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**John David Ashworth**

**Graphic Design + Architecture Portfolio**

**2021**

**Personal branding for jdasign**
Ink on paper
multiple sizes

Spring 2019
A complete set of brand stationary, including envelopes, a letterhead, business card, and thank you card.

**Jankees, Judson for Freedom**

**Josh LaSota, Rent-n-Roll**

**Freelance logo designs**
Adobe Illustrator, Photoshop

Spring 2017 - Fall 2018
A series of different logos for either friends, freelance jobs or personal projects.

**Original logo(s)**

**New logo(s)**

**Chihuahua Tire Shop logo**
Adobe Illustrator, Photoshop
Graphite on paper for logo iterations, just a small part of the design process.

Spring 2018
Complete redesign of a local company brand—in this case: the Chihuahua Tire Shop in Elgin, IL.

**The Meta Specimen Sheet**
Ink on paper, InDesign
7.3" x 4.5"

Fall 2017
Meta sans-serif typeface booklet

# Usage

Many companies have adopted Meta as their corporate typeface, sign or logo. These include:

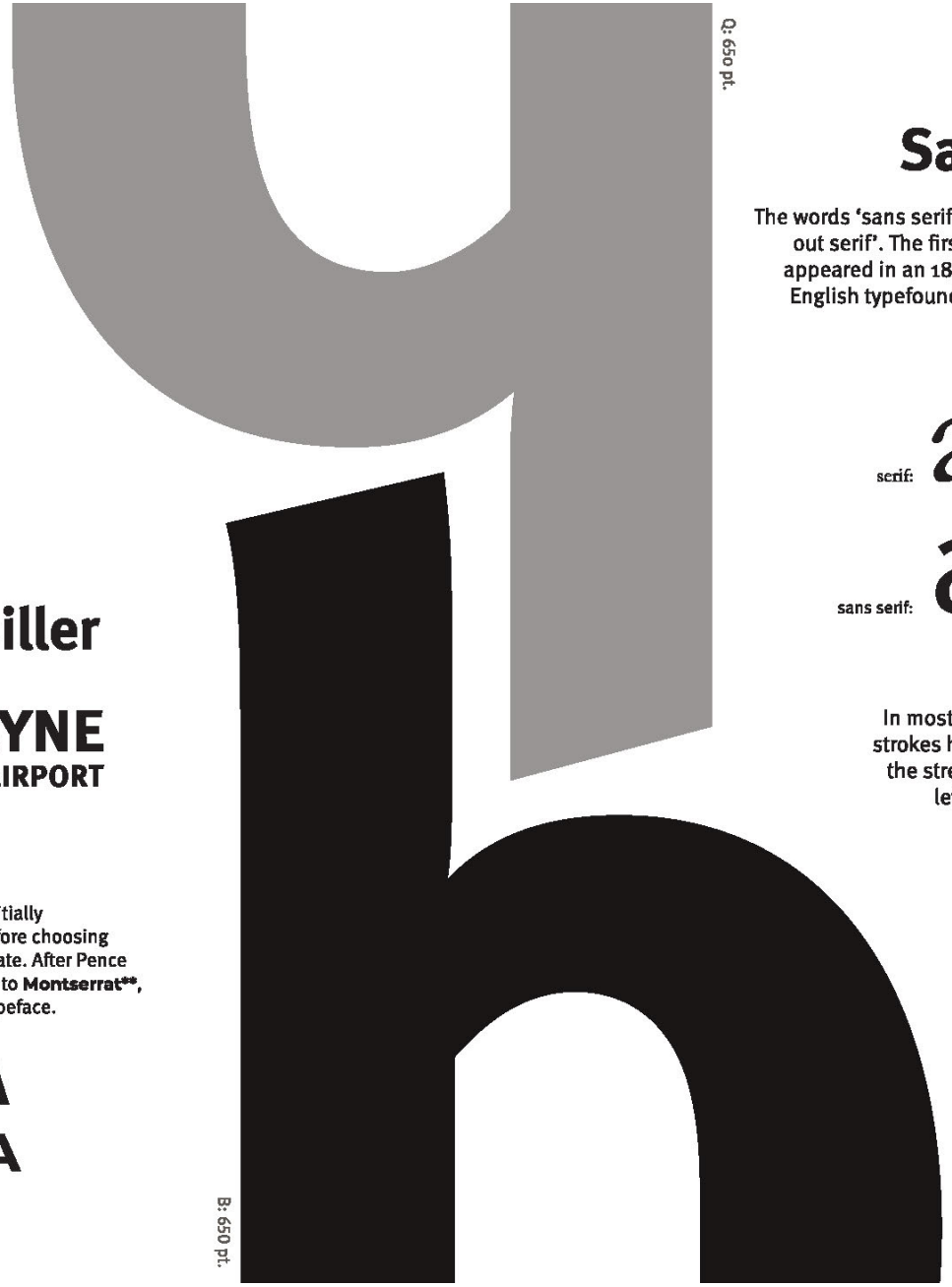
The Weather Channel

HermanMiller

FORT WAYNE
INTERNATIONAL AIRPORT

Donald Trump used **Meta*** initially as his campaign typeface before choosing Mike Pence as his running mate. After Pence was chosen, Trump switched to **Montserrat****, a free Google Fonts library typeface.

*AMERICA
**AMERICA




# Sans serif

The words 'sans serif' are French for 'without serif'. The first sans serif typestyle appeared in an 1816 specimen book by English typefounder William Caslon IV.

serif: abc

sans serif: abc

In most sans serif typefaces, strokes have a uniform width, the stress is vertical and the letters are geometric in their construction.

**The Meta Specimen Sheet**
Ink on Paper, InDesign
7.3" x 9"

Fall 2017
Meta sans-serif typeface booklet, pages 4-5

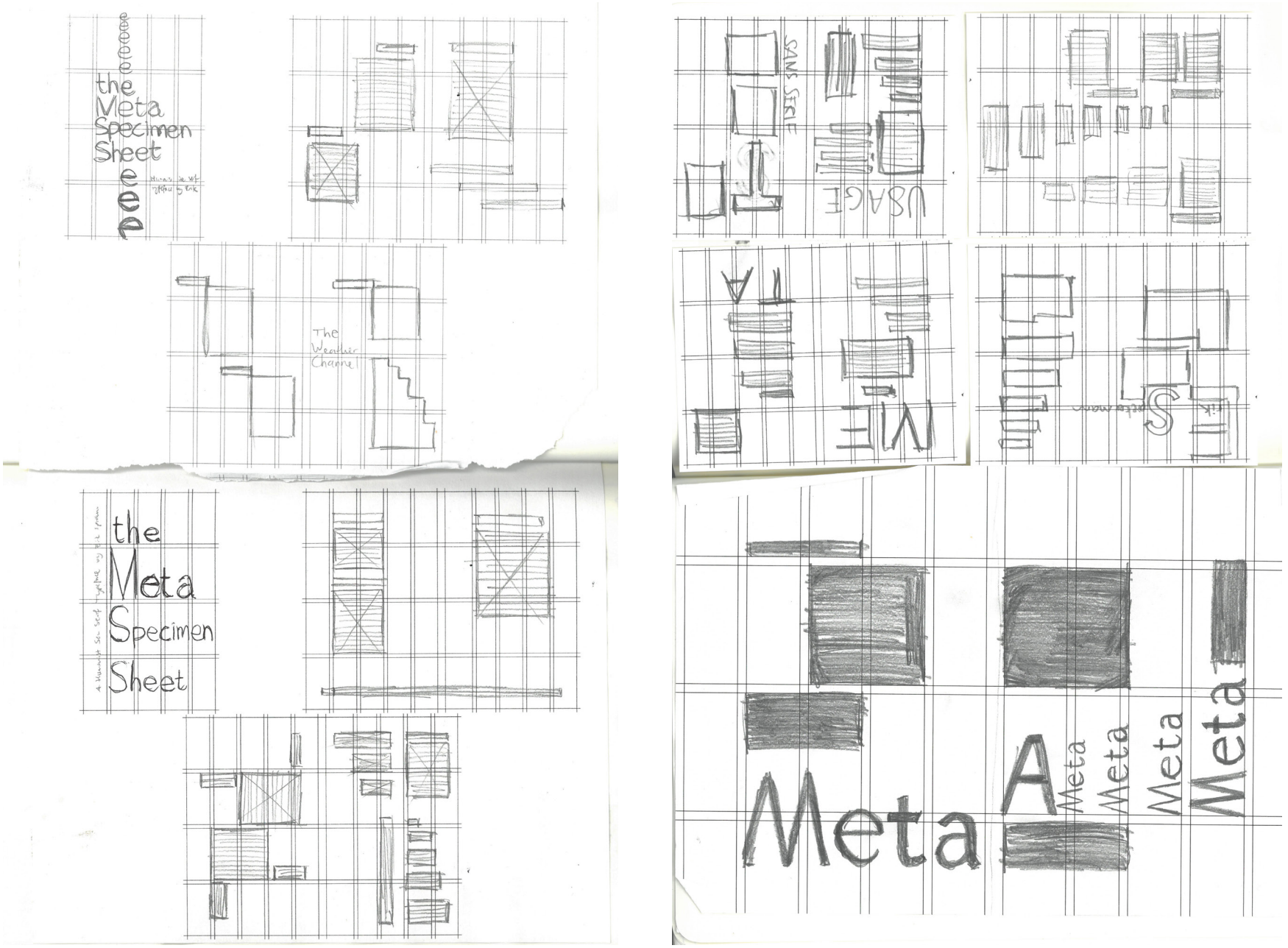
# Characteristics

Instead of being derived from Grotesques, humanist typefaces share the proportions and pronounced stroke width variation of handwritten Roman capitals and of lowercase Caroline minuscules.

Letterforms are more calligraphic than other sans serif typefaces and display some diagonal stress. The lowercase a and g are usually two-stored.

**The Meta Specimen Sheet**
Ink on Paper, InDesign
7.3" x 9"

Fall 2017
Meta sans-serif typeface booklet, pages 6-7




**'Meta' process work**
Graphite on Paper
18" x 12"

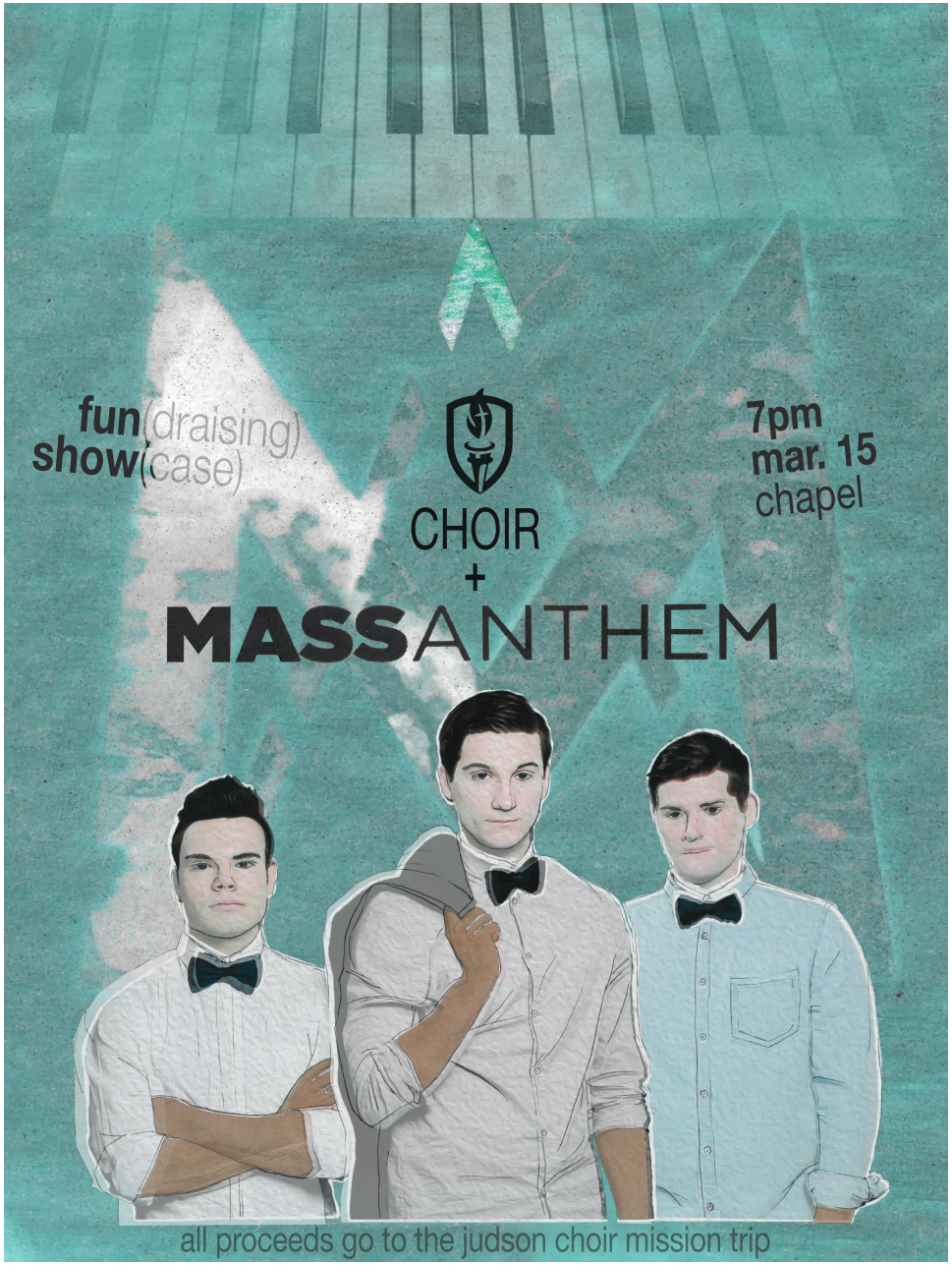
Fall 2017
Hand-drawn compositions and layout iterations

**Animals Have Souls**
Photo paper
20" x 13.3"

Spring 2017
Final project for DES234 - InDesign

**All-Star**
Colored pencil on black paper
19" x 25"

Spring 2017
Still life full color value drawing




**Manthem**
Ink on paper
20" x 15"

Spring 2018
Event promotion poster for upcoming, local concert

**'Manthem' process work**
Graphite, spraypaint, ink on paper
12" x 9"

Spring 2018
Work done for a real band as a 'client'.

**Highway Separation**
Oil paint on wooden panel
3′ x 4′

Fall 2017
Final project

Design
is
biting
the
bullet.

**DeSign**
Ink on paper
8.5″ x 11″

Fall 2017
Printing-press assignment

Design
is
biting
the
bullet.

6/7
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**DeSign**
Ink on paper
8.5″ x 11″

Fall 2017
Printing-press assignment

**Tetsuo**
Acrylic paint
10″ x 7″

Fall 2015
Final composition incorporating design elements

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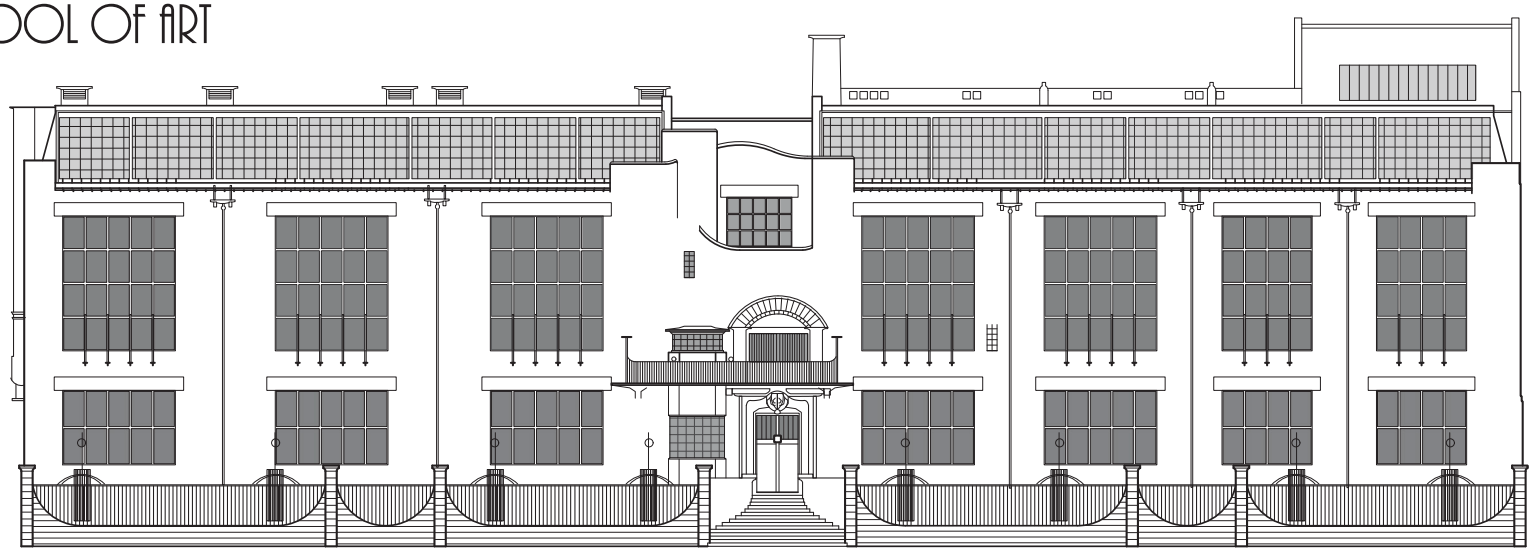
**John David Ashworth** **Architecture** **2021**

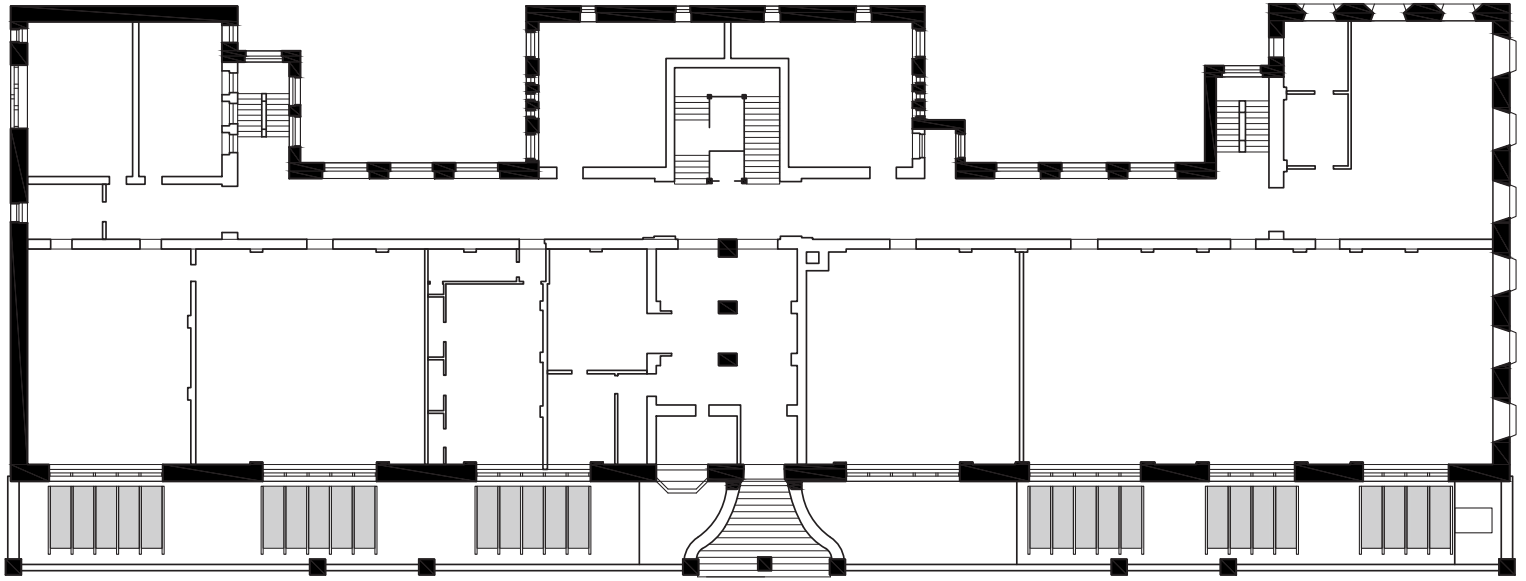
# GLASGOW SCHOOL OF ART

CHARLES RENNIE MACKINTOSH
GLASGOW, SCOTLAND
1909

JOHN DAVID ASHWORTH
ELGIN, ILLINOIS
19/09/18



GROUND FLOOR PLAN
SCALE: 1CM = 100M



RENFREW STREET ELEVATION
SCALE: 1CM = 100M

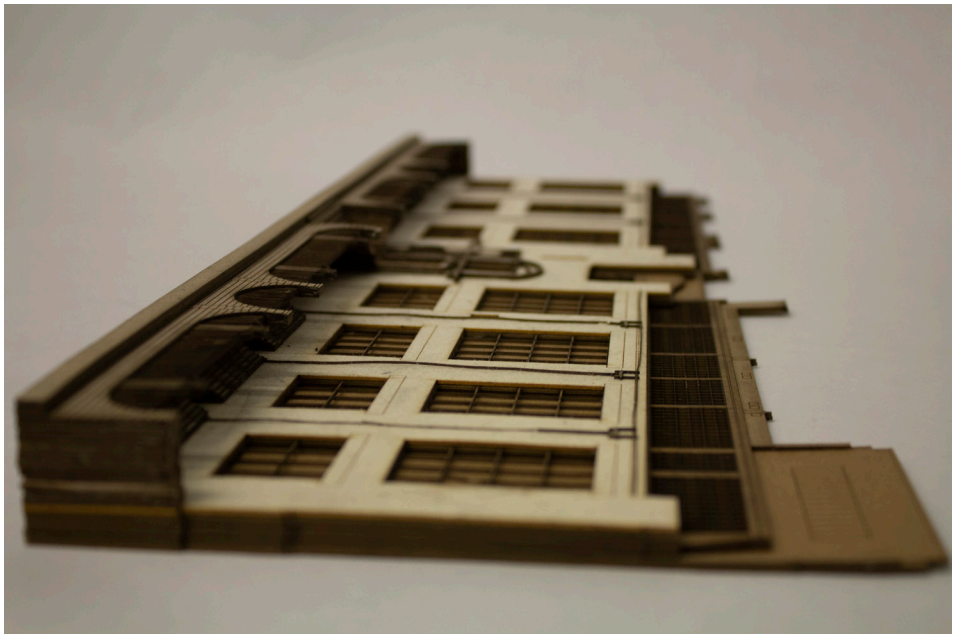
**the Glasgow School of Art**
AutoCAD
scale 1cm = 100m

Fall 2018
Floor plan & facade study of a building of choice.

**Chipboard**

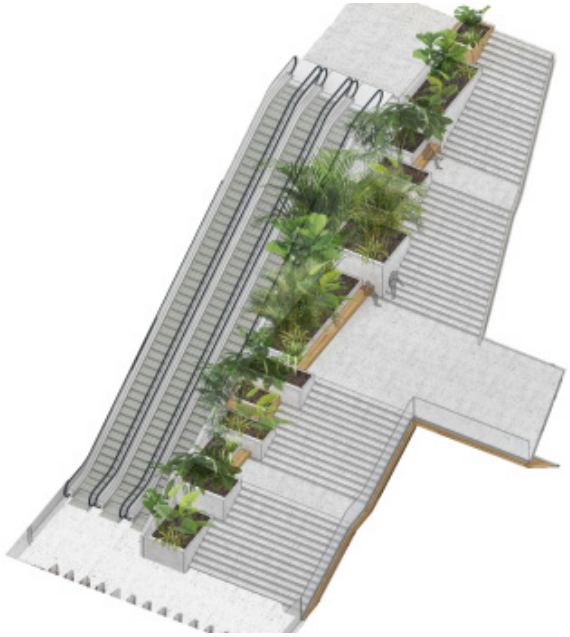
**The Glasgow School of Art Lasercut Facade**
L: chipboard & R: taskboard, cardboard and chipboard.
20" x 15"

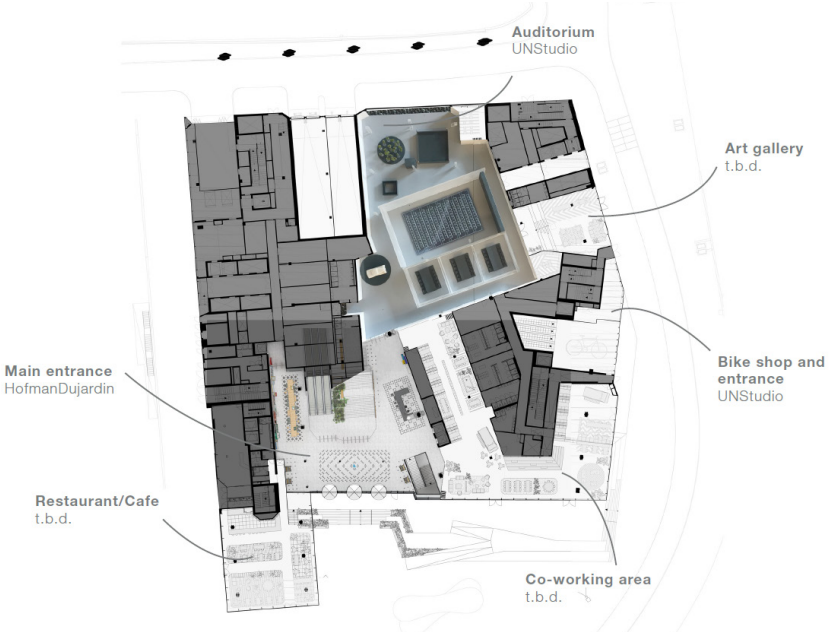
**Mixed materials**



Spring 2018
Complete redesign of a local company brand—in this case: the Chihuahua Tire Shop in Elgin, IL.

**Staircase rendering**






**Booking.com Amsterdam Headquarters***

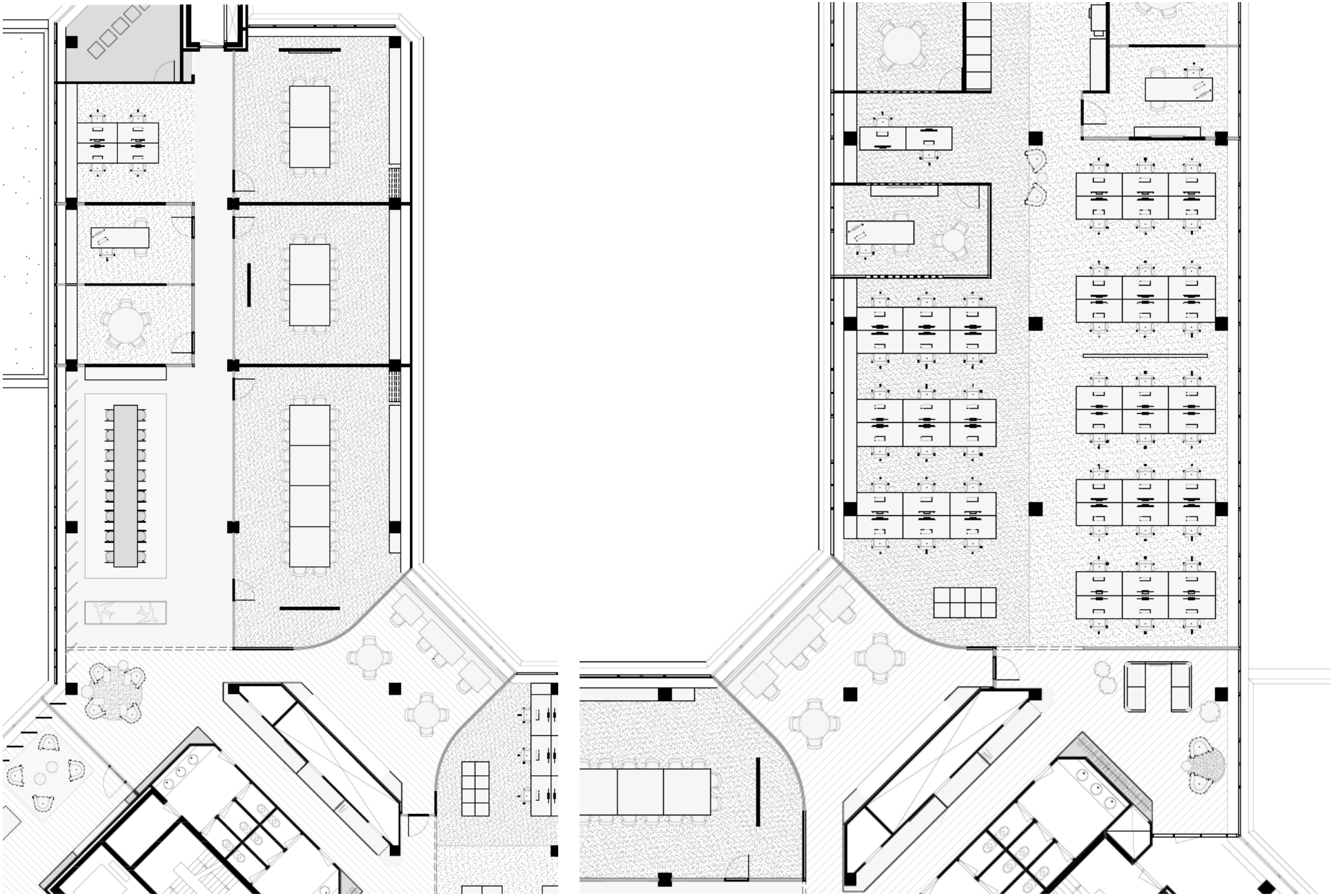
L to R: SketchUp, marker on tracepaper, Photoshop/InDesign & SketchUp

*I did not design the bottom two structures. I helped others design them.

**Spacial ideation**

Summer 2018

Work as an intern for HofmanDujardin Architects, working on both the main staircase and their multifunctional mediation/prayer space.



**Boeing Amsterdam Headquarters***

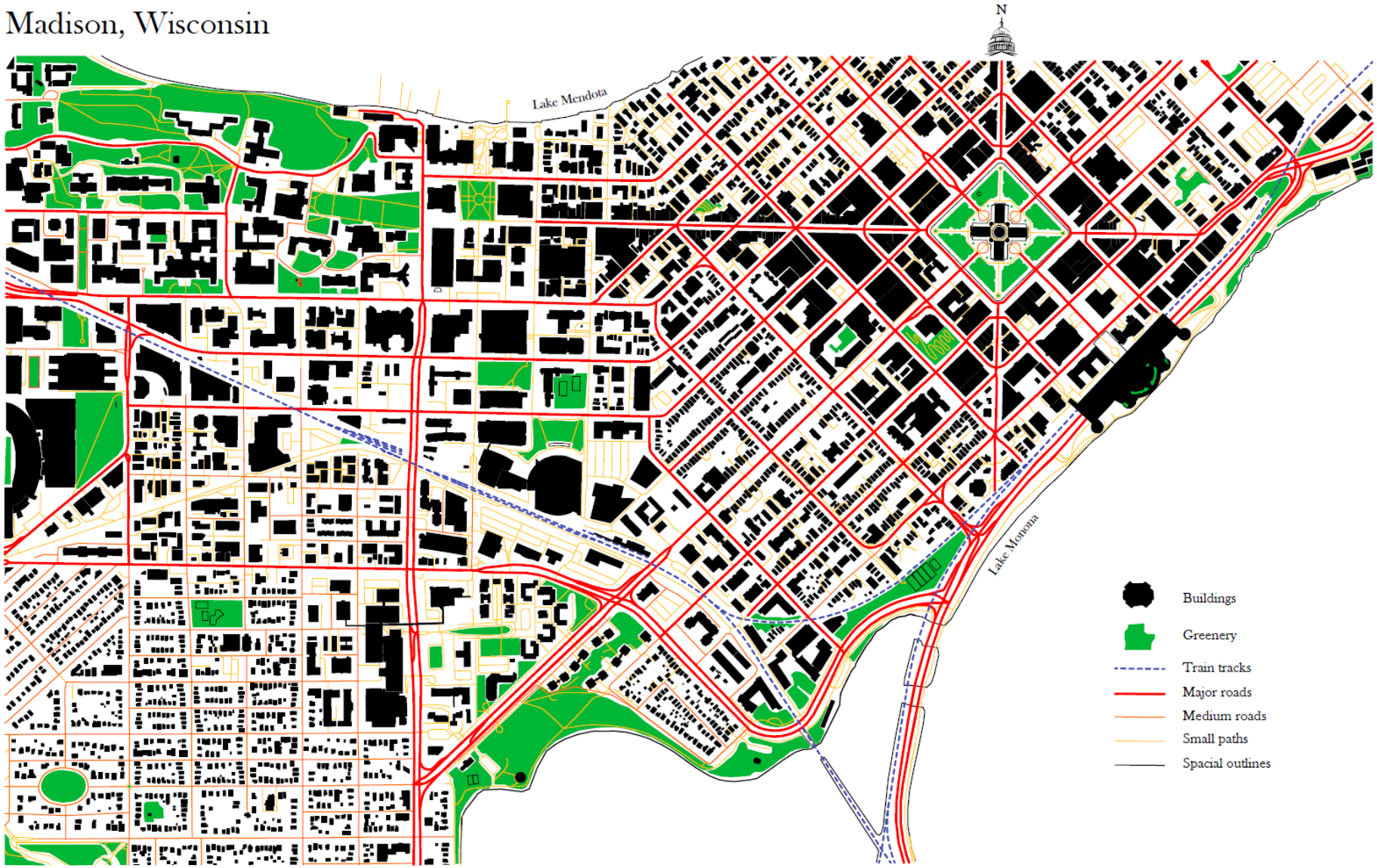
AutoCAD

11" x 17"

*I did not design these structures, I rearranged furniture/wall placement.

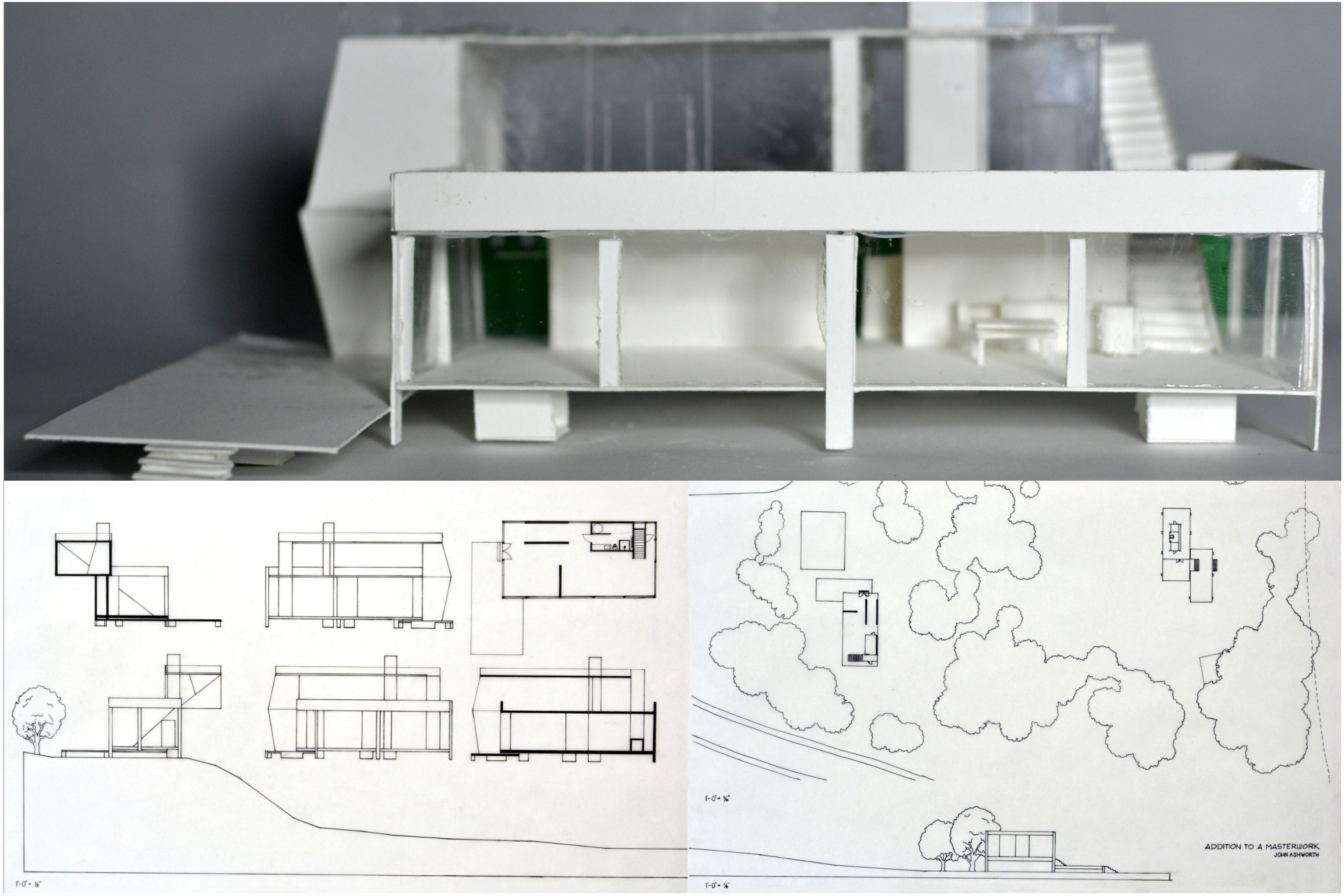
Summer 2018

Work as an intern for HofmanDujardin Architects, updating the office building's floor plans.



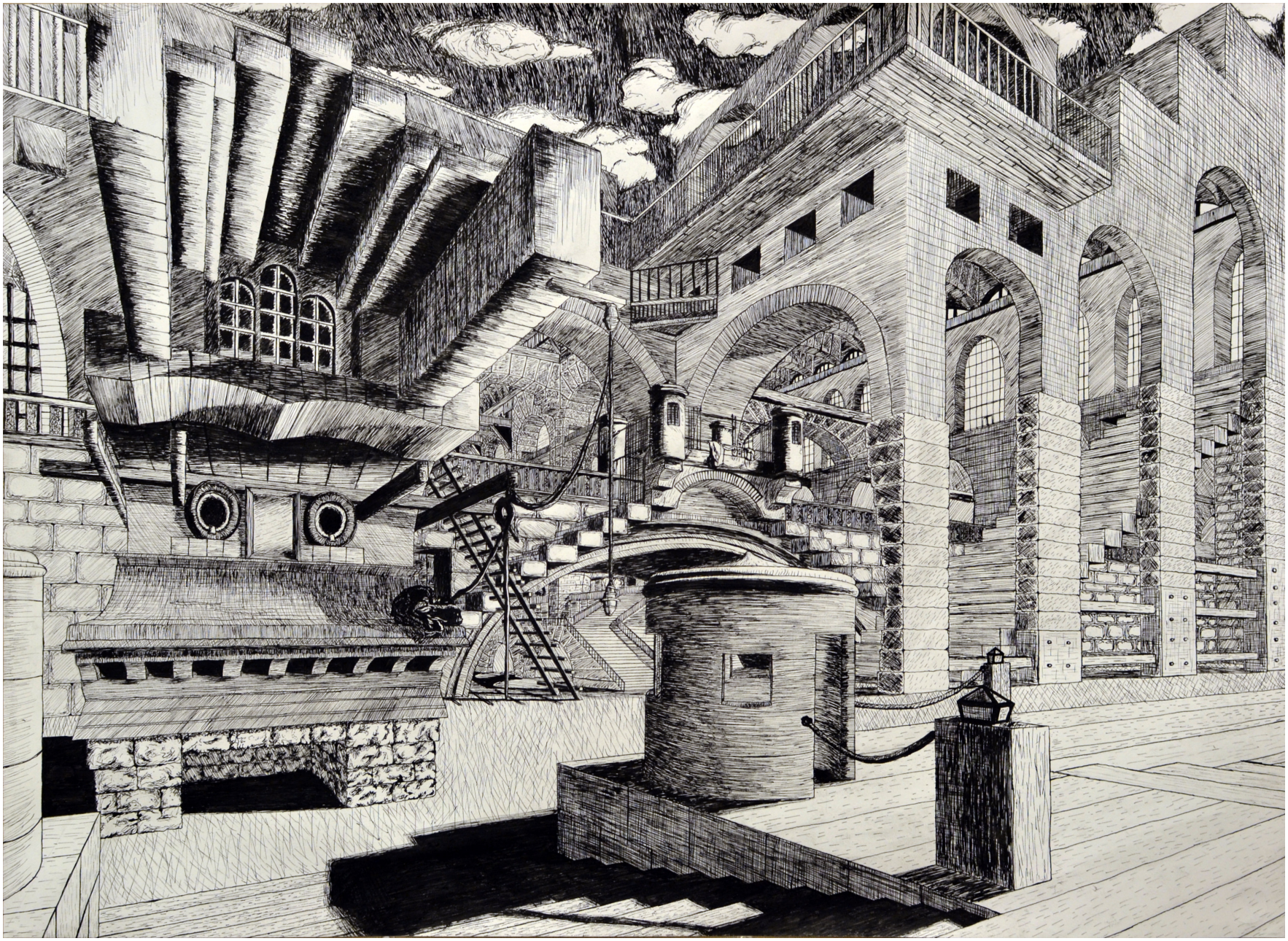

**Map of Madison**
Adobe Illustrator vector art
11″ x 17″

Fall 2018
6-square mile figure/ground study for a city of choice.




**the Farnsworth Addition**
Ink on mylar, bristol board
24" x 36"

Fall 2017
An addition to Mies van der Rowe's masterwork, the Farnsworth house.



**Piranesi**
Pen and Ink
26″ x 32″

Spring 2017
Piranesi 3-point perspective drawing

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**Thank you.**

**2021**