

# WILLIAM MELANCON



Graphic Design Portfolio  
June, 2016

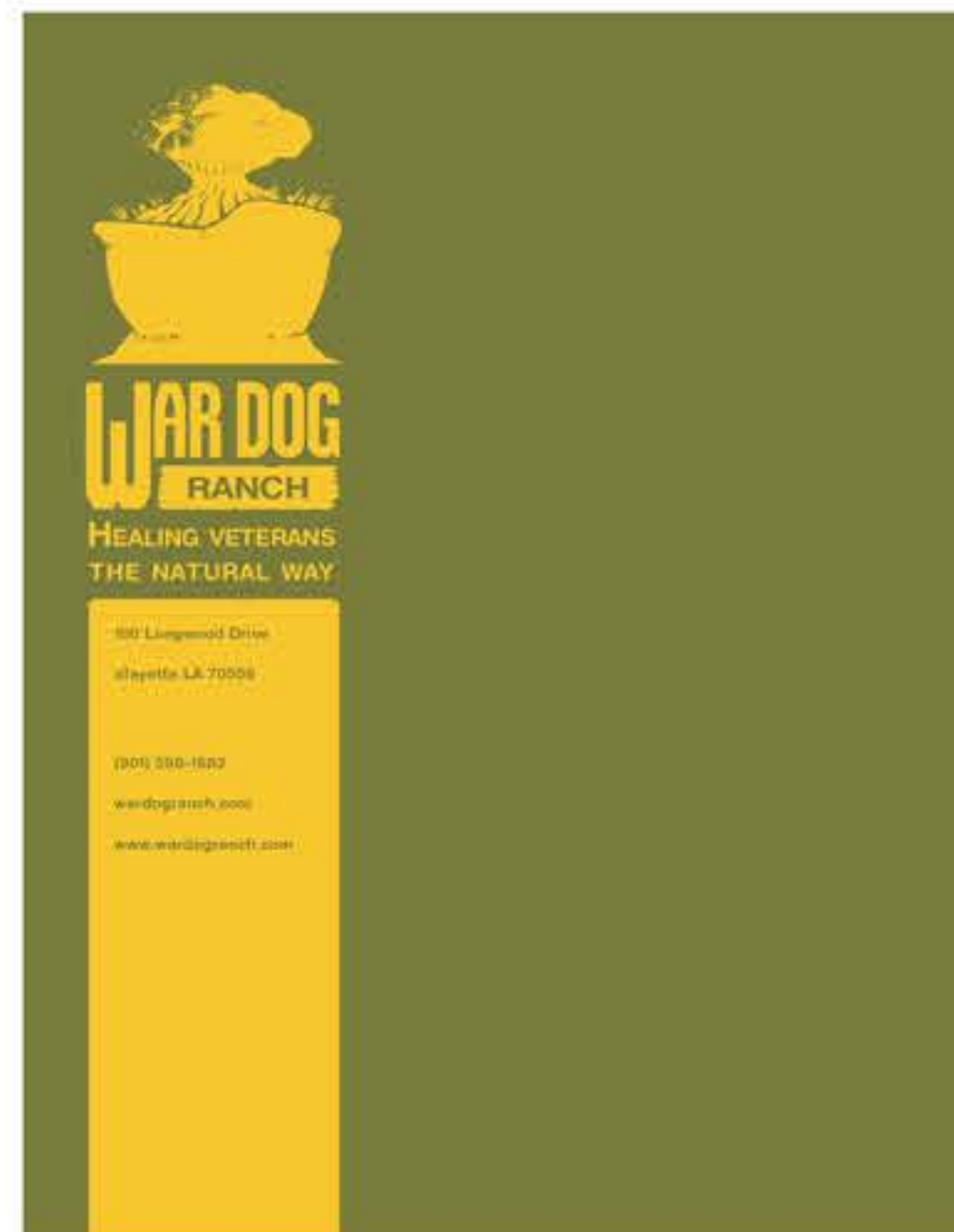
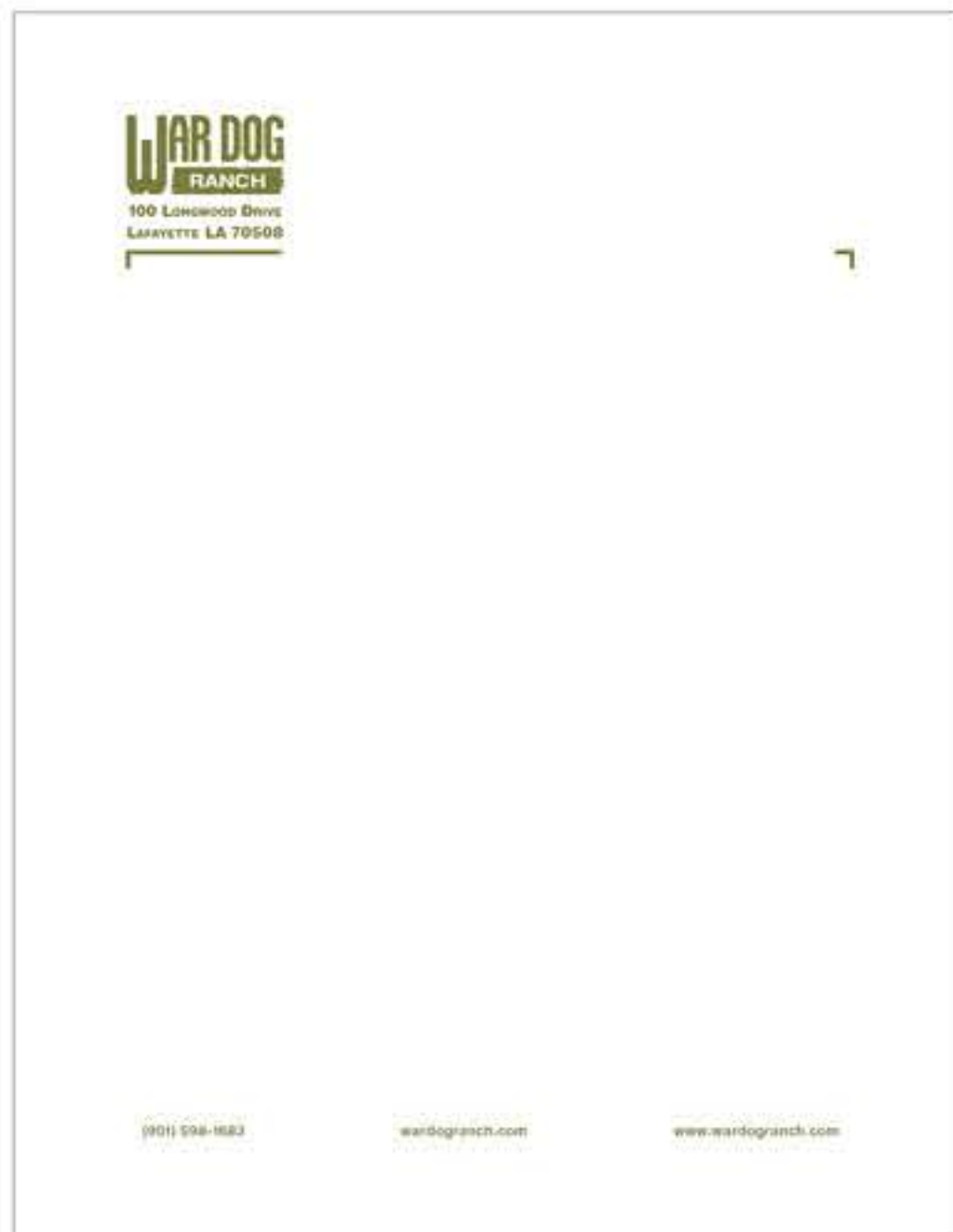
# War Dog Ranch Identity Project

**Assignment:** Create an Identity for the War Dog Ranch, a non-profit organization that assists veterans with PTSD in a wilderness and ranch environment. Deliverables include a vector logo, business card, letterhead, envelope and full color illustration for banners and t-shirts

**Client:** War Dog Ranch  
**Type:** Identity Design  
**Date:** September 2015



**WAR DOG RANCH**  
 HEALING VETERANS THE NATURAL WAY



# Acadian Armaments Packaging Project

**Assignment:** Create packaging material for the Predator and Patriot line of rifle suppressors by Acadian Armaments

**Client:** Acadian Armaments  
**Type:** Packaging  
**Date:** Summer 2015



# Candy Box Cookies Packaging

**Assignment:** Create the packaging for the "candy shop cookie sold by the Do Si Dough Confectionary Company. This design will be used as a basis for the branding of various desserts and food items sold by the Campus Grounds coffee shop in Lafayette.

**Client:** Cajun Confectioneries  
**Type:** Packaging / Point of Sale  
**Date:** Fall 2014

**Right:** Candy Box Logo  
**Bottom:** Candy Box Design  
**Opposite:** Box Mechanical



# Lamar Advertising Billboard Project

**Assignment:** Create a unified design for various outdoor advertising methods with the purpose of selling blank space

**Client:** Lamar Advertising / School Assignment  
**Type:** Out of Home  
**Date:** Spring 2015

**Advertising is Hard**  
 Don't climb alone

**LAMAR**  
[www.lamar.com](http://www.lamar.com)  
 (225) 752-0200

AXP AMERICAN EXPRESS	80.63	-1.28	-1.56%	6,140,957	-13.34%	112	+10
T AT&T	34.00	-0.11	-1.19%	23,392,257	+1.22%	576	-12
BA BOEING	154.35	-1.22	-0.78%	4,770,188	+1.75%	232	+23
CAT CATERPILLAR	81.73	-1.11	-1.34%	8,963,618	-10.71%	132	+10
CVX CHEVRON	105.18	-0.08	-0.26%	1,814,901	-6.26%	633	+18
CSCO CISCO	29.33	-0.21	-0.71%	32,866,925	+5.45%	034	-05
KO COCA-COLA	41.50	-0.45	-1.05%	6,262,994	+0.66%	544	+3
DIS DISNEY	108.27	0.00	0.00%	1,937	+12.08%	12	+1
DD DU PONT	78.12	+0.05	+0.06%	3,123,391	+5.65%		
XOM EXXON MOBIL	87.18	-0.44	-0.50%	13,467,554	-5.70%		
GE GENERAL ELECTRIC	25.66	-0.20	-0.77%	31,543,763	+1.54%		
GS GOLDMAN SACHS	189.67	-1.60	-0.84%	1,648,167	-2.15%		
HD HOME DEPOT	131.00	-0.50	-0.38%	3,799,034	+3.33%		
IBM IBM	159.42	-1.61	-1.00%	3,633,635	-0.64%		
INTC INTEL	34.12	+0.02	+0.07%	23,005,798	-5.00%		
JNJ JOHNSON & JOHNSON	101.65	-0.69	-0.68%	1,814,901	-6.26%		
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NAC NAC	112	+10					
SNP SPECTRUM ENERGY	576	-12					
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SCC SCC	633	+18					
GFD GFD	034	-05					
BPP BPP	544	+34					
SGH SGH	121	-19					
RTT RTT	943	-21					
JKU JKU	023						
CRT CRT	056						
NNM NNM	13						
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POD POD							

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# Graphic Abstraction Brochure Project

**Assignment:** Create a brochure that would come packaged with a product. Make use of graphic abstractions and illustrations created in a previous section of the project. Leatherman and 25 year logo are the property of Leatherman INC.

**Client:** School Assignment  
**Type:** Brochure Design  
**Date:** Fall 2013



**We take extraordinary measures so your Leatherman product will give you many years of dependable service. If it doesn't, we will gladly repair or replace it, at our discretion, with one of an equal or greater value under our 25-year guarantee for tools and 10-year guarantee for lights**

This warranty does not cover abuse, alteration, theft, loss, or unauthorized and/or unreasonable use of your Leatherman product. This warranty does not cover sheaths, accessories, imprinting, color finishes, cleaning, or sharpening.

Leatherman Tool Group is not liable for incidental or consequential damages. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above exclusion may not apply to you. This warranty gives you specific legal rights, and you may also have other rights, which vary from jurisdiction to jurisdiction.

## The Leatherman Legacy

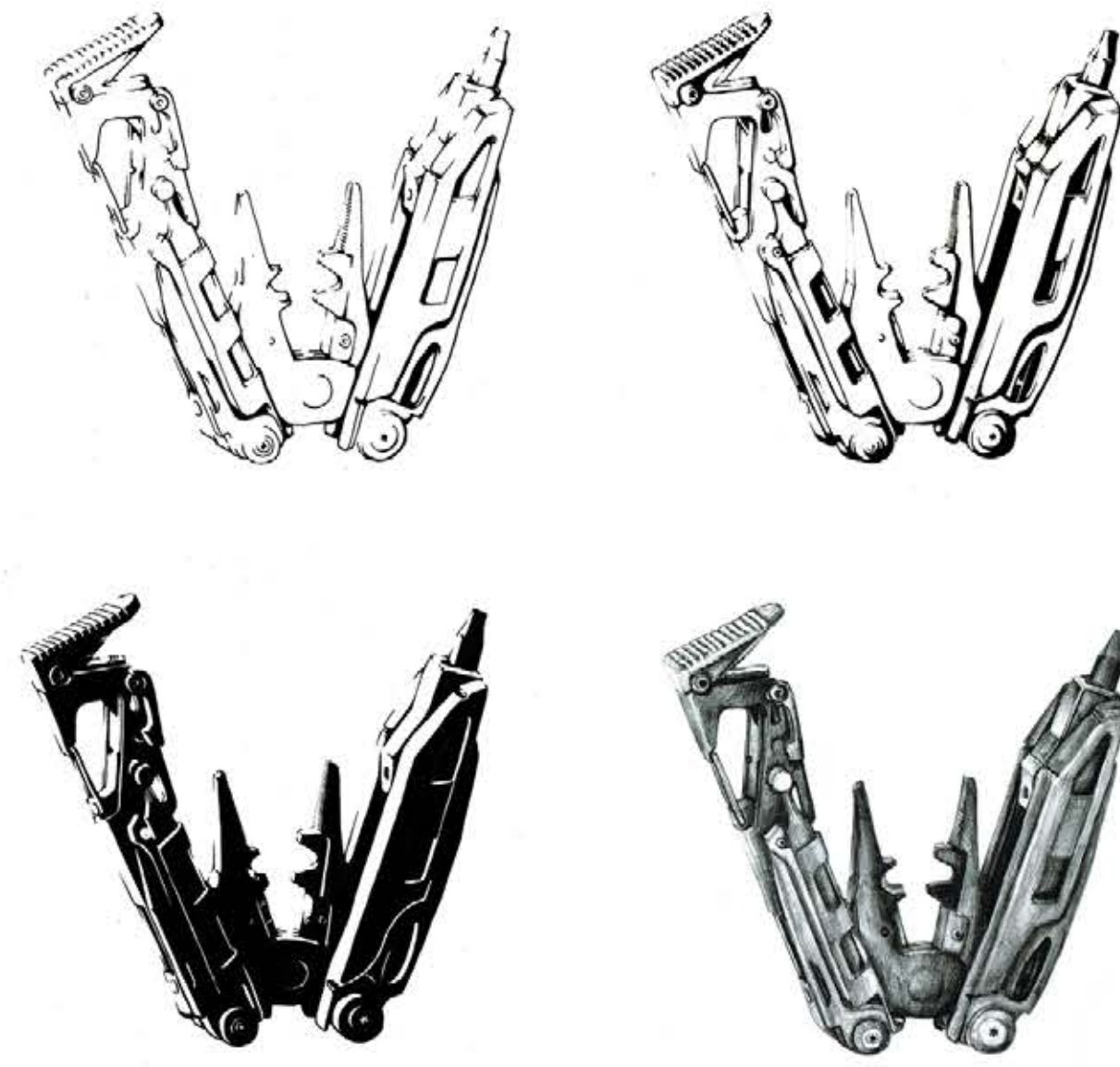
Our story begins in Oregon, where Tim Leatherman produced his first multi-tool. Tim created a company around the idea of American craftsmanship and ingenuity that has stayed with the company into the present day.

Tim's work and travels abroad convinced him that a new type of multi-tool was necessary, notably one that contained a decent set of pliers. In July of 1985 Tim incorporated the Leatherman Tool Group with co-founder Steve Berliner. This new company, based on the ideals of product quality, providing stable jobs to the community, and a focus of American values, has become one of the most respected names in the multi-tool industry.

Ingenuity and craftsmanship remain an integral part of the company even in the present day. While Tim has since retired, the workers of the Leatherman Tool Group maintain the standards that Tim founded the company on almost 30 years ago. This allows us to bring you highest quality product available on the Market, and the security that comes with the knowledge that whatever you are facing, Leatherman has the right tool for the job.

# LEATHERMAN MUT

Many jobs, One tool, Zero compromises



# LEATHERMAN MUT

Many jobs, One tool, Zero compromises

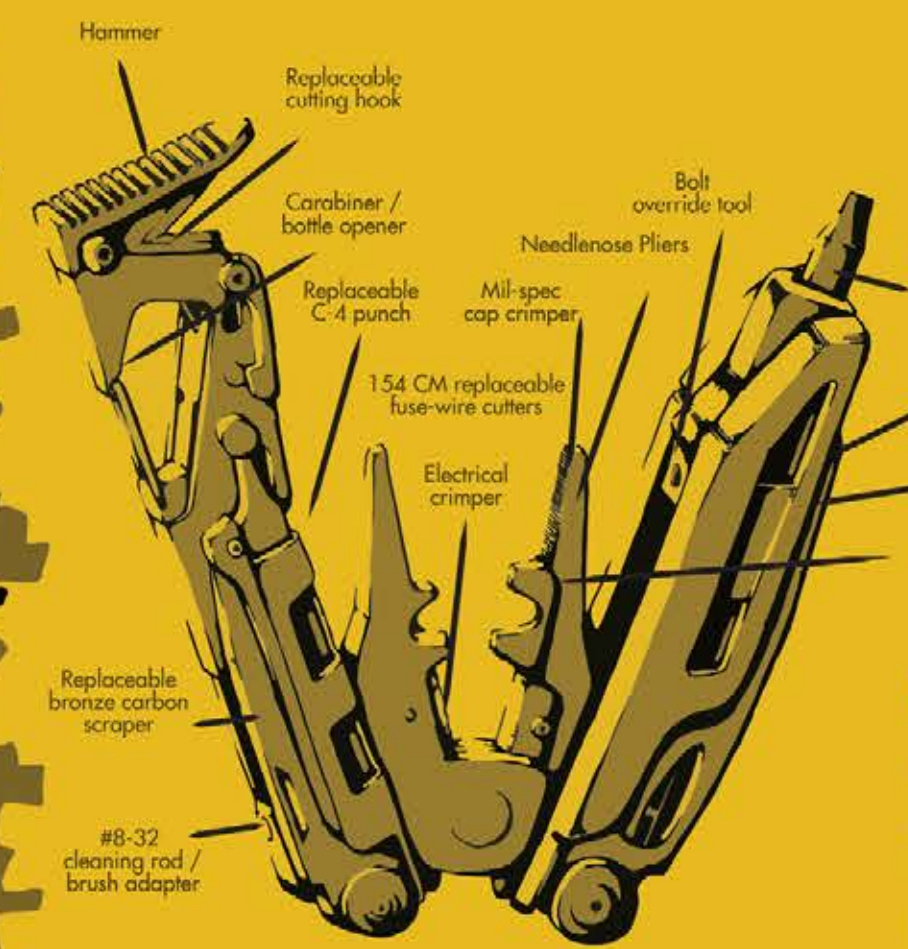
# LEATHERMAN MUT



The Leatherman MUT is a tool for those types of situations where second best is not enough. The MUT multitool gives you the toolset you need in a lightweight, heavy-duty package that is at home anywhere from off-shore oil rigs to the mountains of Afghanistan. Don't limit yourself with inferior tools, the superior materials and capabilities of the MUT multitool will keep you covered where other systems will crash and burn.

Many jobs,  
One tool,  
Zero compromises

**WORK BEST FOR**

- Tactical Applications
- Construction Applications
- Professional Manufacturing
- Outdoor Activities



**Materials**

- 420HC Stainless Steel**  
High strength, high carbon steel strengthened by heat treatment
- 1.54CM Stainless Steel**  
high carbon, high alloy, corrosion resistant steel used for knife blades
- Titanium**  
Light weight, high strength metal used for decreasing weight
- Bronze**  
Soft metal used for scrapping without damaging other metal
- Black Oxide**  
metal coating used for black, non reflective finish

**16 Tools**

- Needlenose Pliers
- Stranded-wire Cutters
- Replaceable fuse cutter
- Mil-Spec Cap Crimper
- Electrical Crimper
- 420HC Combo Knife
- Large Bit Driver
- Saw
- Cutting Hook
- Hammer
- Bolt O'Verride Tool
- C4 Punch
- Carbon Scraper
- Cleaning Rod Adapter
- Bottle Opener
- Carabiner



The Leatherman Logo, and 25 year guarantee logo are property Leatherman incorporated and created by third party designers

# Woody Pirtle Magazine Project

**Assignment:** Create a cover and interior spread for a magazine that focuses on the work of a particular designer.

**Client:** School Assignment  
**Type:** Magazine (Cover / Interior)  
**Date:** Fall 2014



**Opposite:** Magazine Cover

**Above:** Interior Spread

**Right:** Backside of Foldout Page



Art pieces located within interior article designed and created by woody Pirtle



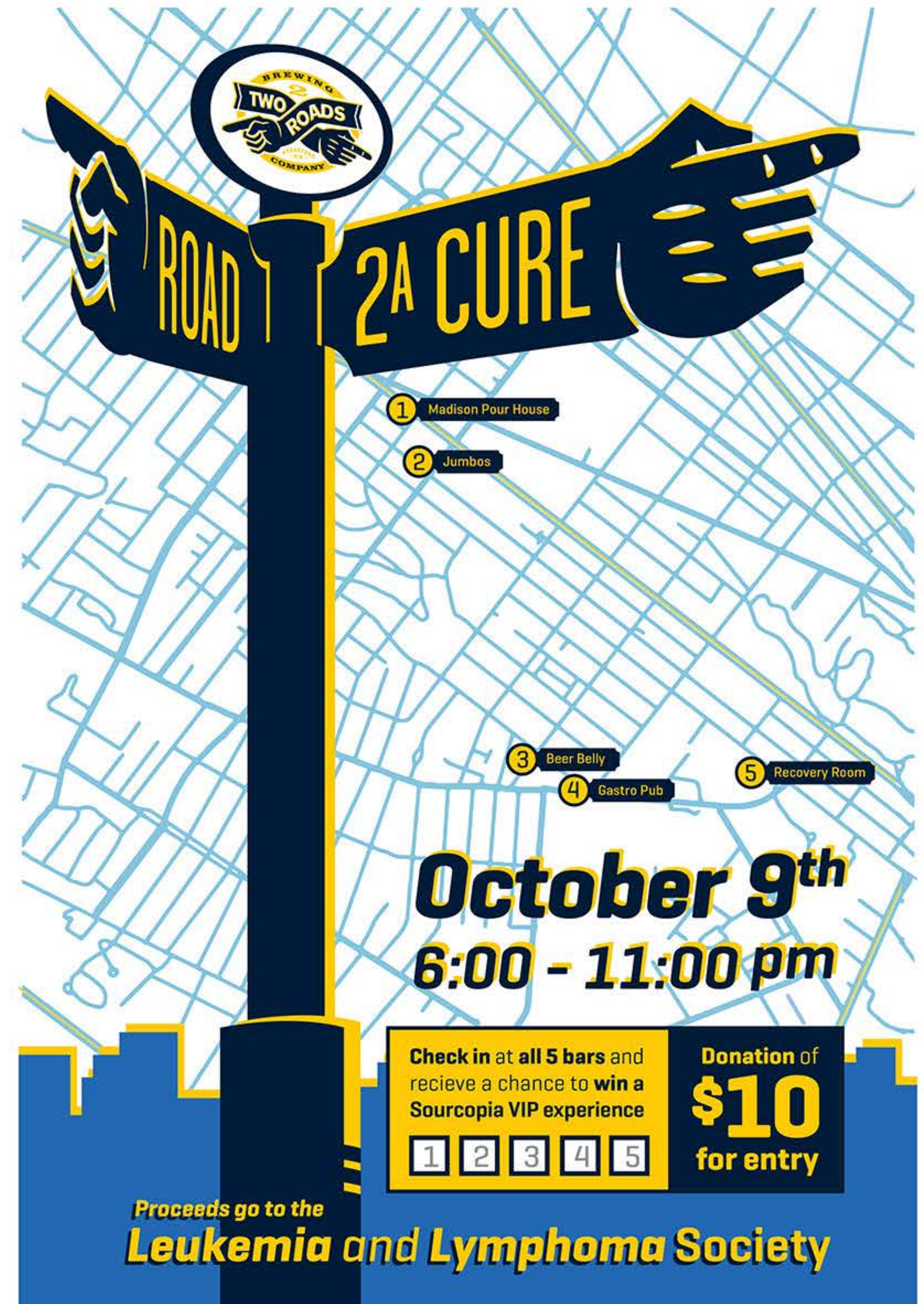
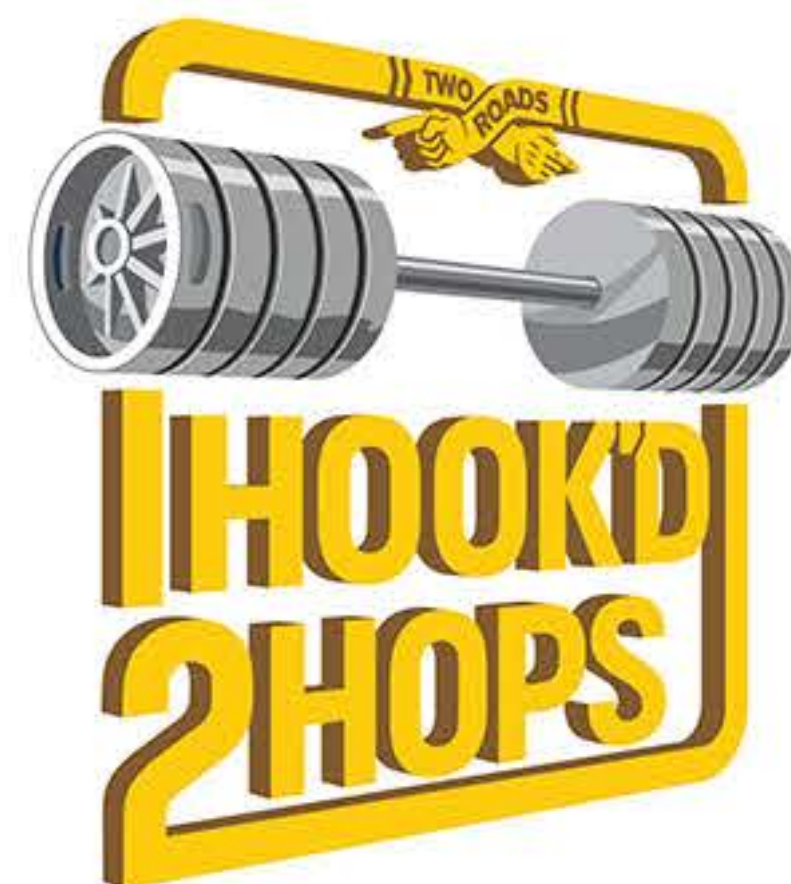
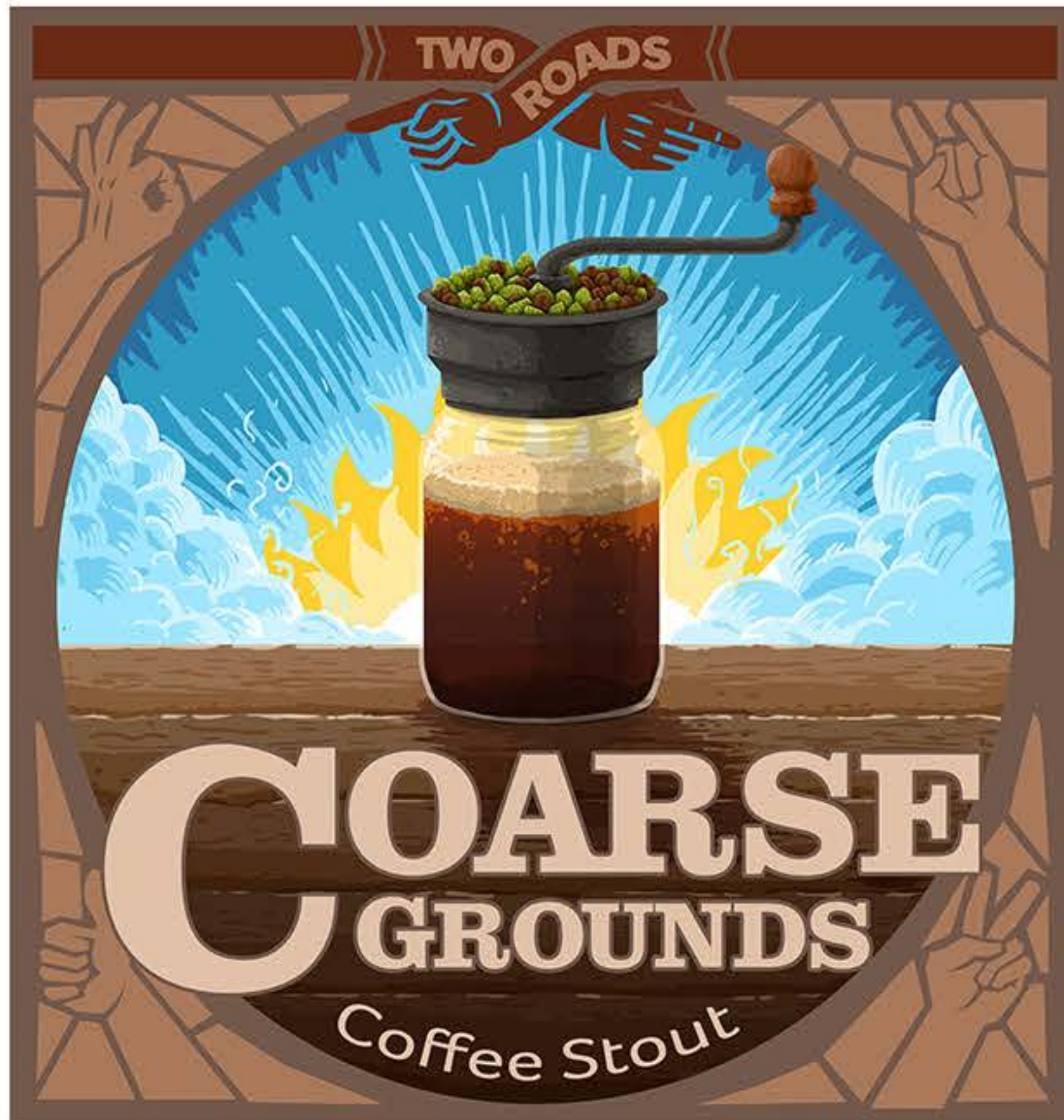
## Two Roads Promotionals and Packaging

**Assignment:** Create various promotional assets for Two Roads events and packaging for their beer products

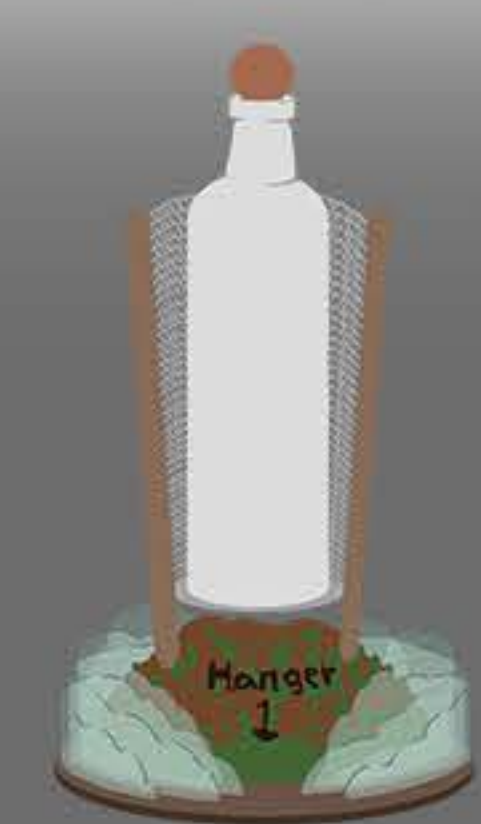
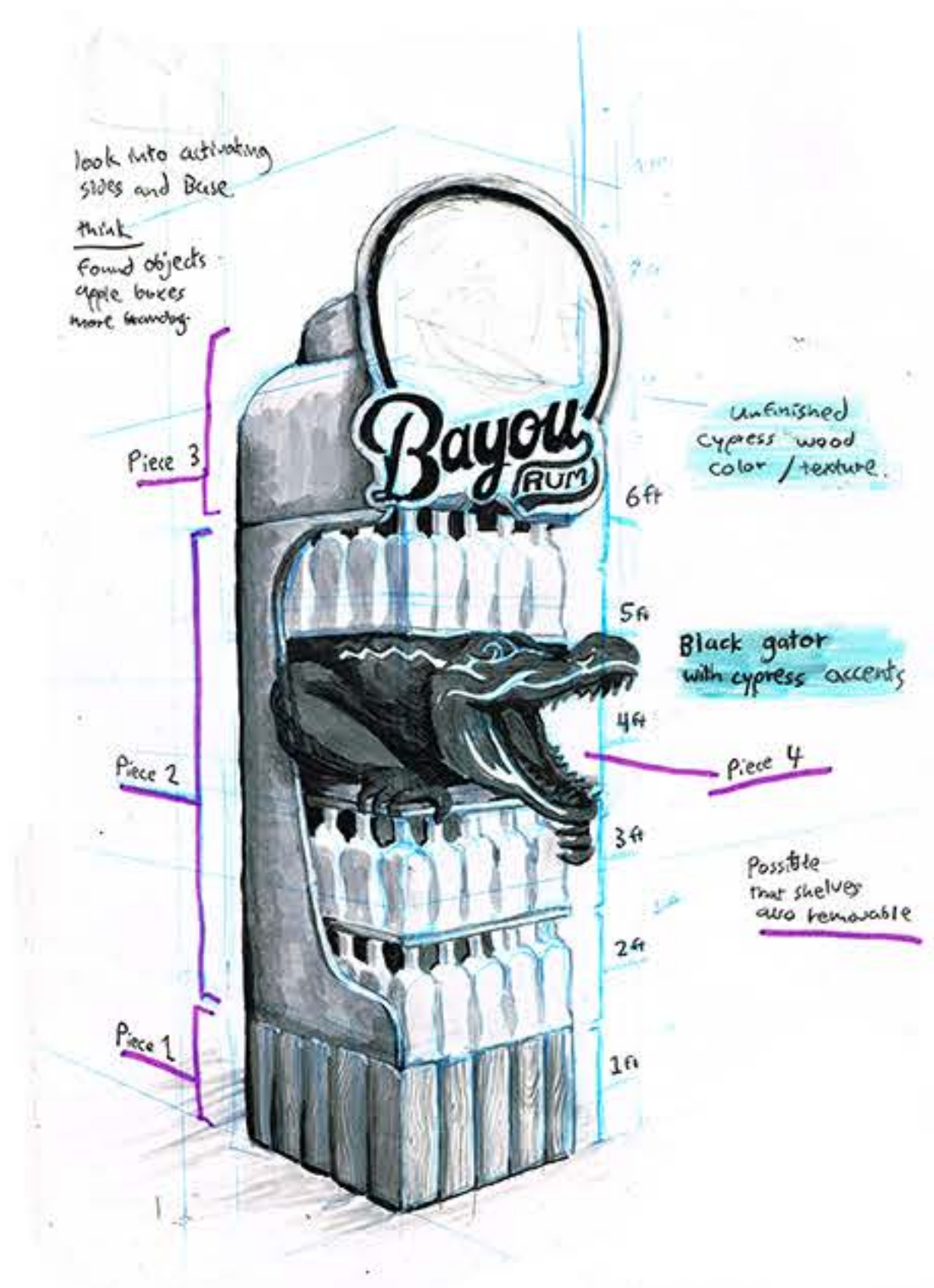
**Client:** Two Roads Brewery (BRZoom)

**Type:** Poster / Packaging Design

**Date:** Fall 2015



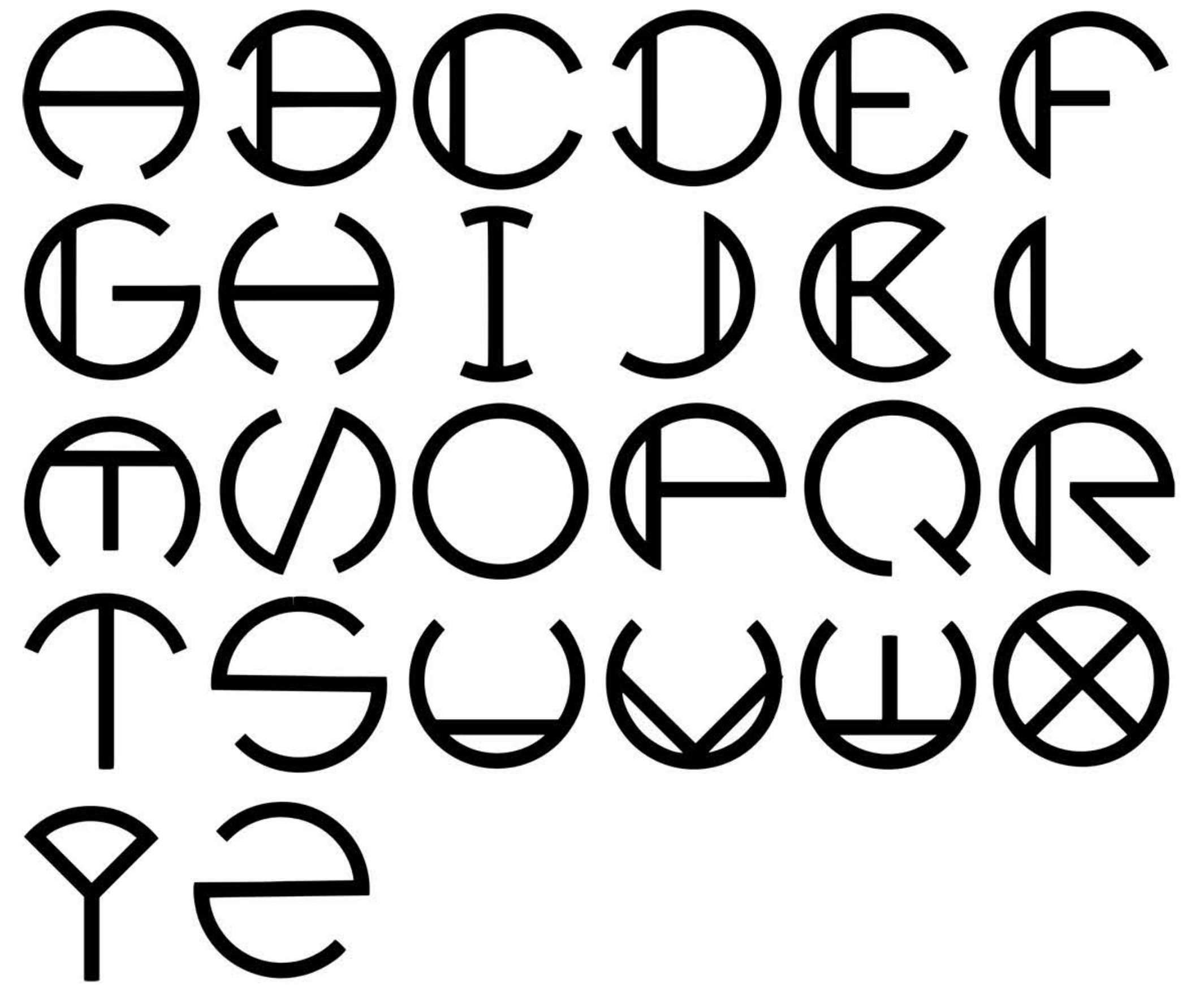




## Calendar and Font Project

**Assignment:** Create a two page vertical spread for a calendar that would act both as a week long calendar segment and a showcase for a font created in a previous section of the assignment.

**Client:** School Assignment  
**Type:** Typography / Calendar Design  
**Date:** Fall 2014



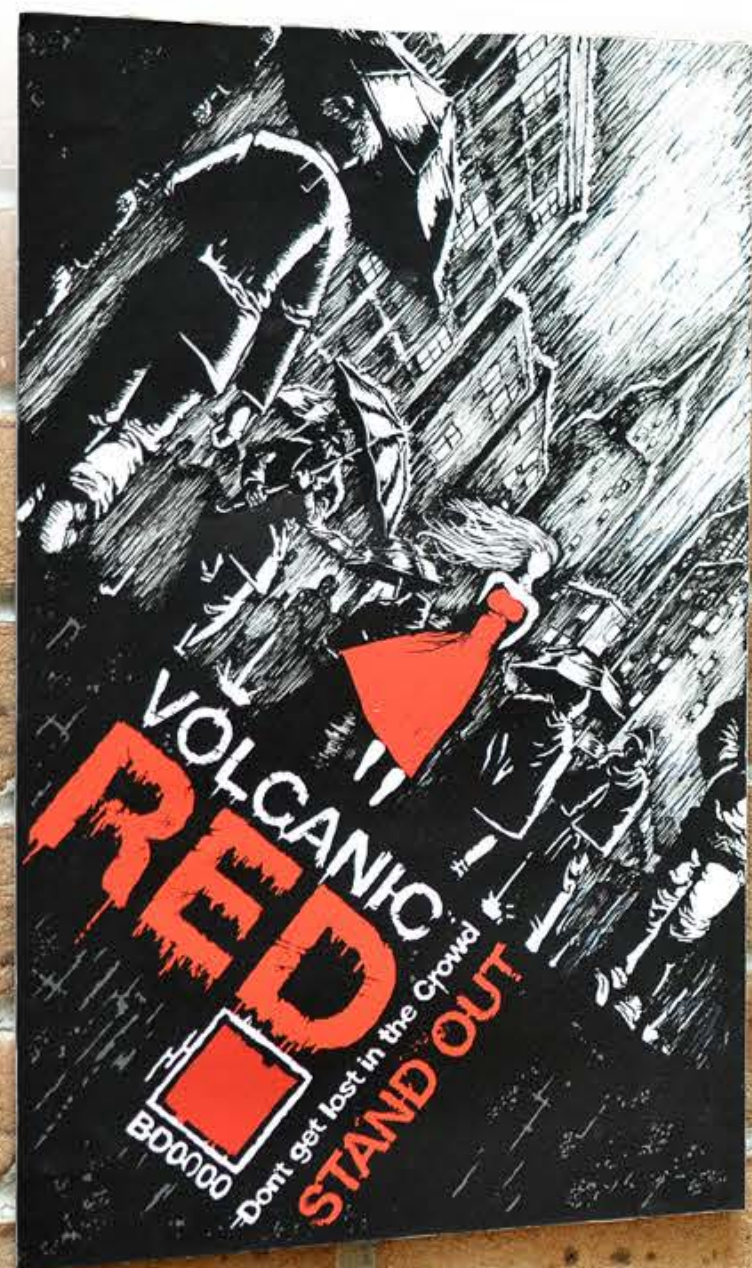
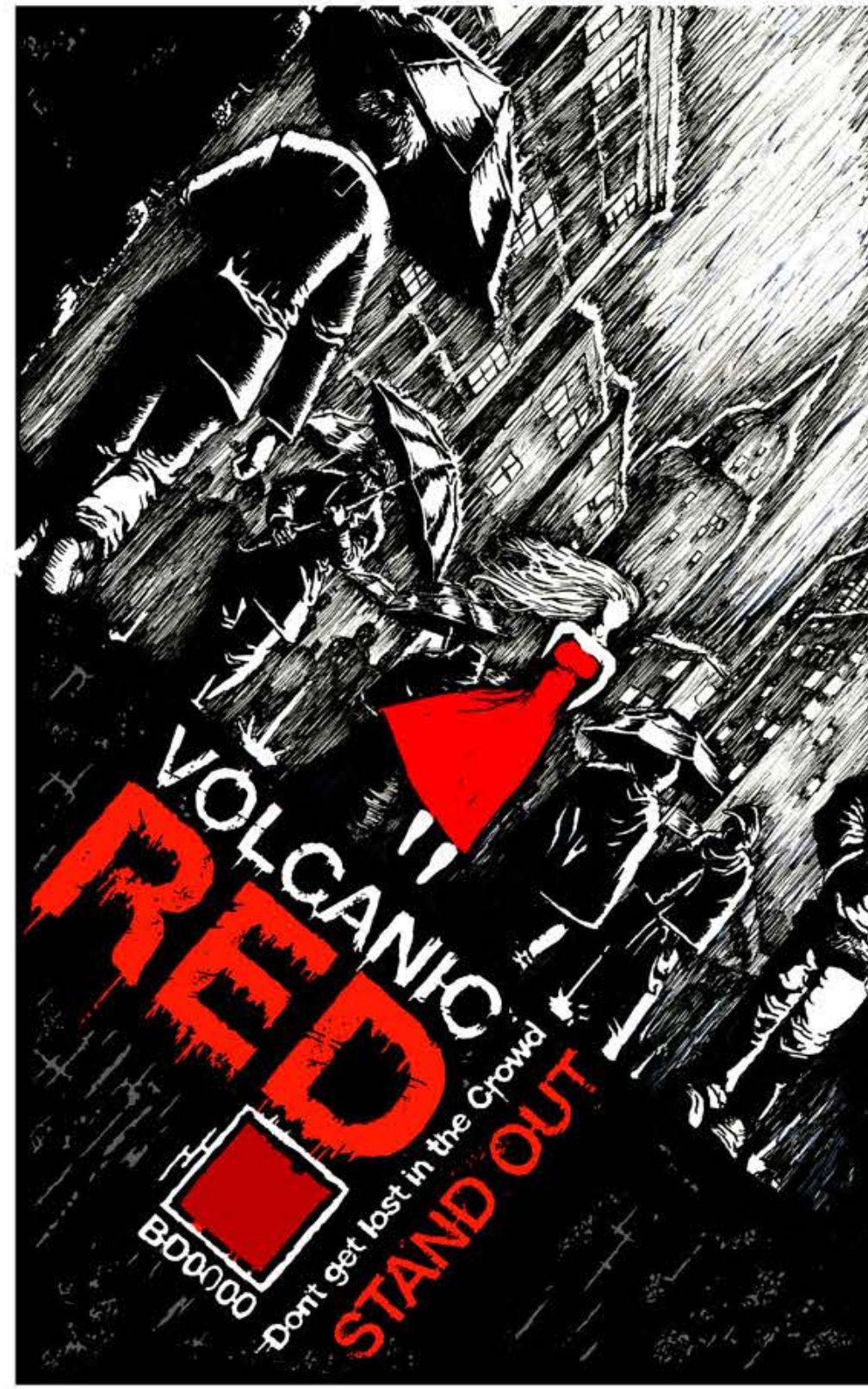
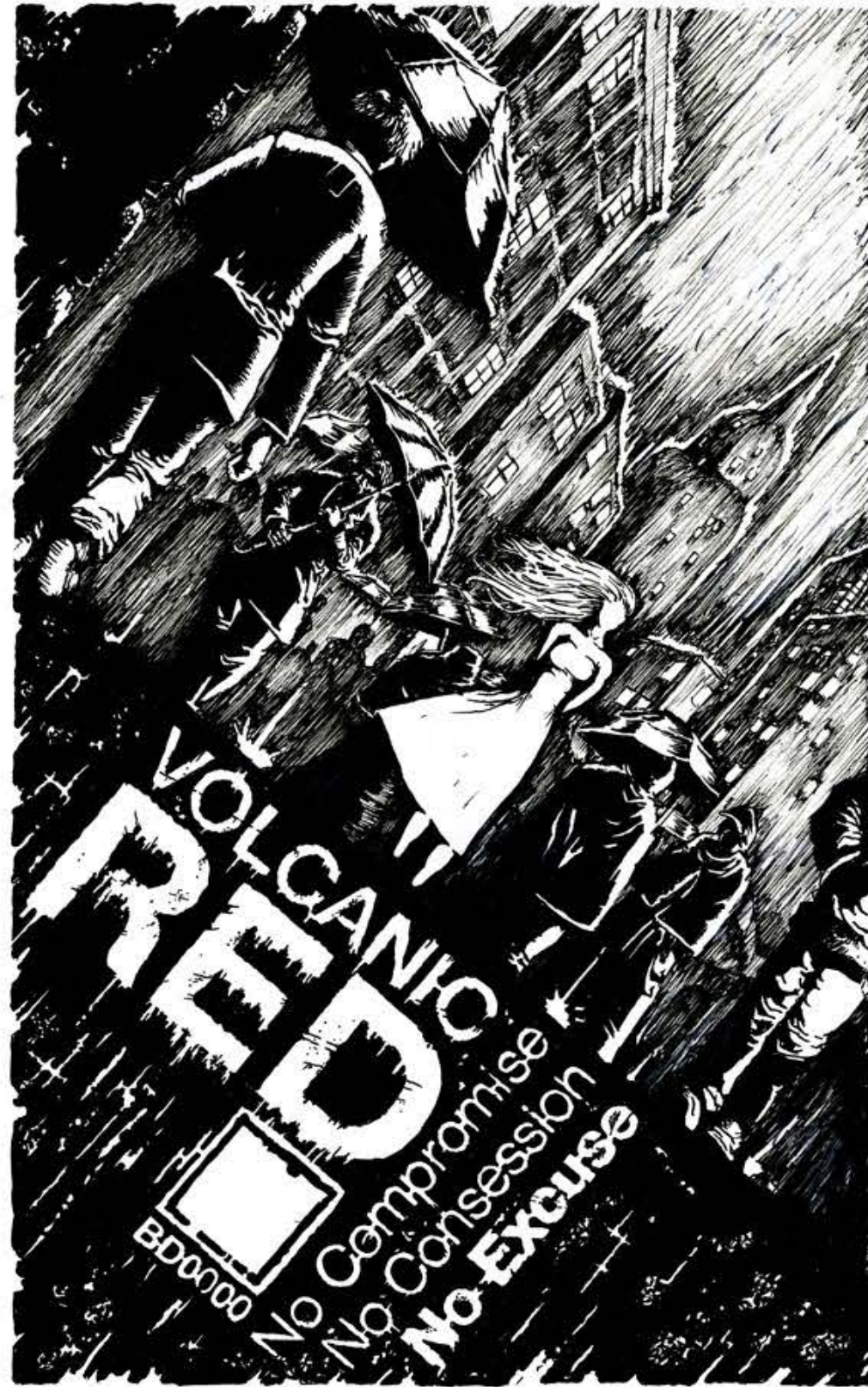
# Cosmetics Poster Project

**Assignment:** Create a poster advertisement for a notional company or institution.

**Client:** School Assignment

**Type:** Poster

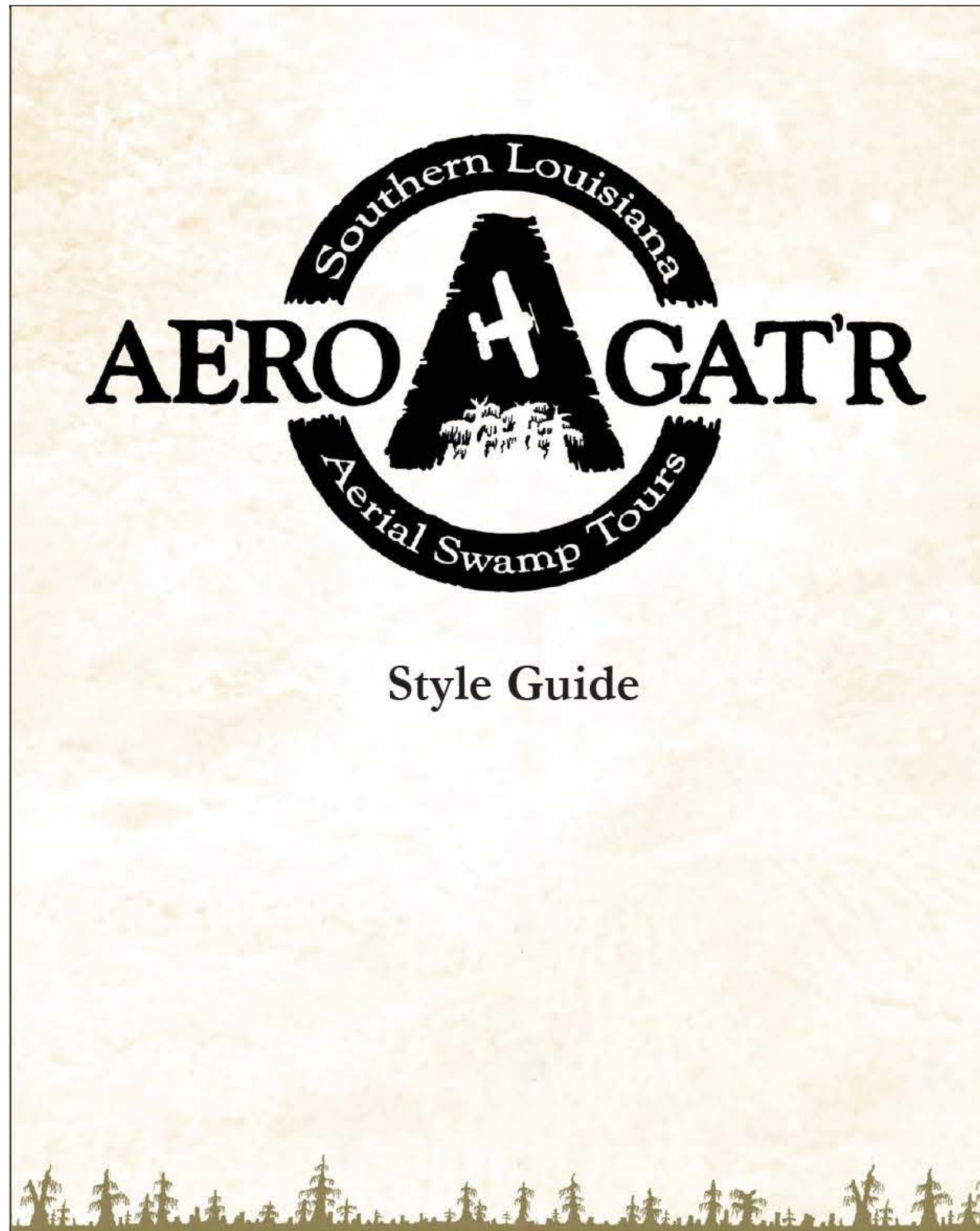
**Date:** Spring 2014 / September 2015




# Aerogat'r Branding Project

**Assignment:** Create an identity and brand standards guide for a fictional Aerial Tour Service

**Client:** School Assignment  
**Type:** Identity  
**Date:** Spring 2015




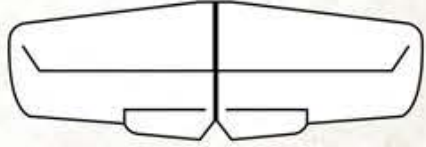
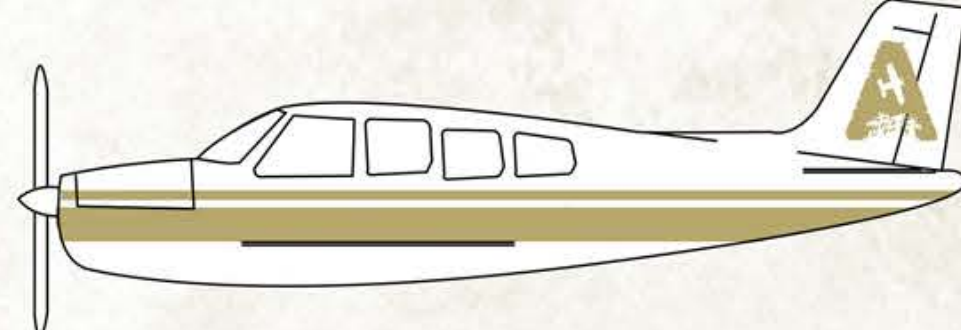
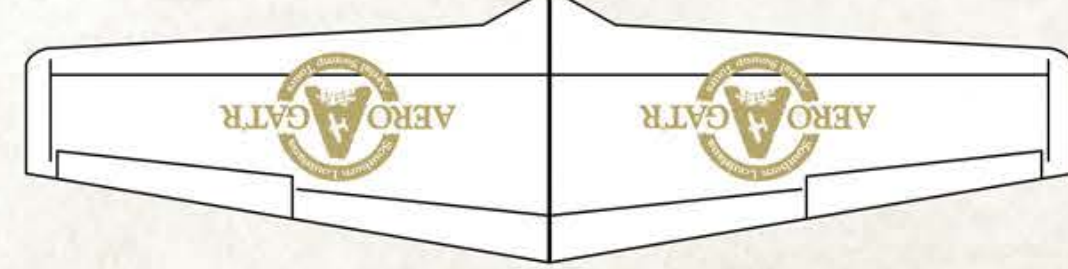


**AEROGAT'R**  
AERIAL TOUR SERVICE

WILLIAMJR@COX.NET,  
555-555-5555,  
WWW.AEROGATR.COM

Here at Aerogator, the fun is non stop and adventure is right around the corner. This is a swamp tour like none other. While others might take you through the swamp, we'll bring you above the tree-line and give you a truly complete look at this natural wonder.

From alligators the there, nothing you wont experiece when you fly with Aerogator, the swampland are your playground and ordinary is simply out of the question. Be it a day trip to the Atchafalaya or a full blown naturalist extravaganza, we've got tours for all types and all ages. So don't just sit there staring at the wall, expand your horizons and let Aerogator elevate your swamp experience to new heights

WILLIAM MELANCON  
0311 BUMFUCKING ST.  
NOWHERE LA, 70803



**AEROGAT'R**  
WILLIAM MELANCON

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555-555-5555,  
WWW.AEROGATR.COM

AEROGATOR LLC  
0311 BUMFUCKING ST.  
NOWHERE LA, 70803



## Student Alliance Council Identity Project

**Assignment:** Worked as a part of a design team to create a new identity for the Student Alliance Council, a health in schools initiative for the Baton Rouge Parish School System. My responsibilities included collaboration on the initial creative direction and branding, illustration of the logo vectors, creation of the style guide, and creation of various motion graphic support elements.

**Client:** Student Alliance Council  
**Type:** Identity / Collateral Design



# Student Alliance Council

## Brand Standards Guide



# student alliance council





# William Melancon

## Graphic Designer / Illustrator

- **(2015) Bochanis Rogan Zoom,** Baton Rouge, LA  
**Internship:**  
Packaging,  
Point of Sale,  
Print Design
- **(2015) Stray Films,** Baton Rouge, LA  
Freelance Grip,  
Gaffing, Set Prep
- **(2015) Vidox Motion Imagery,** Lafayette, LA  
**Internship:**  
Commercial Production  
Motion Graphics  
Filming, Lighting, Set Prep
- **(2013 - 2015) Hobby Lobby,** Baton Rouge, LA  
Framer
- **(2012 - 2015) T-Box Design Group,** Baton Rouge, LA  
Owner and Founder
- **(2008 - 2012) United States Marine Corps,** Everywhere  
Non-Commissioned Officer (Corporal)  
Rifleman / Designated Marksman  
Combat Marksmanship Coach

### Software Experience

- **Adobe CC**  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
After Effects  
Premier
- **Davinci Resolve**
- **Davinci Fusion**
- **Corel Draw**

### Web Design Experience

- **HTML5**
- **CSS**
- **Java-script**
- **SVG**

### Hand Rendering Skills

- **Cartography**
- **Illustration**
- **Drafting**

### Graphic Design Commissions

- 2015,** LSU Athletics
- 2014,** War Dog Ranch
- 2014,** Do Si Dough, Cajun Confectionery Company
- 2014,** Our Lady of Perpetual Help Catholic Church
- 2014,** LSU Fusion Review
- 2013,** Done and Done Apparel
- 2013,** Zealous Zek, Purged Records

### Awards and Recognition

- 2016,** Graduate, Summa Cum Laude, Louisiana State University
- 2016,** Upper Division Honors Distinction, Ogden Honors College
- 2016,** College Honors, Ogden Honors College
- 2016,** Tau Sigma Delta Honor Society
- 2016,** Gold Addy, Student Illustration, Single
- 2016,** Gold Addy, Student Illustration, Campaign
- 2016,** AAF Student Special Judges Award
- 2015,** Silver ADDY, Group Student Project
- 2014,** Sophomore Honors Distinction, Ogden Honors College
- 2013,** Phi Eta Sigma Honor Society
- 2012,** Navy Presidential Unit Citation
- 2012,** Navy Unit Commendation Medal
- 2009-2011,** Afghanistan Campaign Medal
- 2009,** Letter of Commendation
- 2009,** Letter of Appreciation, Hawaii Food Bank
- 2009,** Letter of Appreciation, Friends of 'Aikahi Playground
- 2006,** Eagle Scout, Boy Scouts of America

### Galleries and Shows

- **(2016) Shakestravaganza**  
Shakespeare 400 anniversary celebration
- **(2015) Burning Man Festival**  
Veteran's Art Exhibition
- **(2015) LSU Juried Art Show**  
LSU Student Union
- **(2014) HAART Poster Gallery**  
World Aids Day Poster Competition,  
Glassell Gallery, Shaw Center
- **(2013) Meadowlark Herald**  
Online Magazine,  
*Picturing PTSD - An interview  
with William Melancon*

### Contact

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337-501-3240  
tboxdesign.com