Spectral with the twist, I made it be more into urban feeling. Perfect for a cover book or poster. " -Istiko Rahadi

It is known for easy readability. Best for titles rather than long stretches of text. This one in particular features thin and contrasting thicker strokes often found in transitional serif fonts.

Istiko Rahadi

2017

It is an elegant example of a serif font.

AaBbCcDdEe
FfGgHhIiJj
LlMmNnOo
PpQqRrSsTt
UuVvWwXxYyZz

The serifs make it easy for the eye to travel over the text. Many serif fonts are beautifully designed and add a distinctive touch wherever they are used.

Magazine Ad

"Getaway from the everyday"
That defined an entire vacation resort promotion. I wanted to combine 'relaxation" with 'adventure' to create a memorable getaway.

Diving, kayaking and windsurfing, which you find in an island paradise. These images were manipulated in Adobe Photoshop while the ad itself was layed out in Adobe InDesign. I created the iguana mascot to balance out the design. During the development phase the phrase 'This is our Everyday' appeared. Placing that front and center was the final piece.

This clean simple design meets all the needs of the promotion, while standing out from the crowd.
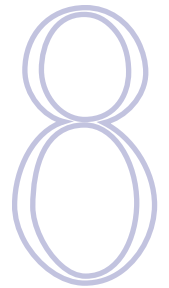
This is our Everyday

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AMETHYST BAY
Resort & Spa

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Mohawk Alley

Designing a concert poster from days gone by is one thing. Creating a logo and design for an entire rock venue is entirely another.

Using Adobe Illustrator to recreate iconic band logos was the easy part. I took the extra step of designing and imagining a rock and roll bar/music venue. Once I settled on the name everything flowed from there. Using a bright green mohawk for the 'O' brought everything together. Creating an event for this collection of bands from my youth was inspiring. Contrasting bright colored logos for J Geils Band with the black and white of Blondie and The Replacements made this concert poster sing.

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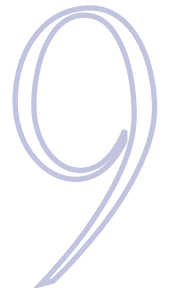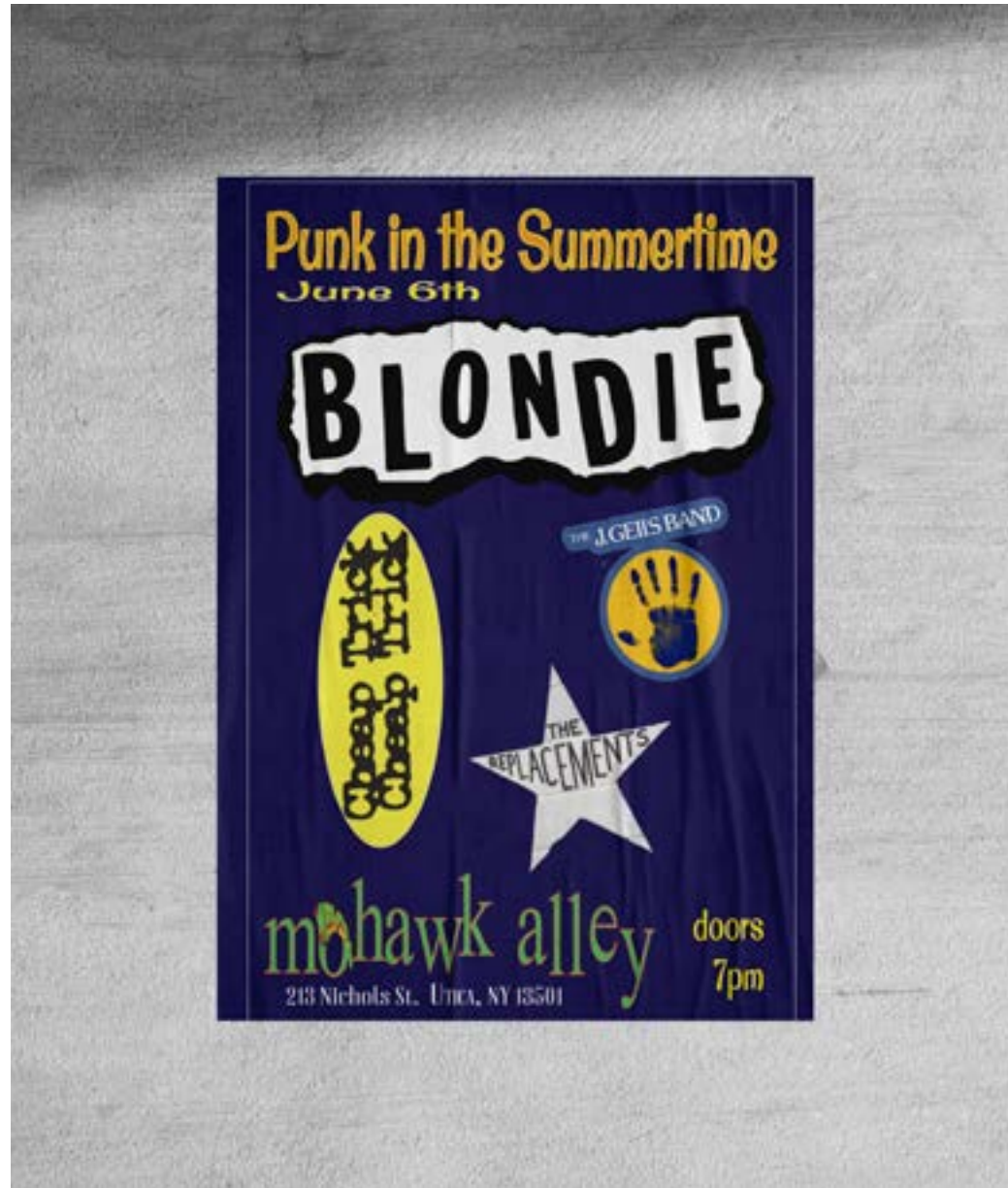
Pasta Amore

The Pasta Amore Collection features several pieces created on Adobe InDesign and Photoshop. Working from a branding guide provided to me I tried created menus for a neighborhood Italian restaurant.

The color palette and related photos bring to mind the red checkered table cloths and pasta dishes from days gone by. Laying the menus out in InDesign I tried to create an inticing choice of dishes. I also added the logos from GrubHub and Instagram tipping the hat to the realities of modern restaurants.

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Pasta Amore

PASTAAMORE

APPETIZERS

Amore Mussels
Black Mussels, White Wine
Lemon w/ Focaccia

Caprese
Heirloom Tomatoes, Mozzarella,
Basil, w/ Balsamic Reduction

Meatballs Ricotta
slow cooked in
Marinara w Focaccia

Garlic Knots
Smothered in Butter, Garlic,
Parmesan w/ Marinara

Toasted Ravioli
Lightly Fried Beef Ravioli
w/ Marinara

CIOPPINO
Black Mussels, Clams, Crab Legs
Prawns, Scallops and Sea Bass
in a White Wine/Tomato Sauce
Served with Focaccia
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WOOD FIRED PIZZA

Rustica
Italian Sausage, Hot Cappie
Sweet Peppers, Mozzarella

Pepperoni Time
Pepperoni, Mushroom,
Mozzarella

Meatball Amore
Meatball and Ricotta

Bianca
Ricotta, Mozzarella,
Garlic and Basil

PASTA AND SPECIALTIES

Amore Pappardelle
Truci Pappardelle,
Mushrooms, Porcini Cream
Sauce

Butter Tortellini
Tortellini, Brown Butter,
Shaved Parmesan

Homestyle Lasagna
Lasagna Noodles, Sausage,
Ricotta, Bolognese

Veal Parmigana
Breaded Veal Cutlets,
Marinara and Mozzarella
w Cappellini Pasta

Chicken Piccata
Sauteed Chicken Cutlets
Lemon Butter Sauce

BEER
Stella
Peroni
Becks Dark
Heineken
Toasted Lager

WINE

Sparkling
La Modena Prosecco

White
Giorgio E Pinot Grigio
14 Hands Chardonnay
Villa Maria Sauvignon Blanc

Red
Kingsdown Select Malbec
Santa Cristina Chianti
Meiomi Pinot
Intense Cabernet

DESSERT

Espresso

Cappuccino

Tiramisu
Espresso Soaked Lady Fingers,
Mascarpone and Cocoa

Traditional Cannoli
Crisp Pastry Shells filled with Sweet Ricotta and Cocoa,
Topped with powdered sugar

New York Style Cheesecake
w/ Fresh Strawberries and Whipped Topping

PASTAAMORE

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Paws
and Claws

Paws and Claws Holistic Animal Clinic
serves all types of furry friends from
cats and dogs to more exotic pets. They
specialize in natural care and services
such as pet massage and accupuntcure.

I started with a hand drawn sketches
of a cat and dog (my dog Finn was a
model). I settled on a thin sketch of the
profile of a cat and dog as the image for
the logo.

Using Adobe Illustrator I refined
the image using image trace, then
combining that with some unique font
choices and color schemes I created a
striking logo and stationary pieces.

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Paws and Claws
HOLISTIC ANIMAL CLINIC

We Are Boston

After the bombing during the Boston Marathon in 2013 the nation was in shock. When the Boston Red Sox played the first game in Fenway Park, seven days after the bombing it was a moment of healing not just for the city of Boston but for the nation. I wrote this column that day for my website, 4thDownForever.com

Using Adobe Illustrator, InDesign and Photoshop I layed it out for a magazine spread. Using a good amount of negative space along with vibrant images I created a design that entices the reader. Using different font sizes, colors and a few choice pull quotes I truly brought that moment in time to life.

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