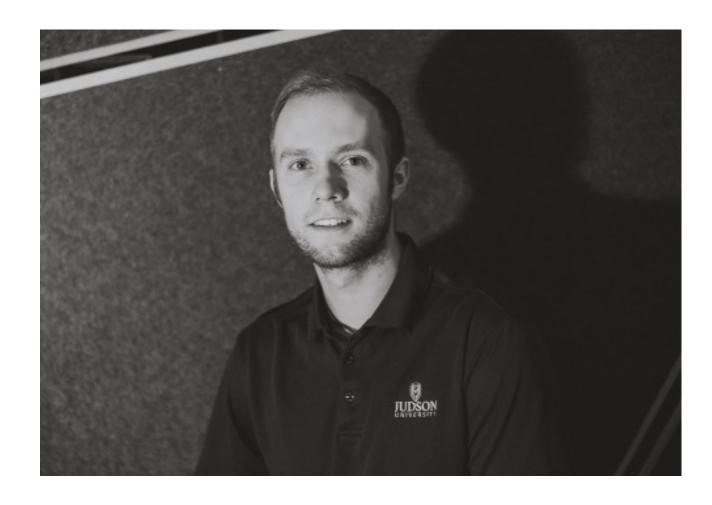
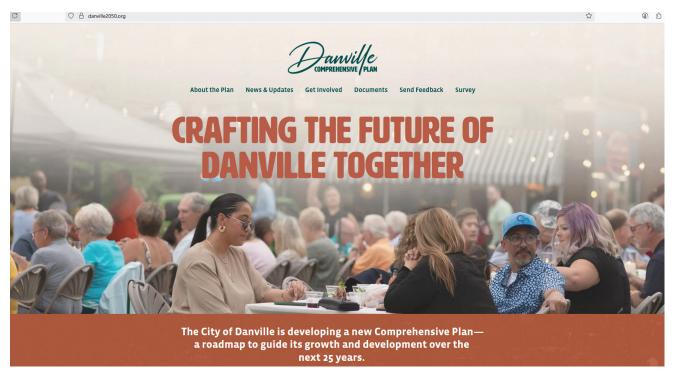
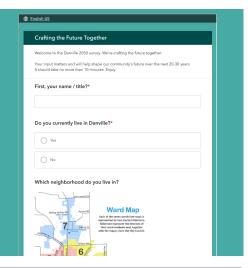
jdasign www.jdasign.com

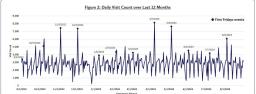


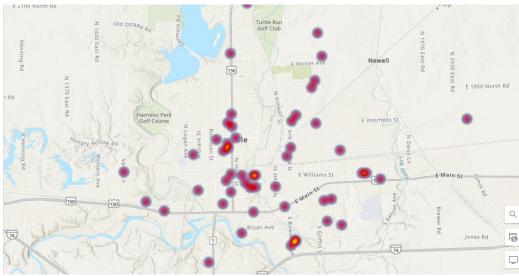


John David Ashworth Urban Planning 2025











Danville, IL 2050 Comprehensive Plan

SquareSpace, Placer.ai, ArcGIS, AdobeCS, Survey123 (GIS)

Summer 2025

Planning work for Place Foundry; community engagement, website design, bilingual surveys, data compilation, place mapping & analysis, sketching, and digital renderings.





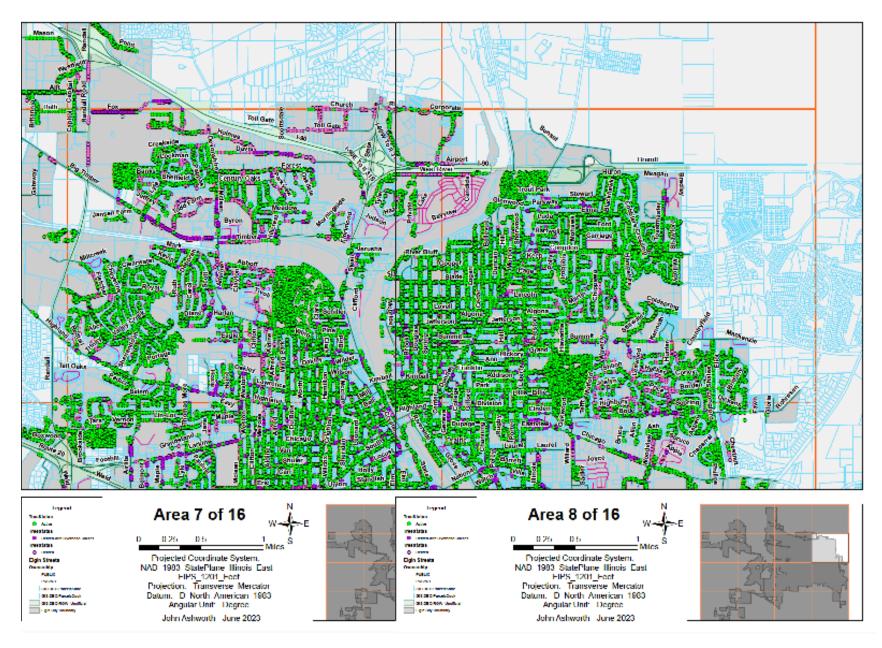


Redesigning the Main Street of Roscoe, IL

Google SketchUp, LayOut

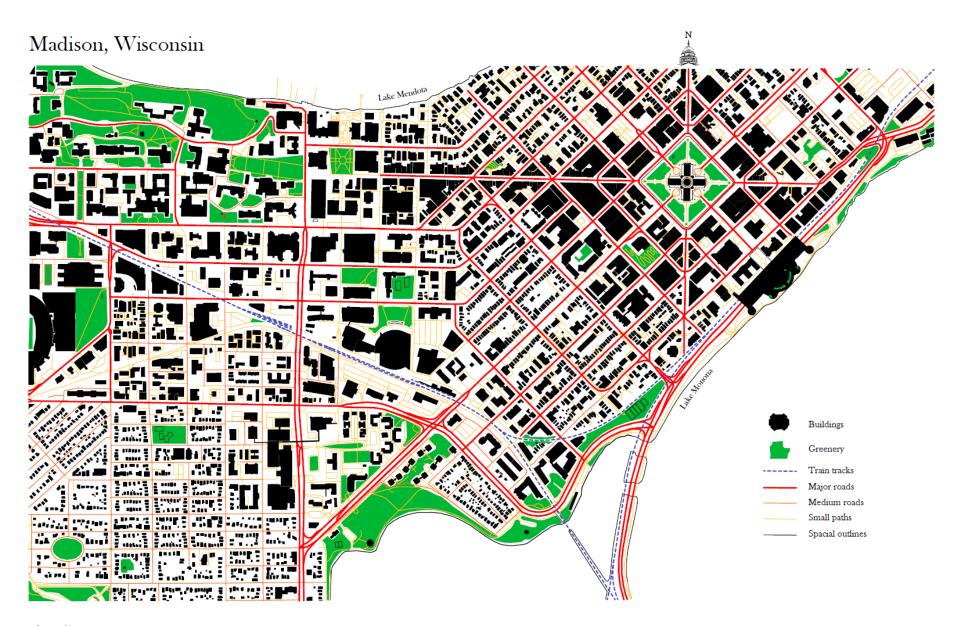
Spring 2025

Design & planning work for Place Foundry. Mainly precedent study, sketching, and digital rendering.



City of Elgin, Tree Scarcity Study for Sustainability Commission

ArcGIS, Adobe Acrobat



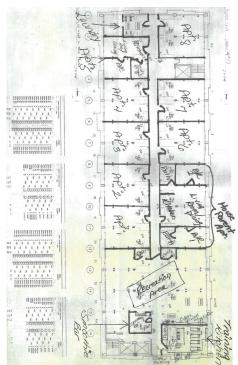
Map of Madison

Adobe Illustrator vector art 11" x 17"



John David Ashworth Architecture 2025

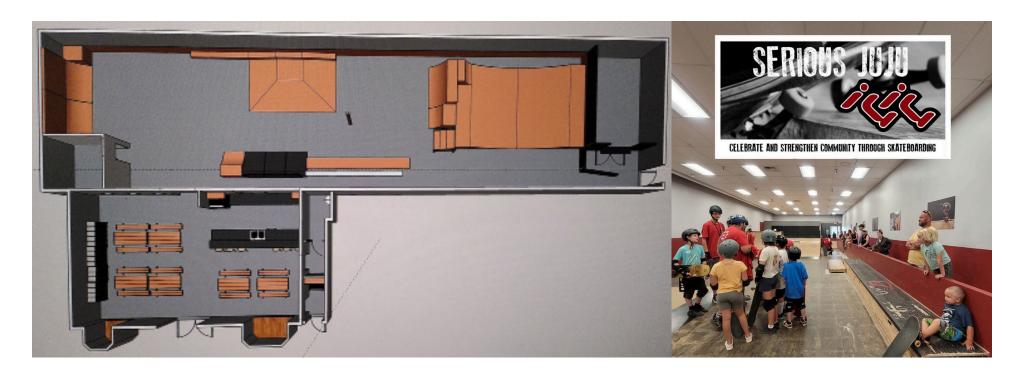


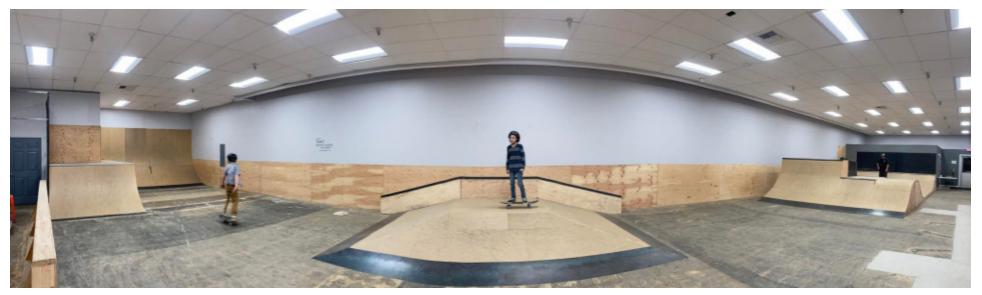




RISE 4th Floor Renovation, Judson University Lindner Tower Google SketchUp

Spring 2024





Serious JuJu Indoor Skatepark in Kalispell, Montana

Google SketchUp
Freelance design & construction management

Summer 2021

Work as an architectural designer for local ministry Serious JuJu as they moved to a new location.







Skyline Illustrations for Judson University

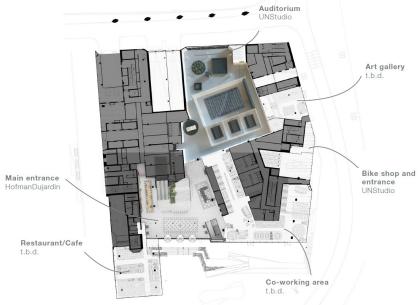
Adobe Illustrator

Fall 2020

Work as a freelance designer for Judson University, the skyline project at the Spirit Store & LTOW mural.

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.

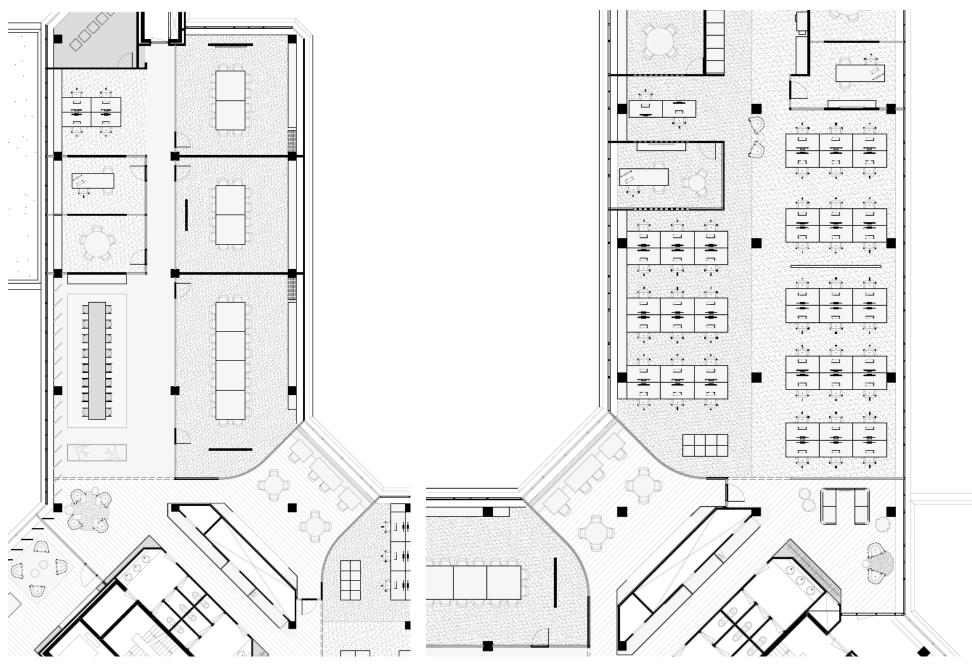
Spacial ideation





Summer 2018

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



Boeing Amsterdam Headquarters*

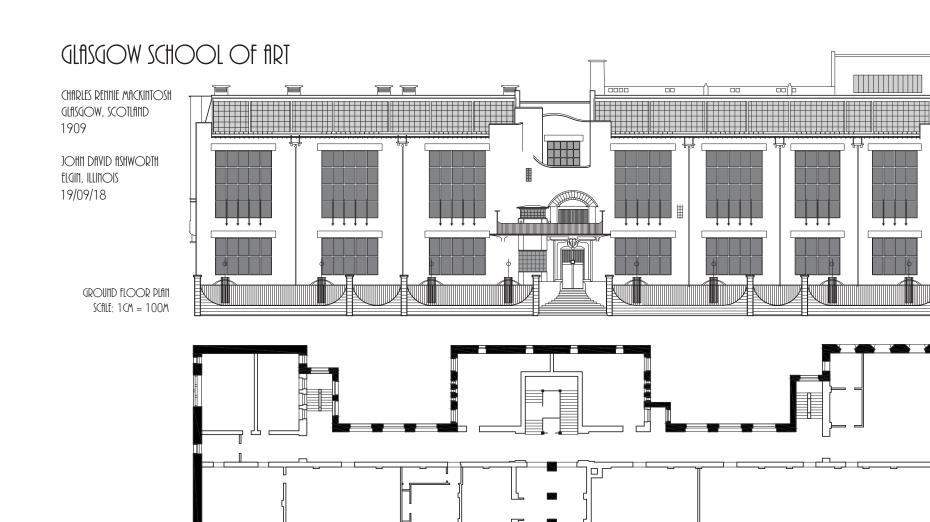
AutoCAD

11" x 17"

Summer 2018

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

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

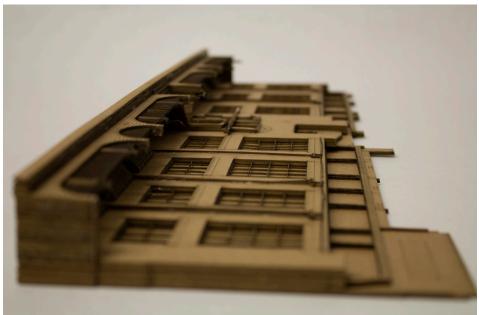


RENFREW STREET ELEVATION
SCALE: 1CM = 100M

Chipboard **Mixed materials**

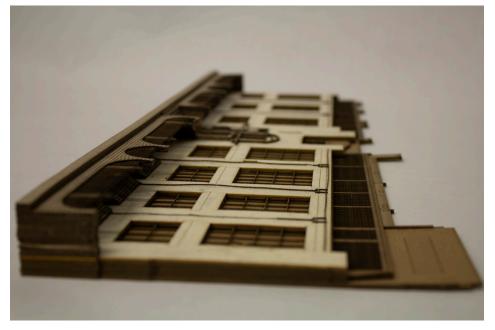




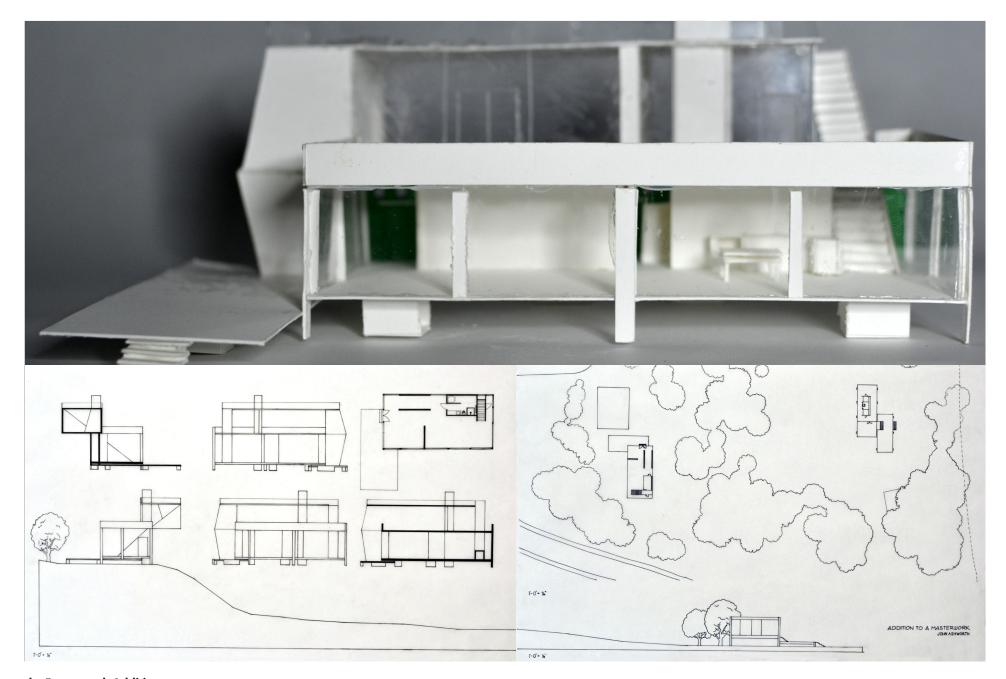








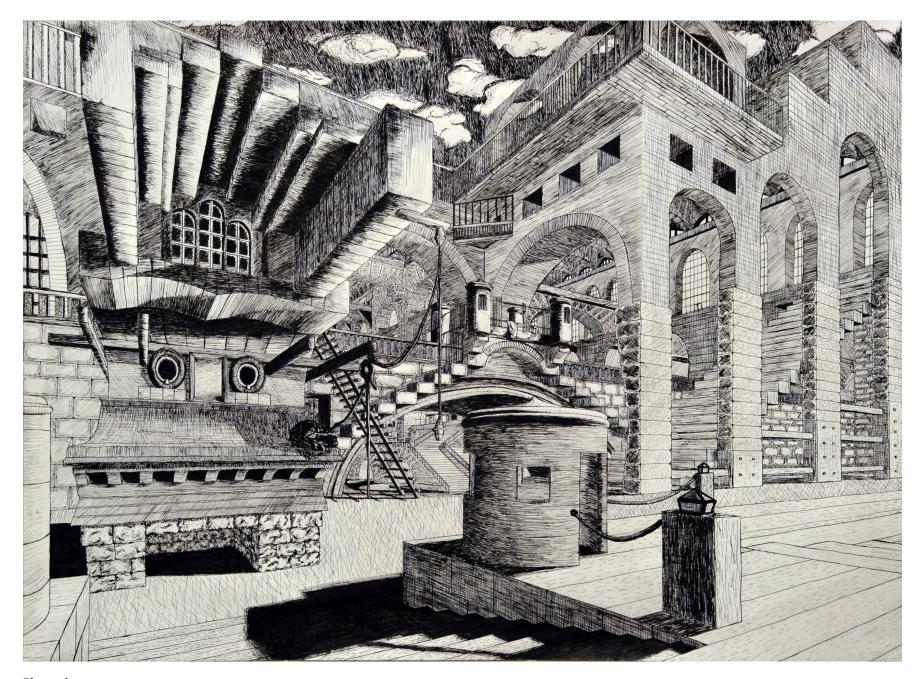
Fall 2018 Bringing the facade study to life through lasercut 3D models - held together by glue.



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



John David AshworthGraphic Design2025



Personal branding for idasign

Ink on paper multiple sizes Spring 2019
A complete set of brand stationary, including envelopes, a letterhead, business card, and thank you card.









Freelance logo designsAdobe 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)















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.

A humanist sans serif typeface designed by Erik Spiekermann.

The Meta Specimen Sheet

Ink on paper, InDesign 7.3" x 4.5"

8 pt. 12 pt. Meta Meta Meta 57 pt. Meta Meta 149 pt.

Meta

Fall 2017 Meta sans-serif typeface booklet

Usage Many companies

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

The Meta Specimen Sheet

Ink on Paper, InDesign 7.3" x 9"

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.

abc abc abc

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

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-storied.

Round dot over the letter i and j.

Ends of the letter s are nearly vertical.

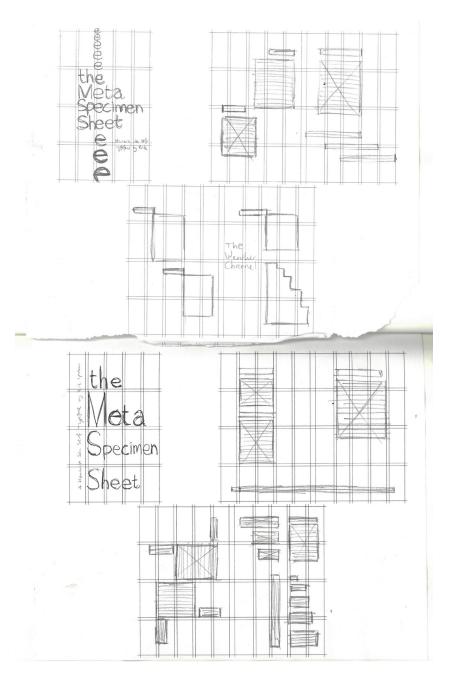


The Meta Specimen Sheet

Ink on Paper, InDesign 7.3" x 9"

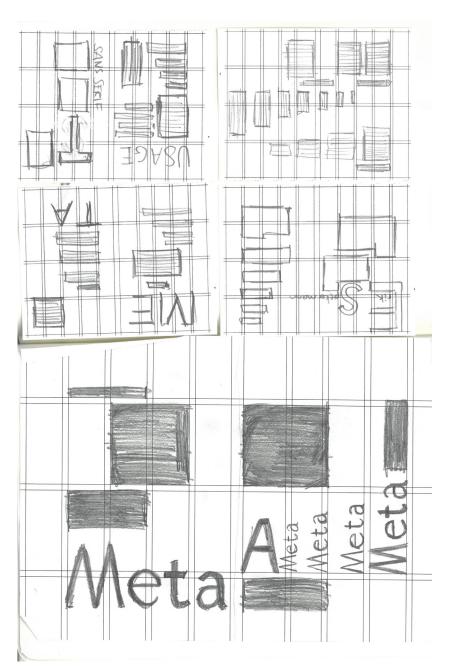
Fall 2017

Meta sans-serif typeface booklet, pages 6-7

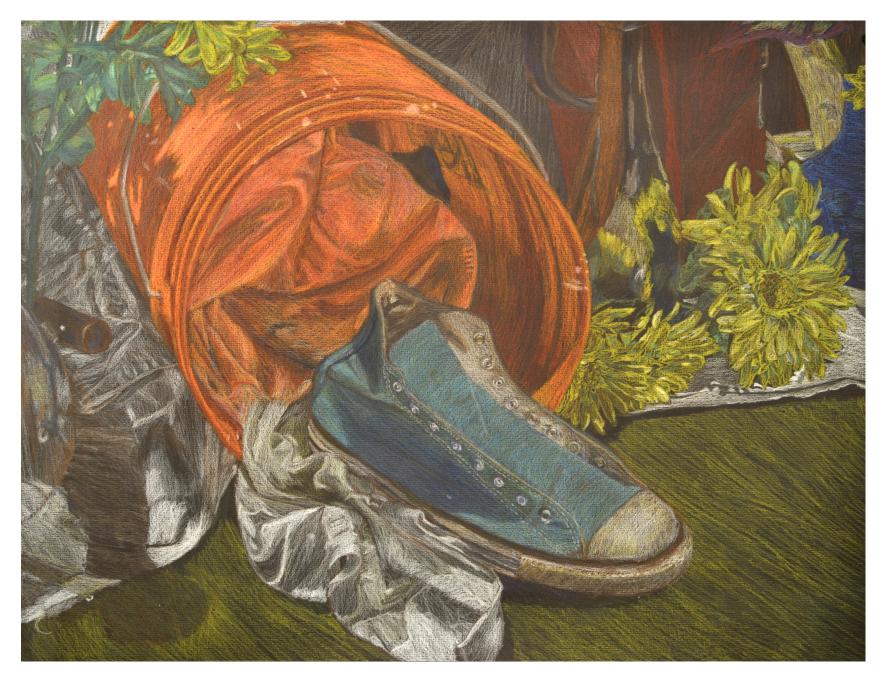




Graphite on Paper 18" x 12"

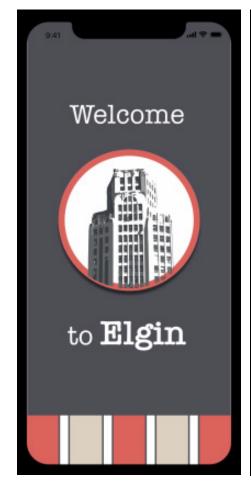


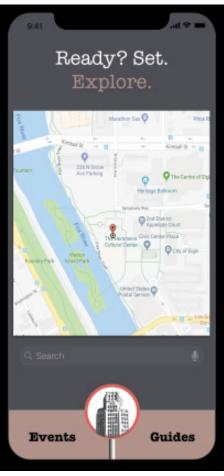
Fall 2017 Hand-drawn compositions and layout iterations



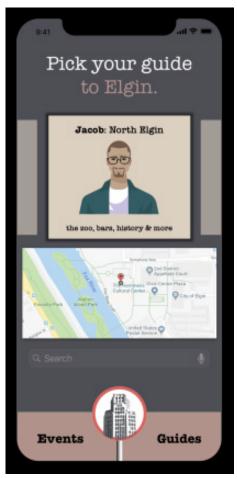
All-StarColored pencil on black paper
19" x 25"

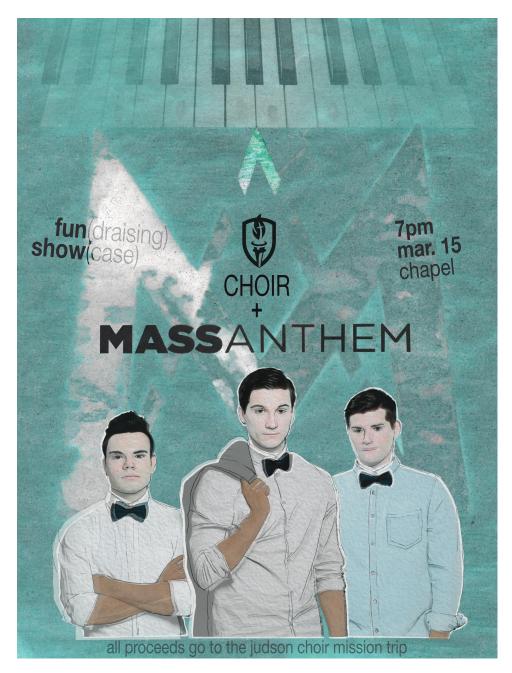
Spring 2017 Still life full color value drawing











Manthem

Ink on paper 20" x 15"



'Manthem' process workGraphite, 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'



TetsuoAcrylic paint
10" x 7"

Fall 2015
Final composition incorporating design elements



Thank you. 2025