

Brooklynn Rockwell

Design Statement

As a designer, I aspire to create work that is imaginative, with high craftsmanship, that has personality. I focused on pushing my self outside my comfort of design, pushing myself to do things that I never thought I would be able to create. Creating is a practice of trial and error, a time and mentally consuming process, that in the end creates something that is fruitful. A fruitful thing I gained in the process is my own aesthetic. My aesthetic is unidentified and changes from time to time. Through my pieces I’ve done this past year, I can see similar themes in my work. I like using a set color scheme per each piece, but I noticed that I favour using warmer color. This helps me to invoke my personality through these elements in my work. I like bright colourful works because they make me feel happy and inspired. I aspire to use color that is inviting and have a sense of familiarity in my work.

My creative process takes time and a repetition of steps for the process to be smooth and concise. From sketches, to early rough drafts on Adobe, to critique, to final drafts, the design process is long and formulated to create highly crafted pieces. The process in engraved into me from my early college days. I don’t go right into Adobe and start creating, I have to sketch my ideas first to see what is working and what is not working then I can start further developing my ideas on Adobe. Design to me is a full time commitment that is always subject to critique, change, and revisions. Design is something that is not static, it does not stay in place for too long, it continues to grow outside the box and flourish into something new. It doesn’t have a set definition and never will.

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Children's Book

Dimensions: 4 x 4 in

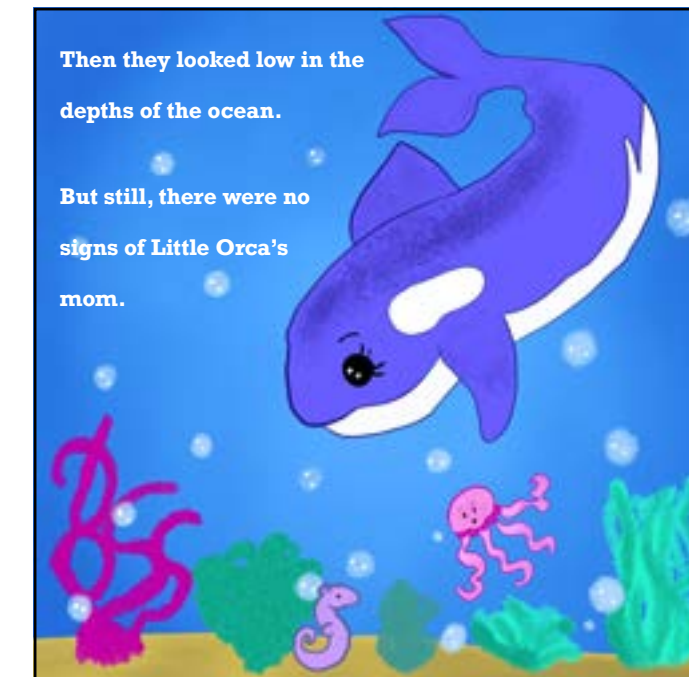
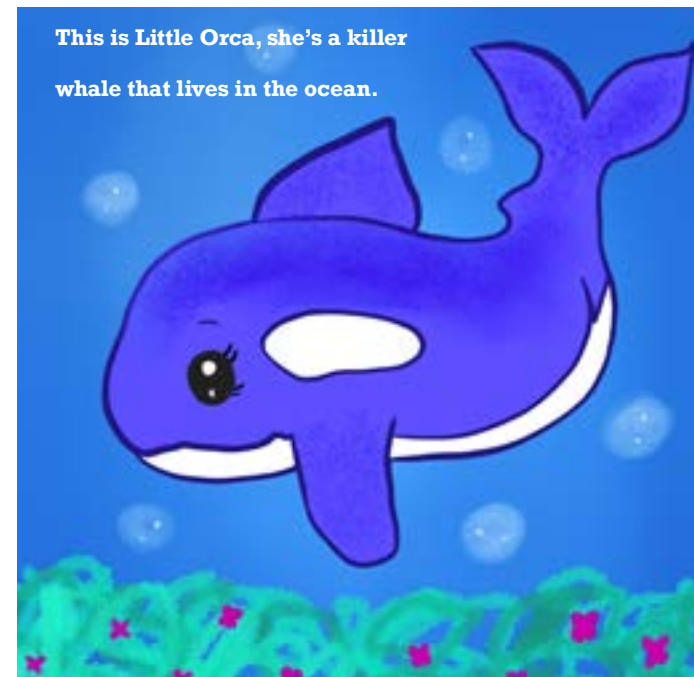
Software: Illustrator and Clip Studio

Typeface: Rockwell

Completion: September 2023

This book is about a killer whale named Little Orca, and her buddy Jelly the jellyfish where they go on a journey to find Little Orca's mom.





Book Jackets Fiction

Dimensions: 9 X 21 in
Software: Illustrator, Photoshop
Typeface: Cochin and Bodoni 72
Completion: November 2023

Fleeting Dreamers Game is a thriller novel about a college student Alice. One day she wakes up in a globe dome with a bunch of her classmates who have no memory of how they got there in the first place. In order to get out, all of them must face their worse nightmares.



Brooklynn Rockwell is a thriller and horror author who graduated from Mount Vernon Nazarene University in 2024. Ever since a young age she has enjoyed creating stories and characters to go along with them. When she's not writing, she loves to travel, go to concerts, spend time with her animals, draw, and read.



Best Thriller of the year

"Brooklynn has a way of giving every character a secret trauma that makes you question everything."
New York Times

"A story that invites you to question everyone and that gives you the idea that no one is safe."
Lynn Mae

"A mind boggling experience of interconnected dreams that captures not only the humanity of people but also their dark desires."
Stephen King



USA \$12.99
CAN \$17.99

FLEETING DREAMERS GAME

Brooklynn Rockwell

BB

FLEETING
DREAMERS
GAME

By Brooklynn Rockwell



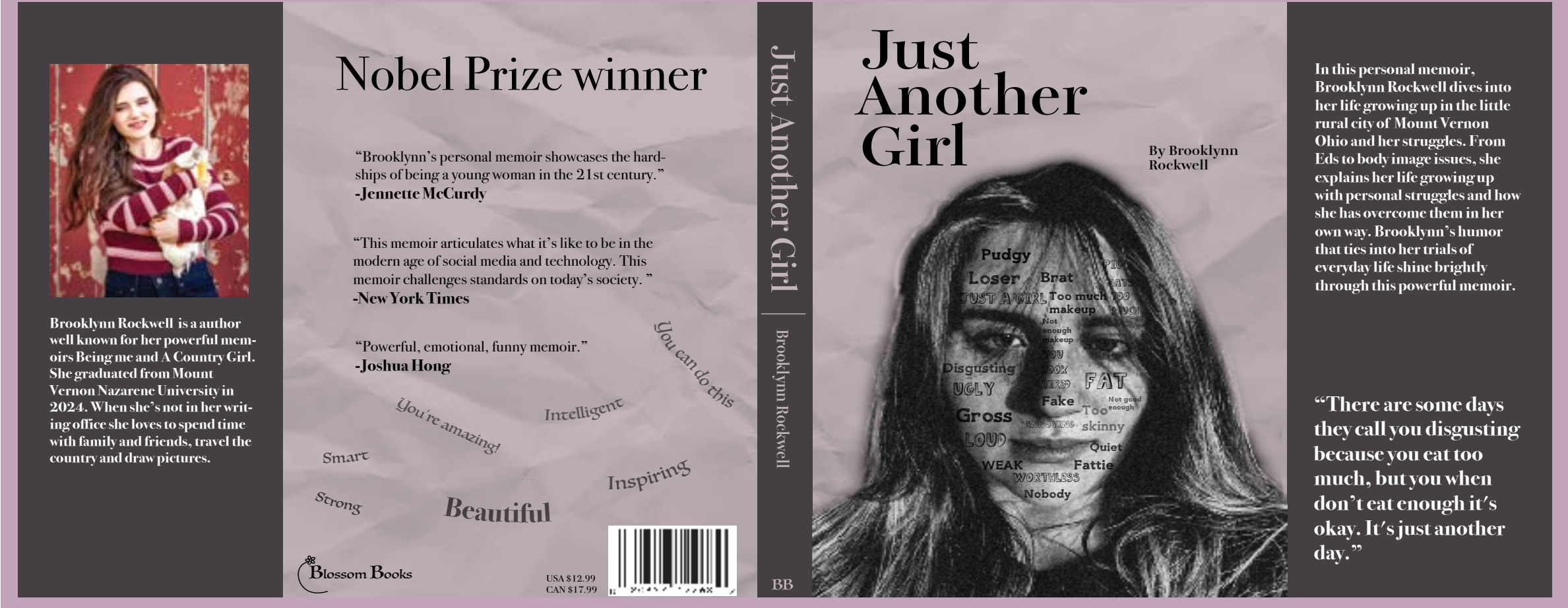
It's just another day in the life for college student Alice. She goes to school and hangs out with her childhood friend Claire. However, one day, she finds herself in a isolated place with a bunch of her classmates. They have no idea how they all ended up there, but they know one thing for certain, they have to shed some blood and face their worst fears in order to escape this hell scape.



Book Jackets Nonfiction

Dimensions: 9 X 21 in
Software: Illustrator, Photoshop
Typeface: Noteworthy, Sketchbook, and Luminari
Completion: November 2023

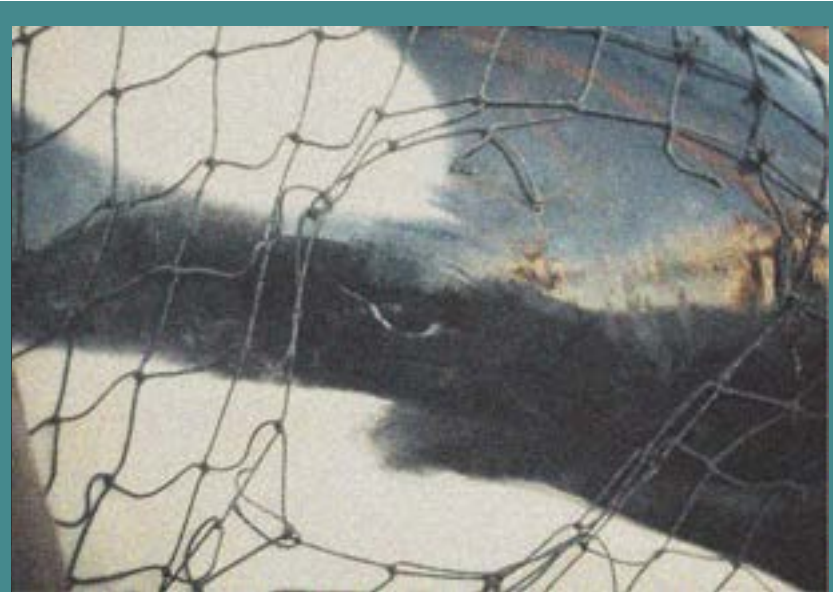
Just Another Girl is about growing up in the 21st century as a woman. Its a memoir by Brooklynn Rockwell, sharing her life in the small town of Mount Vernon, and her struggles.



Cause Posters

Dimensions: 11 x 17 in
Software: Illustrator
Typeface: Impact
Completion: January 2024

For this project we were supposed to create posters for a organization of our chosing. I chose the Empty the Tanks organization because it is something that I am really passionate about which is getting whales out of capvity.



THE DARK TRUTH OF SHAMU

**Stolen
Freedom**

Baby killer whales are taken away from their mothers and are trapped in a net with other whales who have died in the net. Whalers (hunters) *slice* their stomachs open and fill them with rocks to sink them. The babies are taken to a aquarium where they are forced to perform all day.

**160 Whales
have died in
captivity**



<https://emptythetanks.org/>



IMPRISONED AND ISOLATED

**Trapped and
Depressed**

Captive killer whales are forced to live in bath-tub sized enclosures. Wild whales can travel up to *160 miles per day* while captive whales can only float around their tank. Captive killer whales are often separated and isolated from other whales. Lolita a captive whale was by herself for *40 plus years* after her tank mate passed away.

**One whale spent
70% of his time
motionless in his
tank**



<https://emptythetanks.org/>



CHLORINE KILLS

**Toxic
Chemicals**


Chlorine is often used in aquariums to create the blue waters. But this chemical is dangerous to the whales. Chlorine isn't found in their natural habitat. It causes various health problems like collapsed dorsal fins which indicate poor health. Only 1% of whales have this in the wild while all male whales in captivity have collapsed dorsal fins. Chlorine may even cause blindness to the whales.

**Captive whales
are 10 times more
likely to develop
cataracts**



<https://emptythetanks.org/>







THE DARK TRUTH OF SHAMU

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Baby killer whales are taken away from their mothers and are trapped in a net with other whales who have died in the net. Whalers (hunters) **slice** their stomachs open and fill them with rocks to sink them. The babies are taken to a aquarium where they are forced to perform all day.

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<https://emptythetanks.org/> 

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IMPRISONED AND ISOLATED

**Trapped and
Depressed**

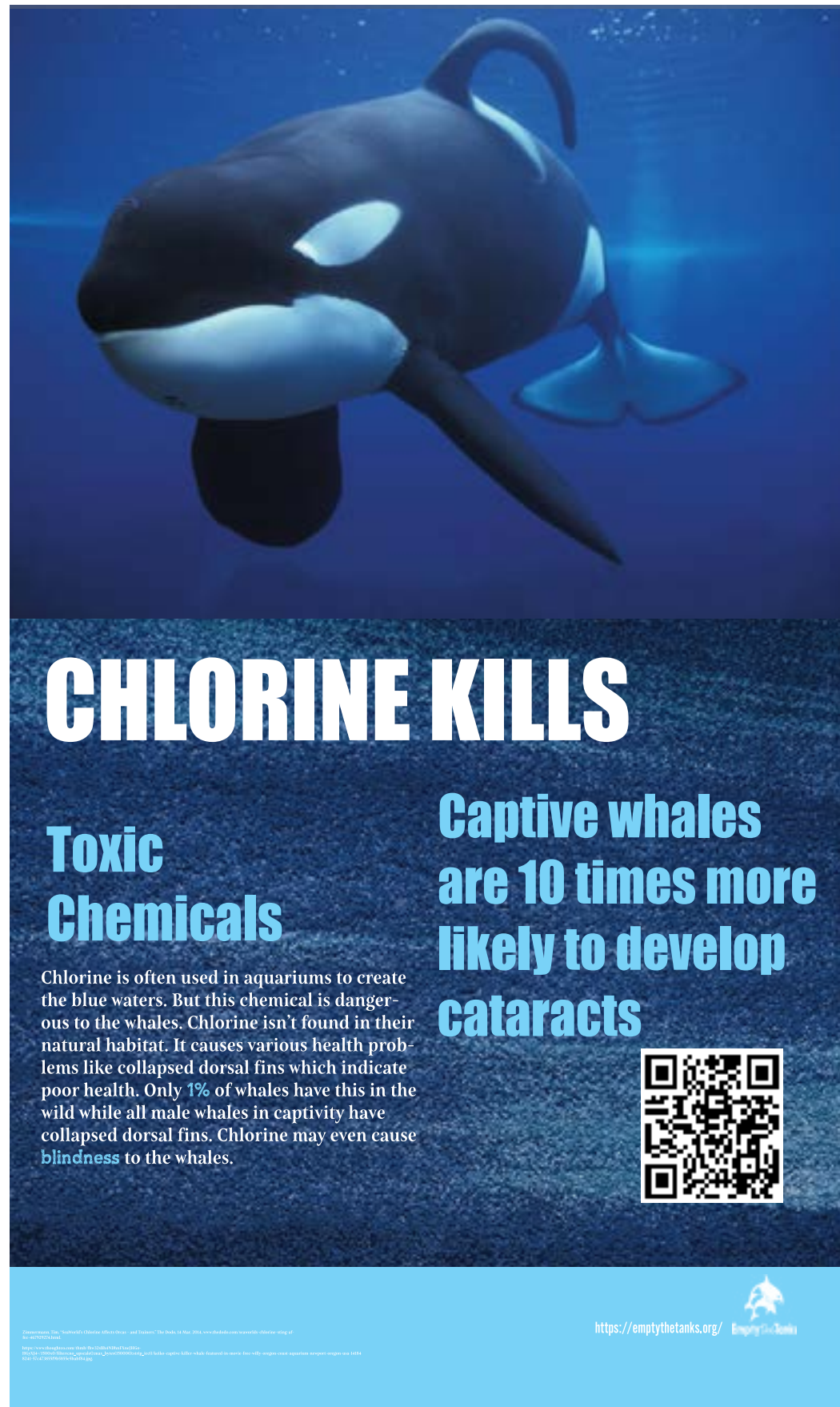
Captive killer whales are forced to live in bath-tub sized enclosures. Wild whales can travel up to **160 miles per day** while captive whales can only float around their tank. Captive killer whales are often separated and isolated from other whales. Lolita a captive whale was by herself for **40 plus years** after her tank mate passed away.

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Type Posters

Dimensions: 13 X 18 in

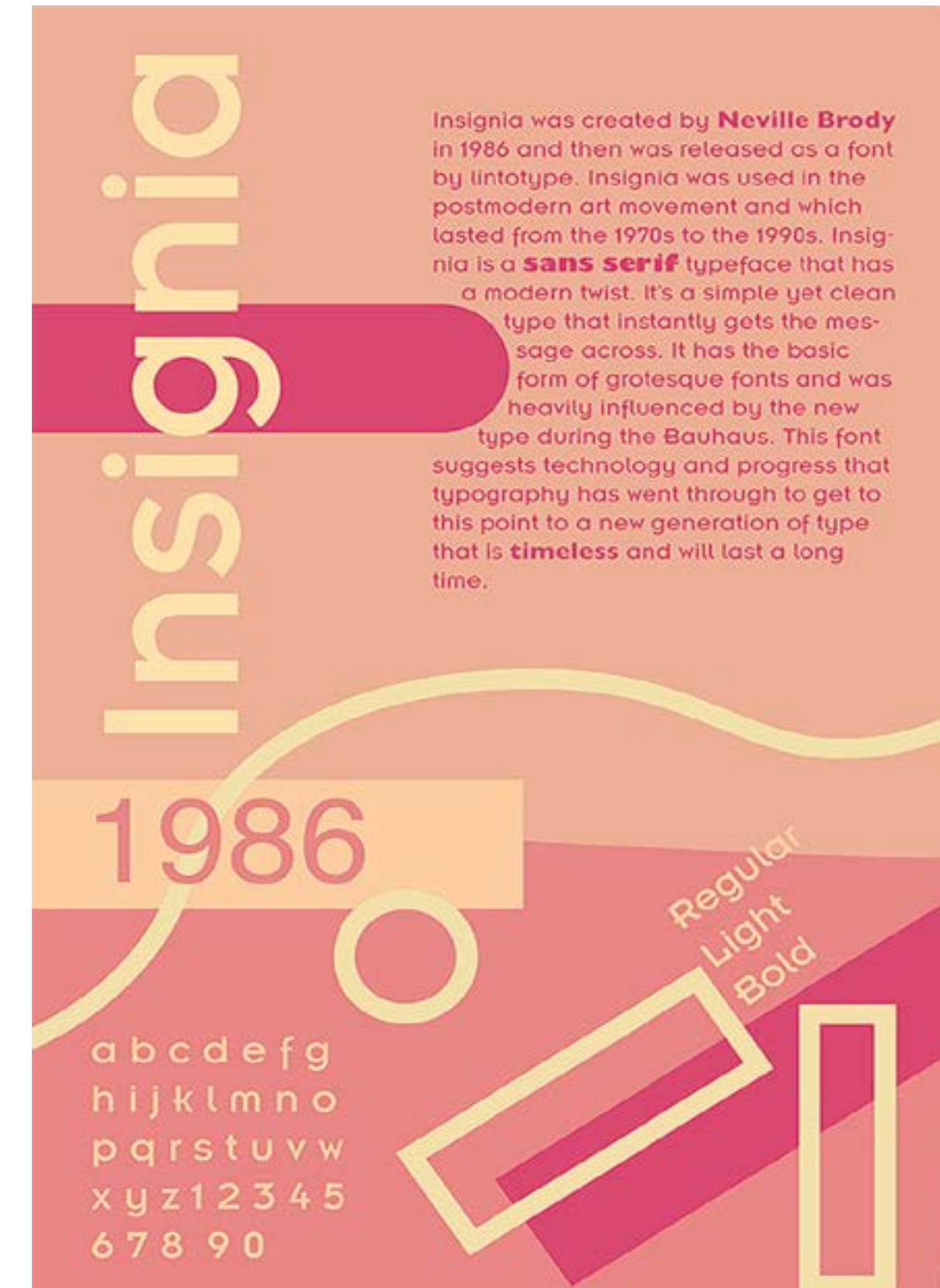
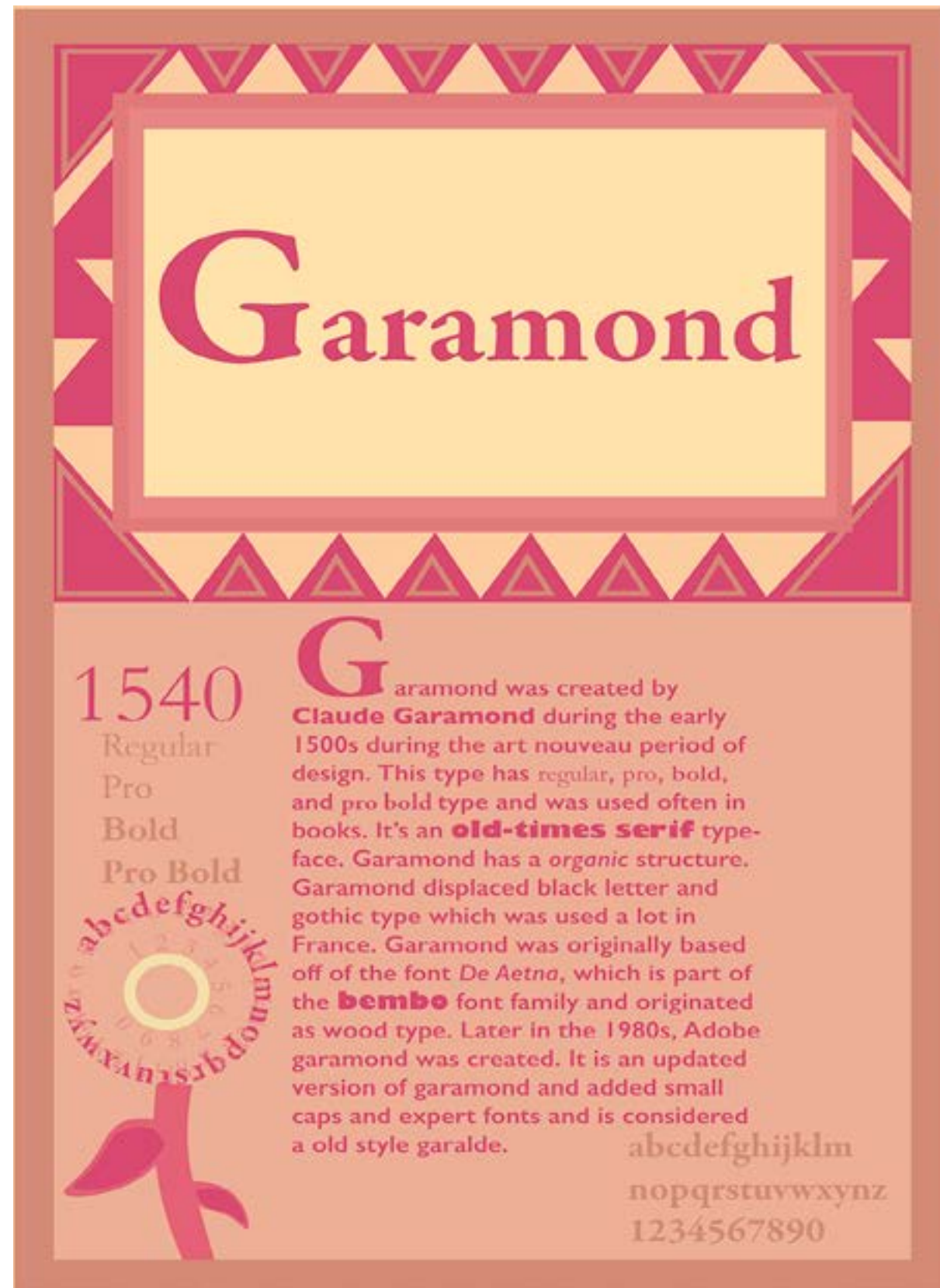
Software: Illustrator, InDesign

Typeface: Gill Sans, Garamond, and Insignia

Completion: March 2023

These posters are made to represent three different type periods that have something that unifies them. I chose to work with the typefaces Garamond, Gills Sans, and Insignia.





Psalm Poster

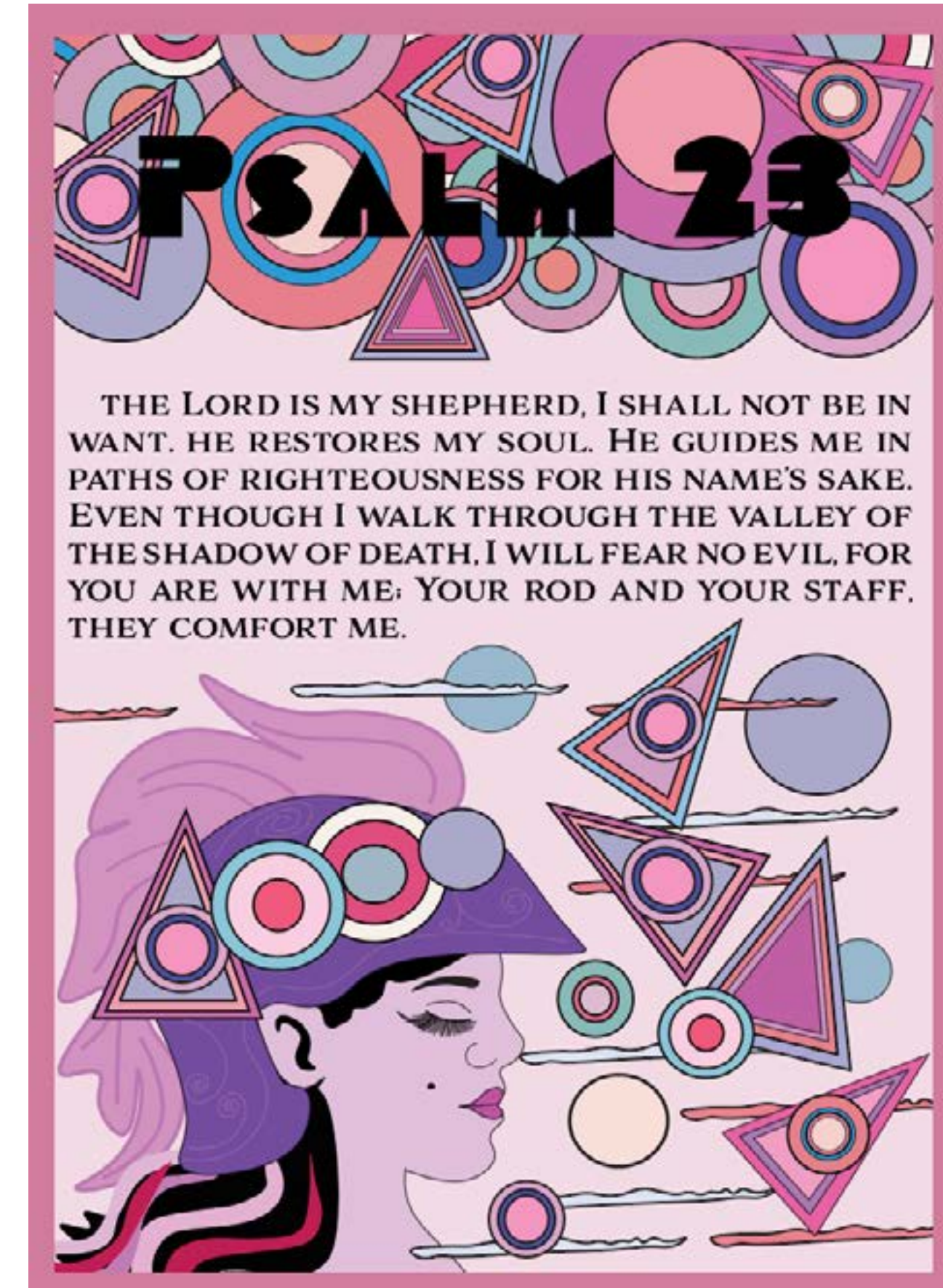
Dimensions: 11 X 17 in

Software: Illustrator

Typeface: Baby Teeth and Adorn Serif

Completion: March 2023

For the Psalms poster, I choose Psalm's 23 because it is more positive and the art from Milton has bright colors, shapes, and characters which influences positivity.



Self Portrait

Dimensions: 13 X 18 in

Software: Illustrator

Typeface: Gill Sans

Completion: January 2023

A project consisting of one type face with different weights to construct a self portrait with only one typeface. I used Gill Sans because it has a variation of weights.



City Change

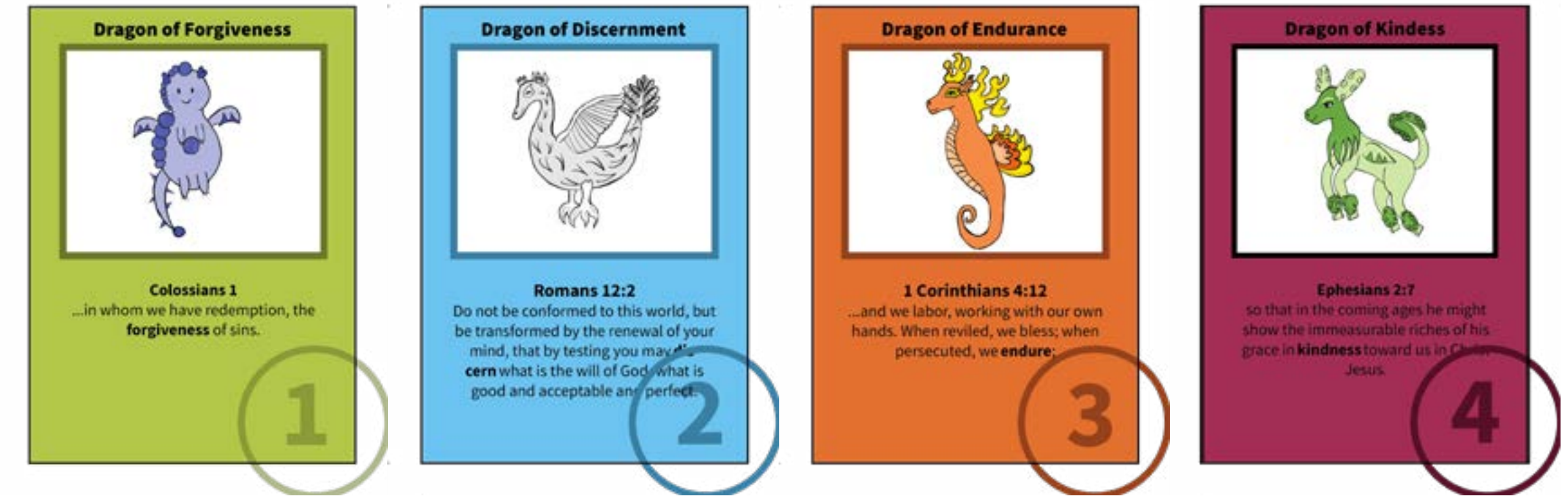
Dimensions: 2 X 3 in, 8 X 12 in

Software: Illustrator, InDesign, and Clip Studio

Typeface: NA

Completion: April 2023

This project is made to help young boys become leaders through a card game that helps them learn different emotions and lessons. The whole class worked together to create the concept and designs for this project.



Type Magazine

Dimensions: 11 X 17 in
Software: InDesign
Typeface: Garamond and Baloo
Completion: April 2023

The objective of this magazine is to choose a typeface and to research it to create a layout for a magazine. I choose the Garamond typeface for this project.

Garamond

Designed by Brooklynn Rockwell

1540



Meet The Designer

Claude Garamond was born in 1499 in Paris, France. He was a French type designer and publisher. He began to publish books in the year 1545. Many of his typefaces were published in Latin and Roman. He was once commissioned to design a typeface solely for the purpose of printing books in Greek, the typeface was called "Grec du Roi" and was only used in the printing of books by the Greek Government. However, his career in publishing didn't get him too far as he did eventually die in poverty but Garamond type did not disappear. It is still a household type name to this very day.

His roman fonts were the best existing romans and heavily influenced European punch cutters for 150 years. After his death in 1561, the Garamond punches made their way to the printing office of Christoph Plantin in Antwerp, where the Garamond punches were used by Plantin for many decades. Some of Garamonds punches went to the Frankfurt foundary of Egenoff-Berner. The Garamond font is still a major typeface today. In the beginning of the 20th century the Garamond typeface saw its first revival at the hands of the Imprimerie Nationale. They were a type foundry that had old style punch cuts and matrices from way earlier in time.

One work that was believed to be Garamonds but was not was created by Jean Jannon who was inspired by

the typeface of Garamond.

With that being said, there have been many adaptations of the Garamond typeface. This includes the Adobe Garamond and Garamond TTC. These are not the only Garamond inspired typefaces, there are many more that are considered to be part of the Garamond type family. Some of these typefaces are Stempel Garamond, Monotype Garamond, Garamond Antiqua, Garamond #3, Garamond Classico, Adobe Garamond, Garamond Premier, Simoncini Garamond, Sabon, Monotype Sabon, and Sabon Next.

“Elements of the past and the present, combine to make our future”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular **Bold Italic** Display
Italic Display Adobe Garamond Pro
Bold Garamond Premier Pro Caption

A La Journal 2023 issue

A

Dimensions: Various sizes
Software: Illustrator and InDesign
Typeface: Moonspace and Queenslides
Completion: September 2023

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Branding

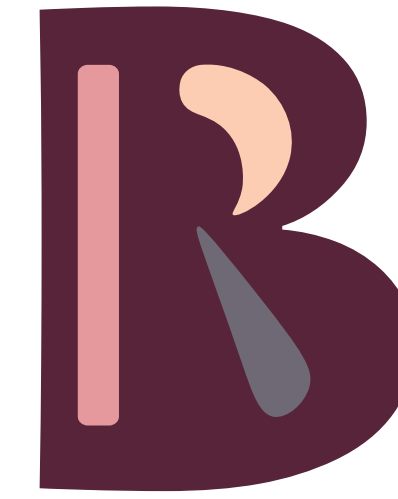
Dimensions: Various Sizes

Software: Illustrator, InDesign

Typeface: Skia

Completion: November 2023

We created our own personal branding. I chose to create a B with abstracted R in it with colors that reflect my personality.



Brooklynn
Rockwell



Infographic

Dimensions: 30 x 60 inches
Software: Illustrator, InDesign, and Clip Studio
Typeface: W8, W9, and Piepie
Completion: April 2024

For this project we were supposed to create a infographic of a topic of our chosing. I chose to create a infographic about the group and their impact on the muisc industry and society.

