

Jillian Ray

2015 PORTFOLIO

*Graphic
Communication
Department Senior
Showcase book*



NEW
STUDENT &
TRANSITION
PROGRAMS:
*Various
advertisements*

THANKS
FOR
VISITING
US AT
SOAR

SEE YOU
AGAIN
DURING
WOW

CAL POLY
Student Affairs
New Student & Transition Programs



SEND SOME
LOVE
HOME

CAL POLY
SAN LUIS OBISPO

Parent & Family Programs
Student Affairs

THURSDAY & FRIDAY
FEBRUARY 5-6
12AM-1PM IN THE UU PLAZA

WRITE A LETTER HOME
TAKE A PICTURE AT THE PHOTO BOOTH
WE'LL TAKE CARE OF MAILING!

BECOME A SUMMER
ORIENTATION LEADER

APPLICATION AVAILABLE FEB 2
(on the website, in the NSTP office, or email us)

APPLICATION DUE FEB 9
by 5p.m. in the NSTP Office (52, E-10)

INFO SESSION DATES

TUESDAY JAN 27
5:10p.m. in Aliso
Community Center



CAL POLY
New Student & Transition Programs
Student Affairs

@cporientation
calpolyorientationprograms

**NEW
STUDENT &
TRANSITION
PROGRAMS:**
Photo Editing

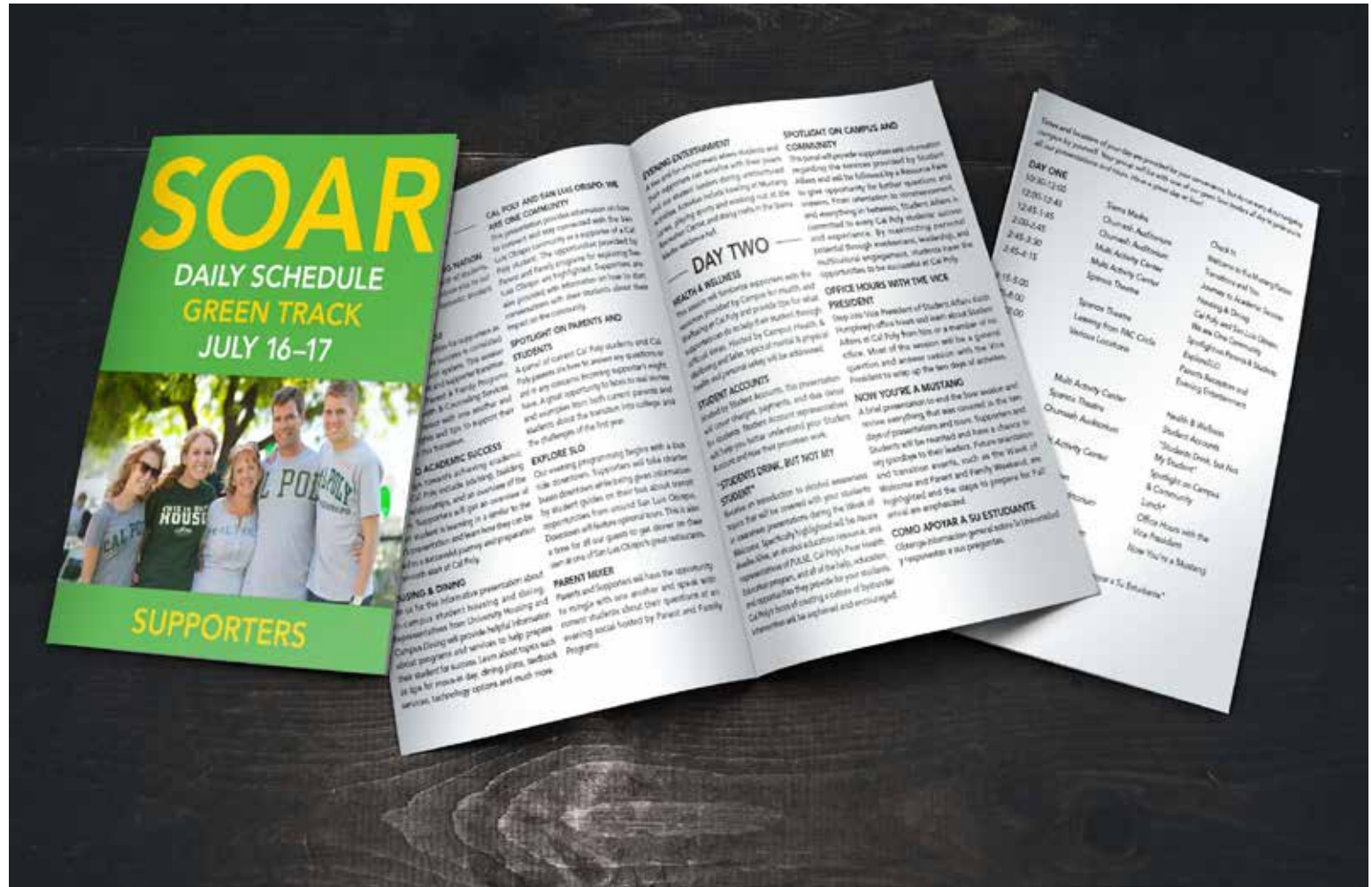
Before



After



**NEW
STUDENT &
TRANSITION
PROGRAMS:**
*Summer Orientation
Schedule Booklets*



GrC 440:
MAGAZINE
DESIGN

*Hand-illustrated
fictional event poster
design submitted to
the GAERF print
competition*

BLACK & BREW

COFFEE & TEA WITH A KICK



**BREW
FESTIVAL**
FREE ADMISSION
SEPTEMBER 22 – 23
TASTINGS • LIVE MUSIC



TEA

Peets Coffee and Tea
Ryan's Brothers
The Tea People
Tevana



COFFEE

Scout Coffee Co.
The Looney Bean
Kreuzberg Coffee
Downtown Coffee Co.



LOCATION

Golden Gate Park,
San Francisco
Beautiful views
Great weather

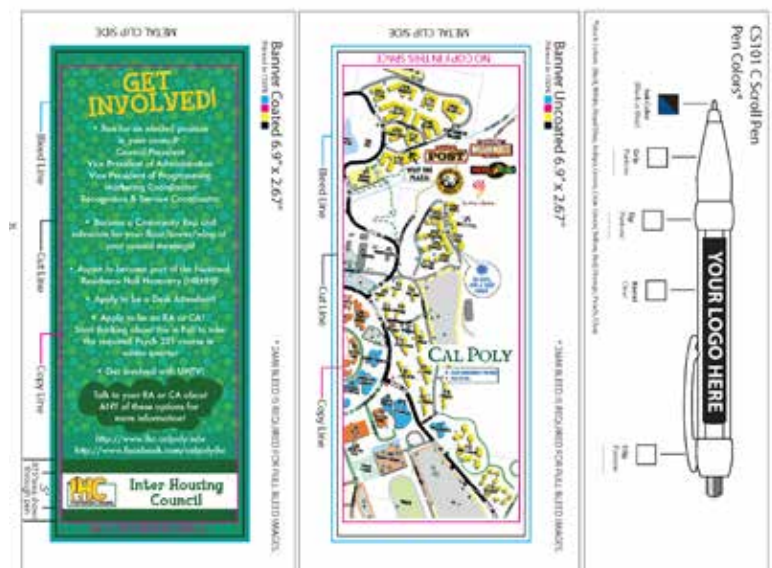
UNIVERSITY HOUSING:

*Inter Housing
Council Theme
Branding 2014*



UNIVERSITY HOUSING:

*Inter Housing
Council Theme
Branding 2013*



CLASS PROJECTS: *Web Design*



www.calpoly.edu/~jiray/jalexandra/index.html/

**CLASS
PROJECTS:**
Illustration



UNIVERSITY
HOUSING:
Miscellaneous Posters



UNIVERSITY
HOUSING:
Miscellaneous Posters



UNIVERSITY
HOUSING:
Miscellaneous Posters





iCOMMUNITY

CREATING POLYTECHNIC INTERSECTIONS TO IMAGINE, INSPIRE, & INNOVATE

IMAGINE the Possibilities Within **INSPIRE** to Collaborate and Lead the Global Marketplace **INNOVATE** to Bring Creativity to Life

Welcome to...



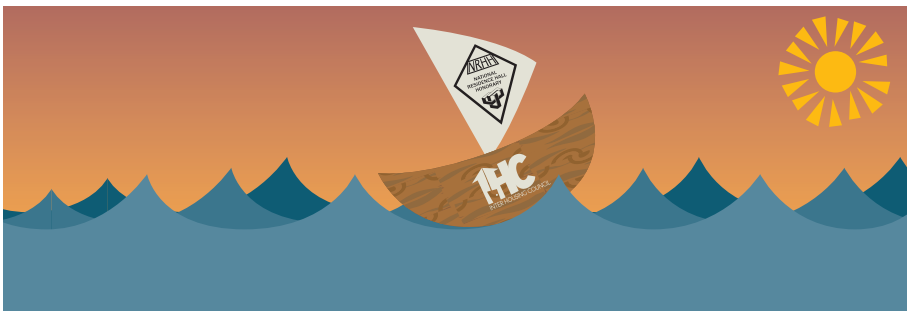
CREATING
POLYTECHNIC
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IMAGINE the Possibilities Within **INSPIRE** to Collaborate and Lead the Global Marketplace **INNOVATE** to Bring Creativity to Life

UNIVERSITY
HOUSING:

*iCommunity
Branding*

UNIVERSITY
HOUSING:
*Residential Outreach
and Leadership Office
Window Clings*



I WANT TO PUT SOMETHING ON UHTV!



ARE YOU A PART OF...

UNIVERSITY HOUSING
INTER HOUSING COUNCIL
RLE PROFESSIONAL STAFF
HALL COMMUNITY COUNCIL

ASSOCIATED STUDENTS, INC.
STUDENT STAFF
CAL POLY ACADEMIC DEPARTMENT
CAL POLY STUDENT SUPPORT OFFICES
A CAL POLY STUDENT ORGANIZATION

YES

NO

Contact uhtvsubmission@calpoly.edu

WHAT FORMAT IS IT IN?

File Type: Jpeg
(each slide in a long slideshow needs to be an individual jpeg, use the save as function in powerpoint)
Dimensions: Landscape
File names: Can not have spaces or characters other than letters (no dashes, quotations, etc.)



File Type: MPEG-2 (.mpg extension)
Bit Rate: 3000kbps with 29 frames per second
Dimensions: 720x480
»Closed Captioning must be on the video
»Classroom Technologies can do this (e-mail at mds@calpoly.edu)

DOING A SINGLE SLIDE TO ADVERTISE SOMETHING?

Here are some design tips from the University Housing Graphic Design team.

CONSIDER YOUR AUDIENCE

Tailor your advertisement to those you want to reach

WATCH YOUR COLOR CHOICES

Avoid dark text on a dark background and light text on a light background. High contrast is important.

FONT CHOICE IS IMPORTANT

Thin serif and script fonts can be hard to read from far away, so use them wisely. Consider using bold, sans serif fonts.

Stop!

If using a video found online, do you have permission to use it?

WHO SHOULD I SUBMIT IT TO? BY WHEN?



UHTVSUBMISSION@CALPOLY.EDU

The Wednesday before you want it to air

When will it be up on UHTV?

New UHTV content gets uploaded during the last two days of the work week

S	M	T	W	Th	F	S

WHAT INFO SHOULD BE INCLUDED IN THE REQUEST?

ON AIR

Airing date

STAND BY

Off air date

YOU'RE FINISHED!

NOW YOU CAN ENJOY WATCHING YOUR CONTENT ON UHTV, CHANNEL 7

UNIVERSITY HOUSING: *Miscellaneous Posters*

Please Donate
TO THE
RED CROSS

TO THE
VICTIMS
OF THE TORNADO IN
Oklahoma

Text
REDCROSS to 90999
to give \$10 to American Red
Cross Disaster Relief, which
helps people affected by disasters
such as hurricanes, floods,
earthquakes, wildfires and
tornadoes.

The Federal Trade Commission
has guidelines and tips

about charity donations:

*Donate to charities you
know and trust. Be alert for
charities that seem to have
sprung up overnight.

*Ask if a caller is a paid fundraiser, who they work for, and
what percentage of your donation goes to the charity and to
the fundraiser.

*Don't give out personal or financial information—including your
credit card or bank account number—unless you know the charity is reputable.

*Never send cash: you can't be sure the organization will receive your donation, and you won't
have a record for tax purposes.

*Check out the charity with the Better Business Bureau's (BBB) Wise Giving Alliance, Charity
Navigator, Charity Watch, or GuideStar.

*Find out if the charity or fundraiser must be registered in your state by contacting the
National Association of State Charity Officials.

DONATIONS CAN
BE PUT IN
RECEPTACLES AT
EACH FRONT
DESK**

WARM BODIES
MOVIE NIGHT

RES HALLS
FRIDAY, APRIL 12TH @
9PM ON NORTH
MOUNTAIN LAWN
APARTMENTS
SATURDAY, APRIL 13TH
@ 9PM ON PCV PLAZA



POPCORN WILL BE PROVIDED

UNIVERSITY
HOUSING:
Miscellaneous Posters

OUT OF STATE
& INTERNATIONAL
STUDENT MOVE IN
DAY EVENTS

MONDAY, SEPTEMBER 16, 2013

2 TO 3 PM
PARENTS AND SUPPORTERS
INFORMATION SESSION

8 TO 9 PM
OUT OF STATE AND
INTERNATIONAL STUDENT
ICE CREAM SOCIAL

SEQUOIA HALL
MAIN LOUNGE

SANTA LUCIA
HALL MAIN
LOUNGE

University
Housing
Enhancing the Campus Experience

ALL NEW STUDENTS/PARENTS AND
SUPPORTERS ARE INVITED TO ATTEND THE

Cal Poly
Fall Welcome Event

TUESDAY, SEPTEMBER 17, 2013

5:00-6:30PM IN SPANOS STADIUM

PLEASE MEET AT 4:15 AT THE
LOCATION BELOW TO WALK DOWN
AND SIT TOGETHER AS A BUILDING

DEXTER LAWN

University
Housing
Enhancing the Campus Experience

UNIVERSITY
HOUSING:
Kick Off Branding

CAL POLY UNIVERSITY HOUSING
2 • 0 • 1 • 3
KICK OFF
Welcome Back

**FRIDAY
SEPTEMBER 20**
9:00 PM - 11:30 PM
Watch The Great Gatsby
in the Plaza with Sweets
(Chocolate fountain,
cotton candy, etc)

**SATURDAY
SEPTEMBER 21**
12:00 PM - 2:00 PM
Zero Waste BBQ & Pool Party
3:00 PM - 5:00 PM
Apartment Art
6:00 PM - 7:00 PM
Cooking in the Canyon
7:00 PM - 10:00 PM
Country Line Dancing
(Lessons from 7-8,
dancing from 8-10)

**SUNDAY
SEPTEMBER 22**
2:00 PM - 4:00 PM
Welcome Back Pizza Party
& School Supply Giveaway!
6:00 PM - 7:00 PM
Building Programs
iCommunity Social

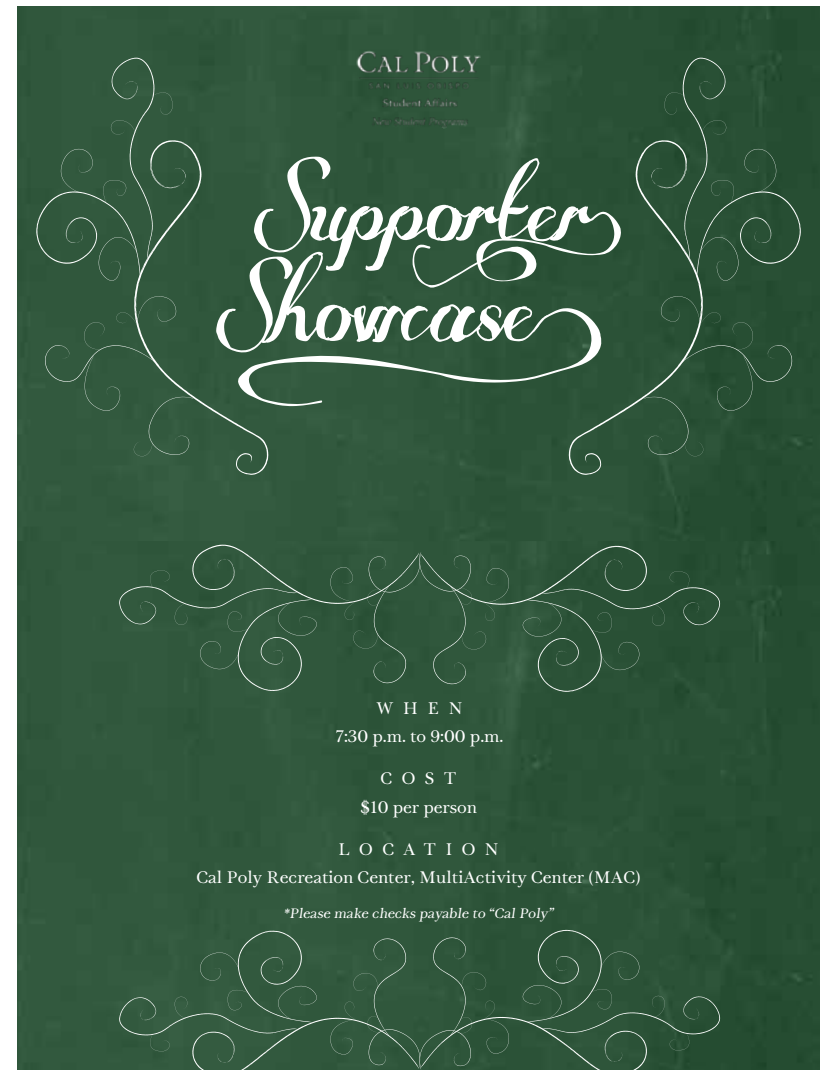

University
Housing
Enhancing the Campus Experience

CAL POLY UNIVERSITY HOUSING
2 • 0 • 1 • 3
KICK OFF
Welcome Back

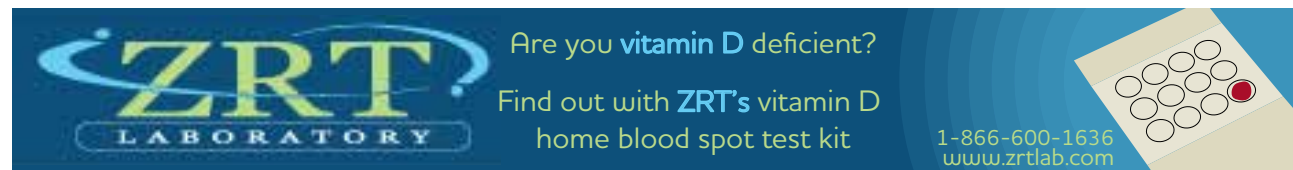
**FRIDAY
SEPTEMBER 20**
9:00 PM - 11:30 PM
Watch The Great Gatsby
in the Plaza with Sweets
(Chocolate fountain,
cotton candy, etc)

ORIENTATION TEAM:

*T-Shirt design &
invitation design*



VITAMIN D COUNCIL: *Social Media and Advertisements*

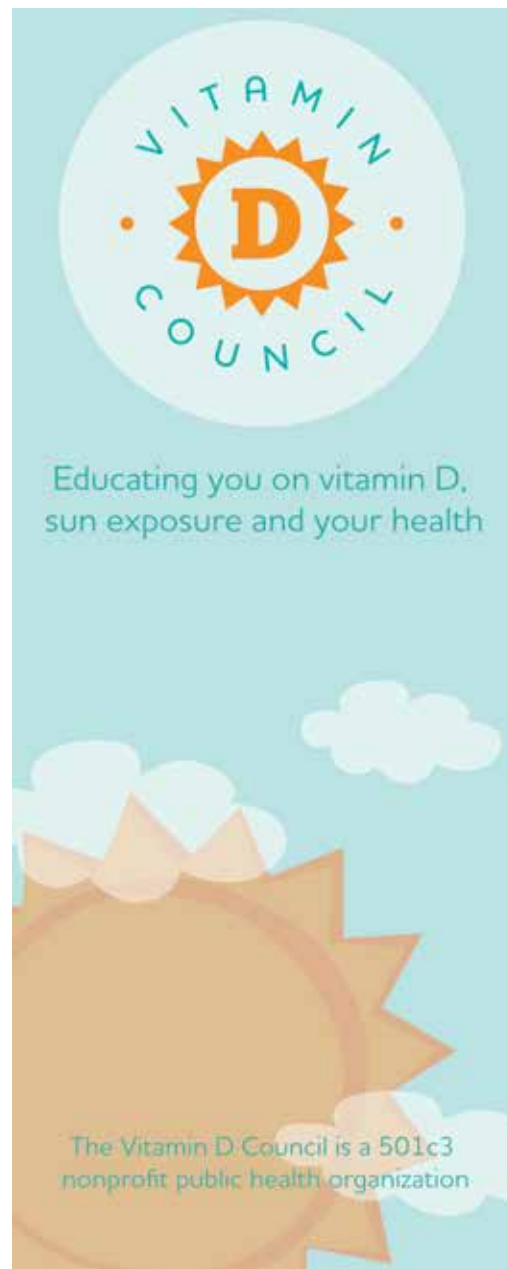


ZRT
LABORATORY

Are you **vitamin D** deficient?
Find out with **ZRT's** vitamin D
home blood spot test kit

1-866-600-1636
www.zrtlab.com

The advertisement features the ZRT Laboratory logo on the left. The main text asks if the user is vitamin D deficient and promotes a home blood spot test kit. Contact information is provided on the right. An illustration of a test kit card with a red blood spot is shown in the top right corner.



VITAMIN D COUNCIL

Educating you on vitamin D,
sun exposure and your health

The Vitamin D Council is a 501(c)(3)
nonprofit public health organization

This graphic features a large circular logo with a sunburst and the letter 'D' in the center, surrounded by the words 'VITAMIN' and 'COUNCIL'. Below the logo, the text states the organization's mission. At the bottom, it identifies the organization as a 501(c)(3) nonprofit. The background is light blue with white clouds and a large orange sun at the bottom.



VITAMIN D COUNCIL

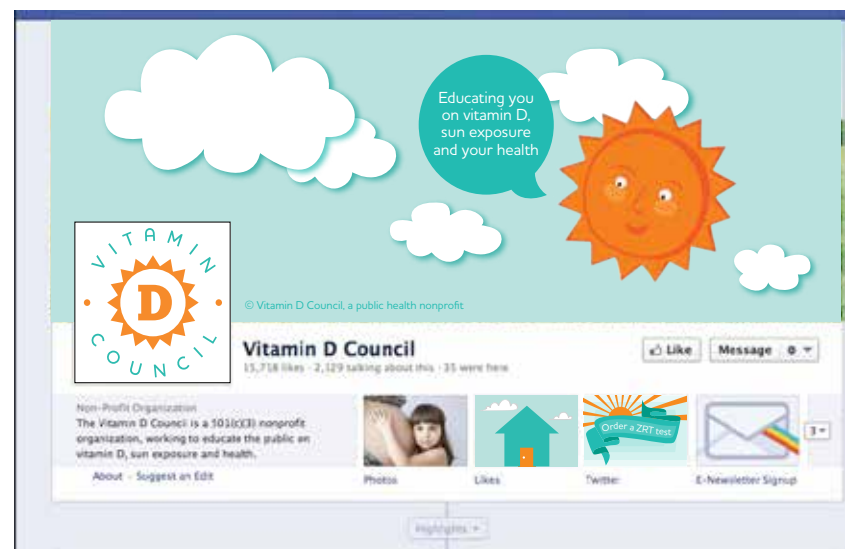
Educating you on vitamin D, sun exposure and your health

To learn more about vitamin D deficiency, UV exposure and
how vitamin D relates to your health

Like us on Facebook!
We'll keep you up to date and provide you with what
you need to know on Vitamin D

© Vitamin D Council, a public health nonprofit

This Facebook-style advertisement includes the Vitamin D Council logo. It contains two paragraphs of text about education and health. A call to action encourages users to like the page on Facebook, with a promise of updates. A QR code is provided for linking to the Facebook page. A cartoon sun character is at the bottom right. The footer includes the copyright notice.



VITAMIN D COUNCIL

Educating you on vitamin D,
sun exposure and your health

© Vitamin D Council, a public health nonprofit

Vitamin D Council
13,718 likes · 2,129 talking about this · 35 were here

Non-Profit Organization
The Vitamin D Council is a 501(c)(3) nonprofit
organization, working to educate the public on
vitamin D, sun exposure and health.

About · Suggest an Edit

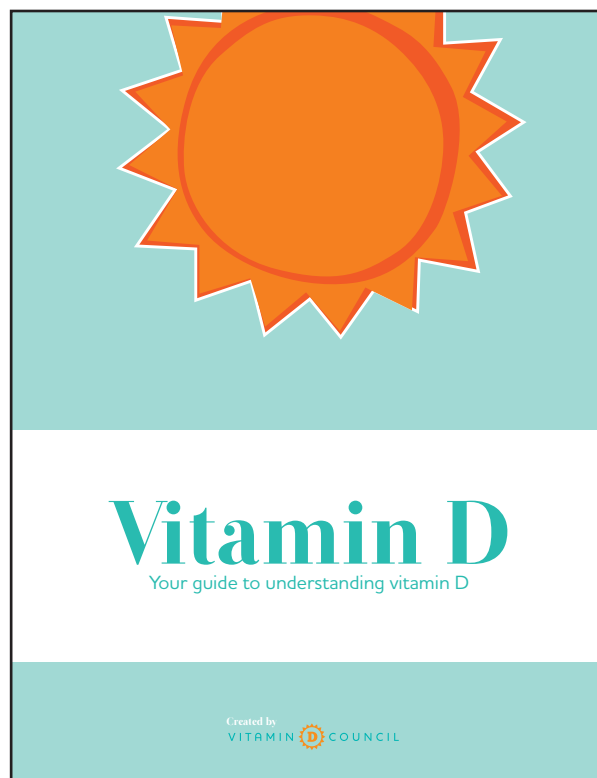
Photos · Likes · Twitter · E-newsletter Signup

This is a screenshot of the official Facebook page for the Vitamin D Council. The header features the organization's logo and a speech bubble with its mission statement. Below this, the page name 'Vitamin D Council' is shown along with like and follower counts. A 'Non-Profit Organization' badge is visible. The 'About' section provides more details about the 501(c)(3) nonprofit. Navigation links for Photos, Likes, Twitter, and E-newsletter Signup are at the bottom. A 'Highlights' button is also present.

VITAMIN D COUNCIL:

*Miscellaneous
Graphics*





Am I getting too much vitamin D?

Although most people take vitamin D supplements without any problems, it's possible to take too much. This is called vitamin D toxicity. Vitamin D toxicity, where vitamin D can be harmful, usually happens if you take 40,000 IU per day for a couple of months or longer, or take a very large one-time dose.

Vitamin D is fat-soluble, which means your body has a hard time getting rid of it if you take too much. When you take large amounts of vitamin D, your liver produces too much of a chemical called 25(OH)D.

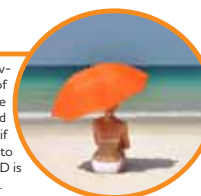
When your 25(OH)D levels are too high, this can cause high levels of calcium to develop in your blood. High blood calcium is a condition called hypercalcemia.

The symptoms of hypercalcemia include:

- ◆ Feeling sick or being sick
- ◆ Abdominal pain
- ◆ Poor appetite or loss of appetite
- ◆ Muscle weakness or pain
- ◆ Feeling very thirsty
- ◆ Feeling confused
- ◆ Passing urine often
- ◆ Feeling tired
- ◆ Constipation or diarrhea

How do I know if I have taken too much?

A blood test to measure your 25(OH)D levels can tell you whether you have too high of vitamin D levels. If your 25(OH)D levels are above 150 ng/ml, this is considered potentially toxic and potentially harmful to your health. You know if your 25(OH)D levels are toxic by a blood test to measure calcium. If calcium is high and 25(OH)D is high, then you are getting too much vitamin D.



AM I GETTING TOO MUCH VITAMIN D?

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How much vitamin D do I need if I breastfeed and how much does my baby need?

Here vitamin D gets a little more complicated! The question is whether you should give your baby a vitamin D supplement or whether if you're getting enough vitamin D, your baby can get the vitamin D he or she needs from your breast milk. You can do either, but it's important to make sure that you're getting the right amount of vitamin D, or if you're giving your baby vitamin D, that he or she is getting enough.

Not all organizations recommend the same amount of supplement for babies each day. Here is a list of the current recommendations from organizations in the United States:

RECOMMENDED DAILY INTAKE FOR BABIES

Vitamin D Council	1,000 IU/day
Endocrine Society	400-1,000 IU/day
Food and Nutrition Board	400 IU/day

The Vitamin D Council's recommendation comes with a condition — that if your breast milk is full of vitamin D, your baby doesn't need a supplement.

So, how do you know if your breast milk has vitamin D? Let us explain:

HOW DO I GIVE MY BABY VITAMIN D?

If you're giving your baby a vitamin D supplement, liquid vitamin D drops are the way to go! They are very easy to give — you can add them to food and drink or give them with a spoon.



A group of researchers from the University of South Carolina found that mothers who took a supplement of 6,400 IU every day gave their babies over 800 IU of vitamin D in each liter of breast milk! This was enough vitamin D to give their babies what they needed.

In the same study, mothers who took a supplement of 400 IU of vitamin D every day gave their babies only around 50 IU of vitamin D in each liter of breast milk. This was not enough to give their babies what they needed, so these women had to give a supplement to their baby every day as well.

VITAMIN D DURING PREGNANCY AND BREASTFEEDING

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SO THE VITAMIN D COUNCIL RECOMMENDS THAT:

- ◆ If you take a supplement of 6,000 IU of vitamin D each day you shouldn't need to give your baby any vitamin D supplement. Your breast milk has enough vitamin D for your baby.
- ◆ If you aren't taking a supplement or getting a good amount of sun exposure, or if you're taking less than 5,000 IU/day of vitamin D, you should give your baby a vitamin D supplement.



MAKING SURE YOU, THE BREASTFEEDING MOTHER, ARE GETTING ENOUGH VITAMIN D

There are two ways to get your vitamin D as a breastfeeding mother: by exposing your bare skin to the sun or by taking supplements.

On days that you get full body sun exposure, you don't need to take a supplement. However, if you don't get full body sun exposure on any given day, you need to take 6,000 IU of vitamin D to make sure your breast milk is rich in vitamin D. For most mothers in the 21st century, this means taking a supplement 5-6 days a week.

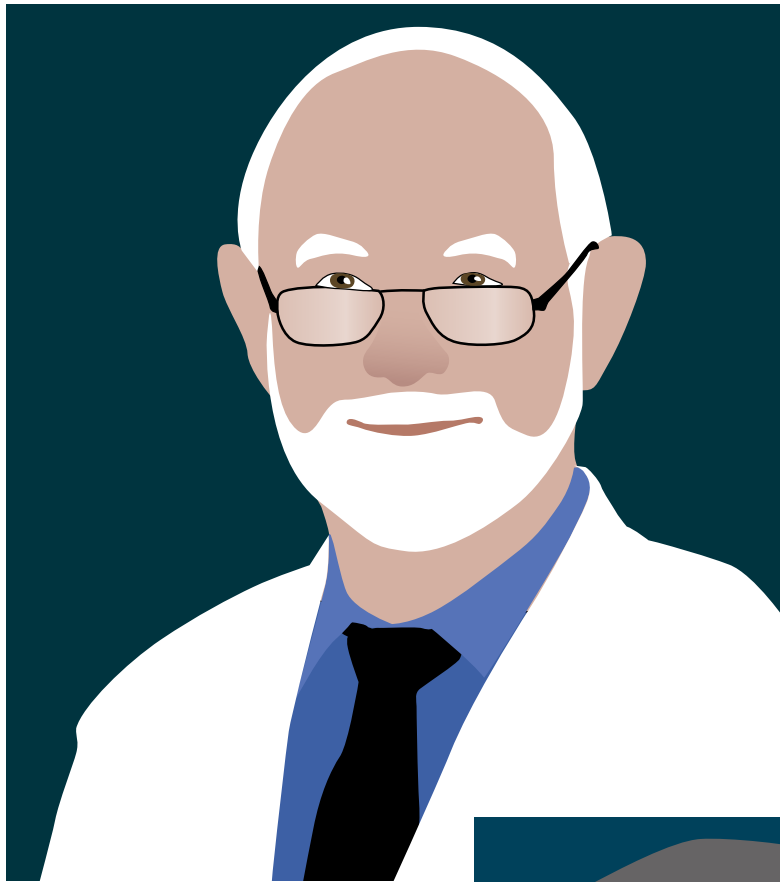
Be sure not to miss a day of sun exposure or taking your supplement! Breast milk will clear itself of vitamin D very quickly unless you're regularly getting enough.



VITAMIN D DURING PREGNANCY AND BREASTFEEDING

37

VITAMIN D
COUNCIL:
Author Portraits



PERSONAL
PROJECTS:
Card Designs



The
FUTURE
is too bright
TO DWELL
on the
PAST

Life **MOVES**
FAST

• run •
FASTER

-Frank Leo

PERSONAL
PROJECTS:
Card Designs



PERSONAL
PROJECTS:
Card Designs





PERSONAL
PROJECTS:
Card Designs



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2014 PORTFOLIO