Kelsey Etienne

Graphic Designer · Digital Artist · Content Creator

PORTFOLIO

Welcome

My name is Kelsey Etienne. I'm a graphic designer who specializes in digital art. I have four years of experience in the world of graphic design. To this day, I love being able to hear concepts and ideas and transform them into an appealing form of visual communication. All art serves a purpose whether it's to inspire or have an impact on society. Being a content creator allows artist to depict what can't always be written.

I hope you enjoy viewing some of the projects I've done. Thank you for stopping by!

Relsey Etienne

Contact Information

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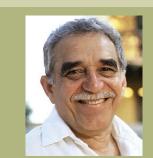


TWO HUNDRED YEARS OF SOLITUDE

Dust Cover refers to the removable printed paper cover that wraps around a hard covered book. The design of book jackets has an impressive history and continues to be a design niche that calls for intellectual insight, creativity, developed concepts, and skill.

I assigned two titles by the same author Gabriel Garcia Marquez. Gabriel is one of the best-known Latin American writers in history.

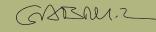
He won a Nobel Prize for Literature. His works are widely known for his incredible use of magical realism. I designed the entire book jacket: front inside flap, front cover, spine, back cover, inside back flap. The two covers are coordinated pair, showing a statement of style.



abriel García Márquez was born in 1927 in the small town of Aracataca, situated in a tropical region of northern Colombia, between the mountains and the Caribbean Sea. He grew up with his maternal grandparent – his grandfather was a pensioned colonel from the civil war at the beginning of the century.

He went to a Jesuit college and began to read law, but his studies were soon broken off for his work as a journalist. In 1954 he was sent to Rome* on an assignment for his newspaper, and since then he has mostly lived abroad – in Paris, New York, Barcelona and Mexico – in a more or less compulsory exile.

Besides his large output of fiction he has written screenplays and has continued to work as a journalist. He was awarded the Nobel Prize in Literature in 1982. García Márquez's novelistic world is mostly that of provincial Colombia, where medieval and modern practices and beliefs clash both comically and tragically.



one hundred years of SOLITUDE

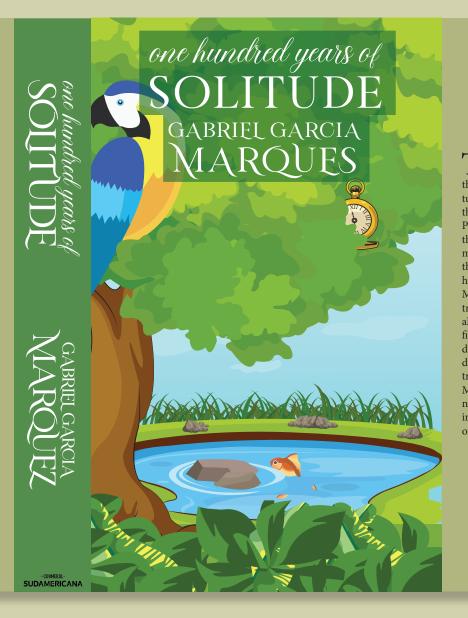
"An irresistible work of storytelling, mixing the magic of the fairy tale, the realistic detail of the domestic novel and the breadth of the family saga."

-- New York Times

"One Hundred Years of Solitude is substantive and substantial, and its prose precise for the simple reason that its sentences are too exquisite to be inessential. It is a novel on which is bestowed the laurels usually awarded to great works of frugal prose. Yet its genius is in the operatic telling."

-- The Independent





This is the author's epic tale of seven generations of the Buendía family that also spans a hundred years of turbulent Latin American history, from the postcolonial 1820s to the 1920s. Patriarch José Arcadio Buendía builds the utopian city of Macondo in the middle of a swamp. At first prosperous, the town attracts Gypsies and hucksters—among them the old writer Melquíades, a stand-in for the author. A tropical storm lasting nearly five years almost destroys the town, and by the fifth Buendía generation its physical decrepitude is matched by the family's depravity. A hurricane finally erases all traces of the city. By the end of the novel Melquíades has been revealed as the narrator; his mysterious manuscripts are in fact the text of the novel.

JACKET DESIGN BY KELSEY ETIENNE

JACKET IMAGE: tvtropes.org/pmwiki/pmwiki.php/Creator/ GabrielGarciaMarquez



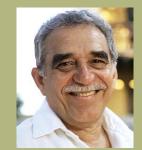
PROJECT: BOOK JACKET REDESIGN · FALL 2021

LOVE IN THE TIME OF CHOLERA

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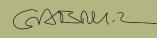


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LOVE in the time of CHOLERA

"This shining and heartbreaking novel may be one of the greatest love stories ever told."

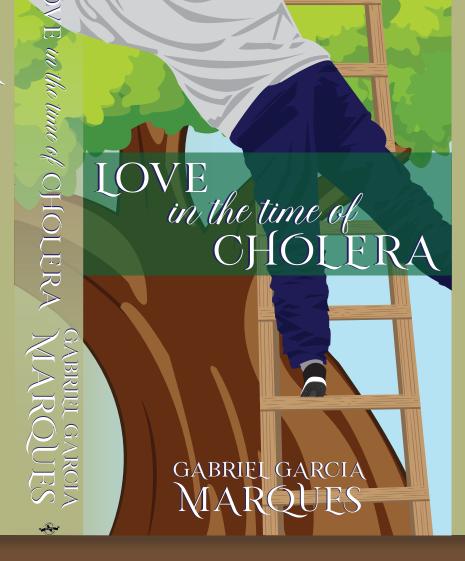
--The New York Times Book Review

"Beguiling, masterly storytelling.... García Márquez writes about love as saving grace, the force hat makes life worthwhile." --Newsday

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"A sumptuous book...[with] major themes of love, death, the torments of memory, the inexorability of old age." --The Washington Post Book World





In their youth, Florentino
Ariza and Fermina Daza
fall passionately in love. When
Fermina eventually chooses to
marry a wealthy, well-born doctor,
Florentino is devastated, but he is a
romantic. As he rises in his business
career he whiles away the years in
622 affairs—yet he reserves his heart
for Fermina. Her husband dies at
last, and Florentino purposefully
attends the funeral. Fifty years, nine
months, and four days after he first
declared his love for Fermina, he
will do so again.

JACKET DESIGN BY KELSEY ETIENNE

JACKET IMAGE: tvtropes.org/pmwiki/pmwiki.php/Creator/



PROJECT: BOOK JACKET REDESIGN · FALL 2021

WHOLE LIFE PET

This product is in need of a redesign. Take note of current and historic trends, color palettes, typefaces, style of carton or container, and any other aspect that will be a design decision you will have to make. Our target audience is a consumer who shops with an awareness of health, quality, ecological issues, fair trade issues, as well as trends and enjoyment of luxury. They are more likely to be agreeable to paying a bit more for a product of higher quality, but are very aware of value.







PROJECT: PACKAGING REDESIGN · FALL 2021



— ACHANGING AMERICA

For this project, I designed a series of two brochures for a museum on an exhibition that has collections of art or artifacts. The purpose of the brochure (and your goal as a designer) is to inform the reader about the work featured in the brochure, as well as persuade the viewer that they should go to see the work. The subject of each brochures will be one body of work, or collection, within that institution or one of the curatorial departments. Each one will be an 8-panel (four on each side) folded brochure.



SPORTS LEVELING THE PLAYING FIELD

These pieces will be used by the public and should be highly readable, easy to understand and versatile. In order to see the work that I am promoting, the reader should be able to learn how to visit the museum or library. The name of the institution is on the front panel along with the name of the collection. On the back panel, the logo, name of institution, address, price of admission, hours and contact appear on the brochure.













PROJECT: BROCHURE SERIES · FALL 2021



- SPICE RACK

Spice Rack, a company that sells gourmet herbs would like you to create a visual identity for them. The logo will be placed on various items such as labels, packaging, websites, banners, aprons, and more.



















PROJECT: IDENTITY DESIGN · FALL 2020

MODERN FARMER

Modern Farmer is the authoritative magazine resource for today's cutting-edge food producers and consumers: the farmers, wannabe farmers, chefs, and passionate home cooks who are influencing the way we eat right now. Blending hands-in-dirt service, soulful inspiration, and whip-smart reporting, Modern Farmer understands that a tomato is never just a tomato – it's also a political, and deeply personal, statement about who we want to be and the world we hope to live in.

This design is a series of 3 table of contents for Modern Farmer. The goal was to strive to create a typographic rhythm and a clear hierarchy of levels of information and incorporate images that relate to the topics.



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by Thomas Christopher

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Fourteen chefs each with a cause gather in Louisiana to cook a free-form feast and formulate a plan for revolutionizing the way we farm and eat. Plus recipes from their collaborative dinner. by Monica Michael Williams

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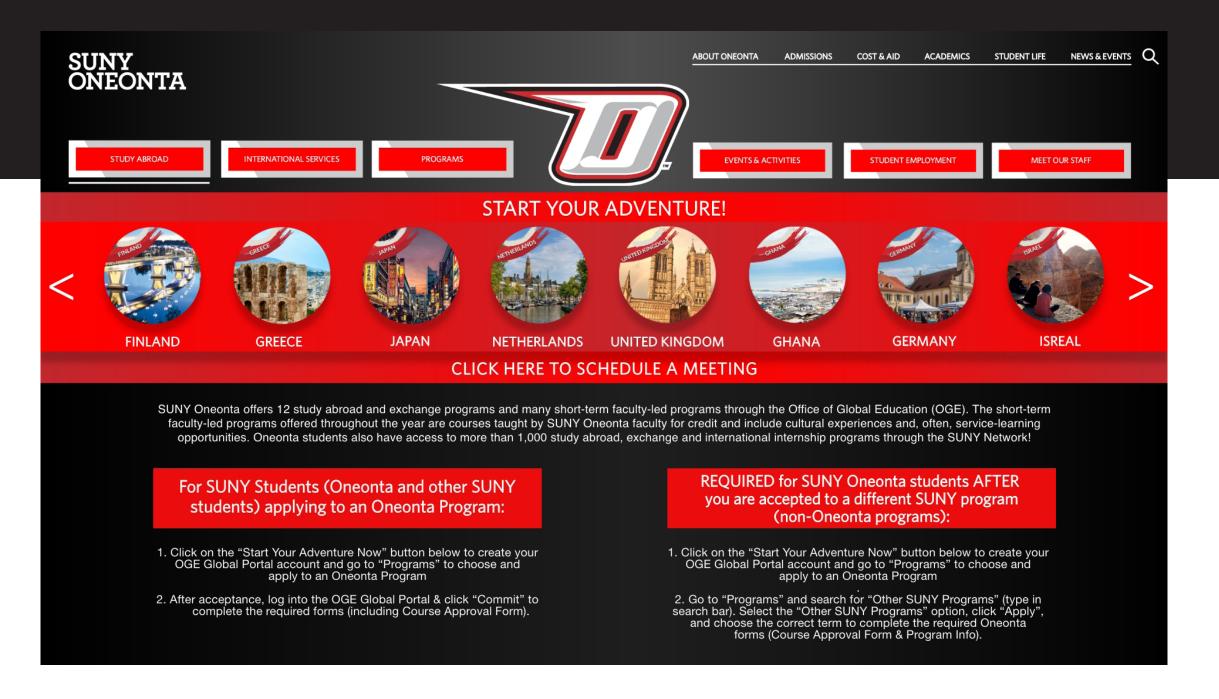
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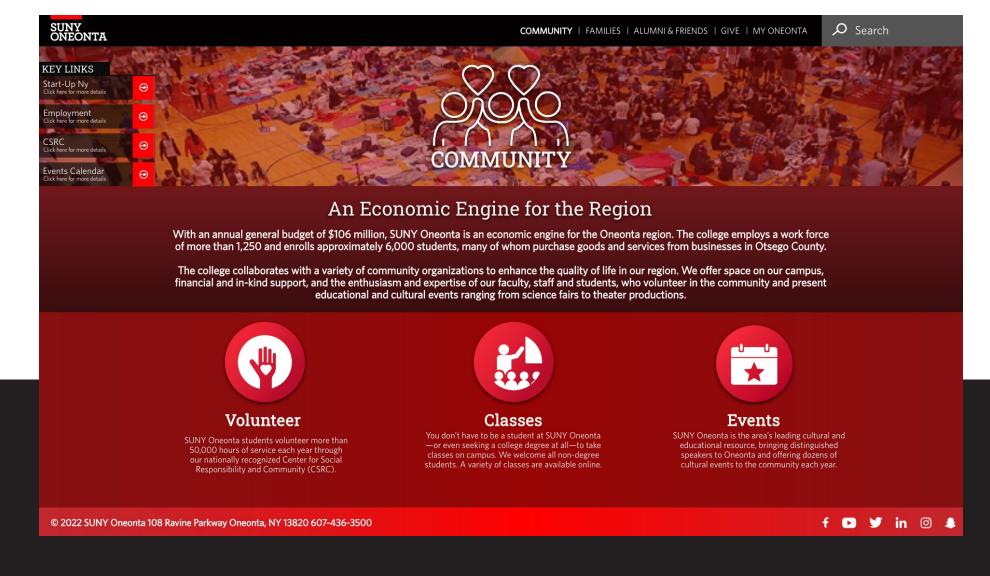
PROJECT: TABLE OF CONTENTS SERIES · FALL 2021

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SUNY ONEONTA

SUNY Oneonta is an educational institutional looking to update their website. The goal of this project was to create two prototypes to present to the client. The requested changes to be made were mainly improving the User Interface in order for views to be visually compelled and have an easy understanding of navigation. Some aspects include branding, navigation, article, aside, footer, links, organize information on a page in separate containers while remaining within the pre-established style guide.







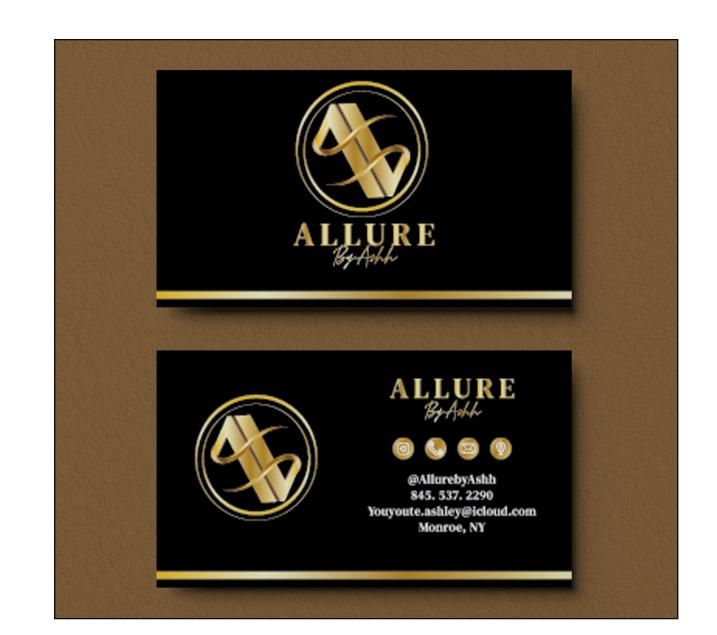
PROJECT: WEBSITE REDESIGN · SPRING 2022

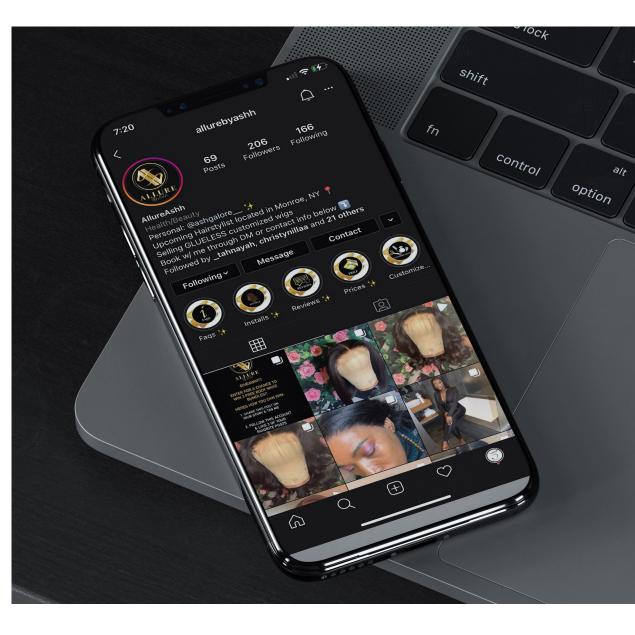


ALLURE BY ASHH

Allure By Ashh is a black owned company that provides natural hair and customized wig services. This project consisted of brand identity including a logo, business cards, and five Instagram highlight covers. Later the logo was also used on websites, banners, labels, and packaging items.

The colors associated with the brand and brown and gold gradients. The highlight covers were used to provide easy navigation to customers who are looking for specific information.





PROJECT: BRAND IDENTITY · FALL 2021

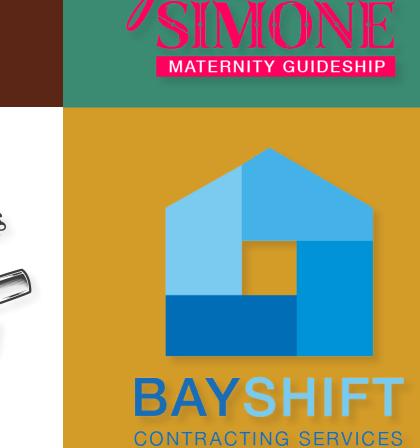
LOGOS

These are some of the logos I've done recently for clients in 2022. Some are mainly text based as others are a mixture of typography and illustrations.











BARBER SHOP

PROJECT: BRAND IDENTITYS · 2022