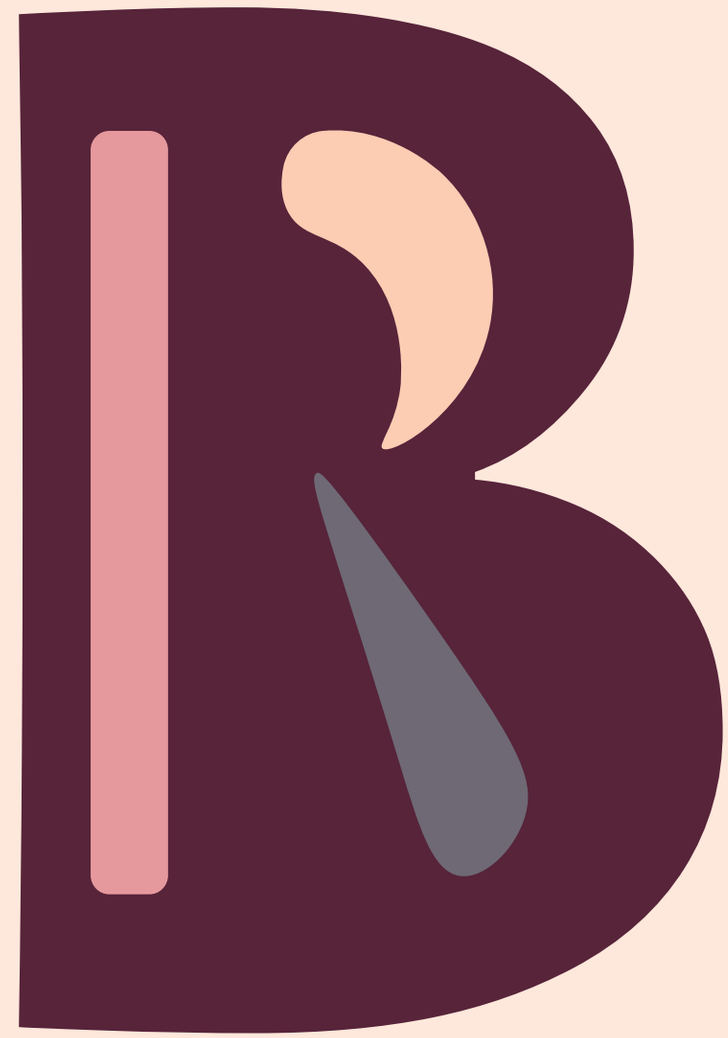


Brooklynn Rockwell

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.

Table of Contents

Children's Book

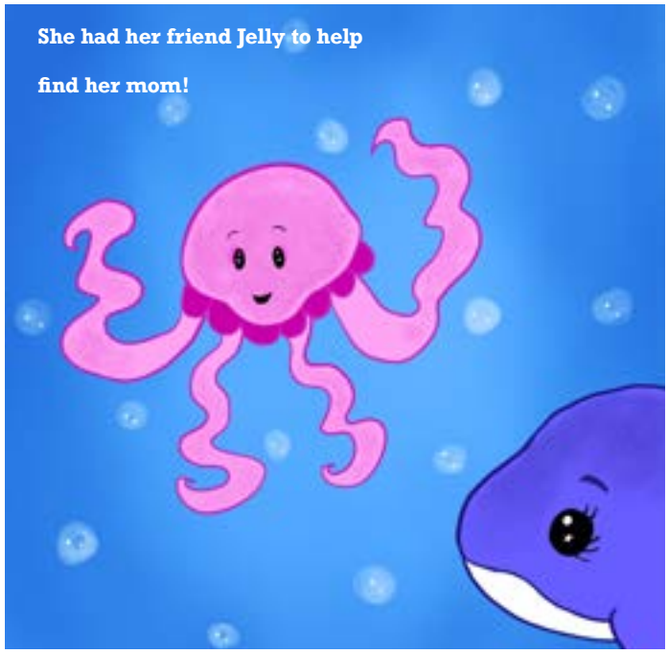
Dimensions: 4 x 4 in
Software: Illustrator and Clip Studio
Typeface: Rockwell
Completion: September 2023

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.

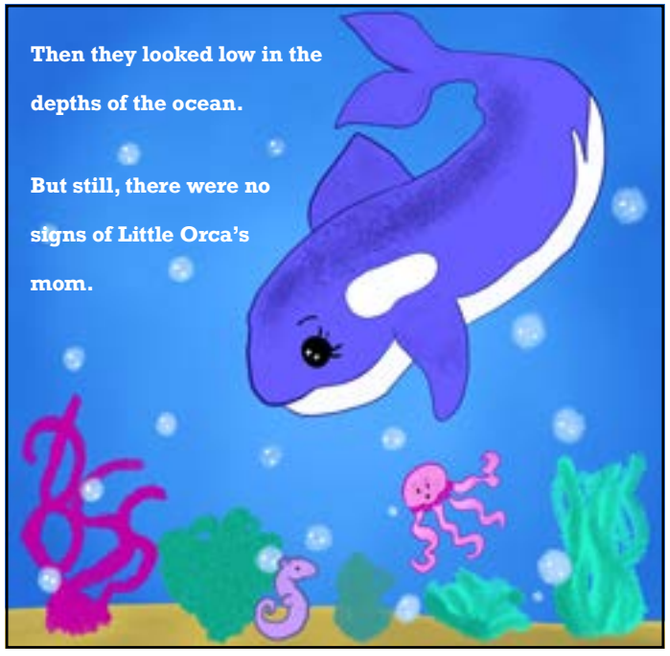

Little Orca
By Brooklynn Rockwell


This is Little Orca, she's a killer
whale that lives in the ocean.


Little Orca couldn't find her
mom. Luckily she wasn't
alone.


She had her friend Jelly to help
find her mom!


So they looked up high in the
sky. But there was no sign of
Little Orca's mom.


Then they looked low in the depths of the ocean.
But still, there were no signs of Little Orca's mom.


Little Orca was really sad. Jelly tried to cheer her up.
But then a familiar face appeared. . .


It was Little Orca's mom! She was so happy and greeted her with a smile.


The three then started to swim back home and Little Orca was complete.

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

Blossom Books

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.

Brooklynn Rockwell is a author well known for her powerful memoirs Being me and A Country Girl. She graduated from Mount Vernon Nazarene University in 2024. When she's not in her writing office she loves to spend time with family and friends, travel the country and draw pictures.

Nobel Prize winner

"Brooklynn's personal memoir showcases the hardships of being a young woman in the 21st century."
-Jennette McCurdy

"This memoir articulates what it's like to be in the modern age of social media and technology. This memoir challenges standards on today's society. "
-New York Times

"Powerful, emotional, funny memoir."
-Joshua Hong

You can do this

You're amazing!

Intelligent

Smart

Inspiring

Strong

Beautiful

Blossom Books

USA $12.99
CAN $17.99

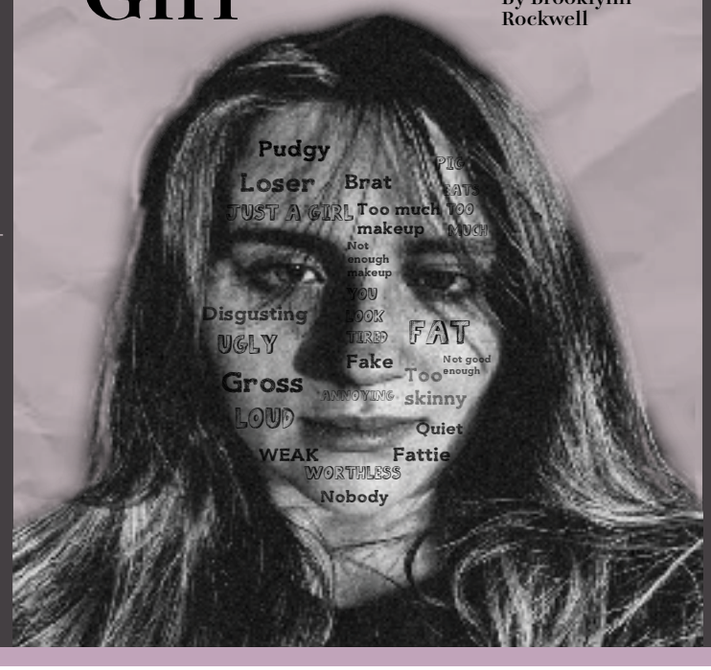
Just Another Girl

Brooklynn Rockwell

BB

Just Another Girl

By Brooklynn Rockwell



In this personal memoir, Brooklynn Rockwell dives into her life growing up in the little rural city of Mount Vernon Ohio and her struggles. From Eds to body image issues, she explains her life growing up with personal struggles and how she has overcome them in her own way. Brooklynn's humor that ties into her trials of everyday life shine brightly through this powerful memoir.

"There are some days they call you disgusting because you eat too much, but you when don't eat enough it's okay. It's just another day."

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 organziation of our chosing. I chose the Empty the Tanks organzation 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 stomaches 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/ Empty the Tanks

IMPRISONED AND ISOLATED

Trapped and Depressed

Captive killer whales are forced to live in bathtub 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/ Empty the Tanks

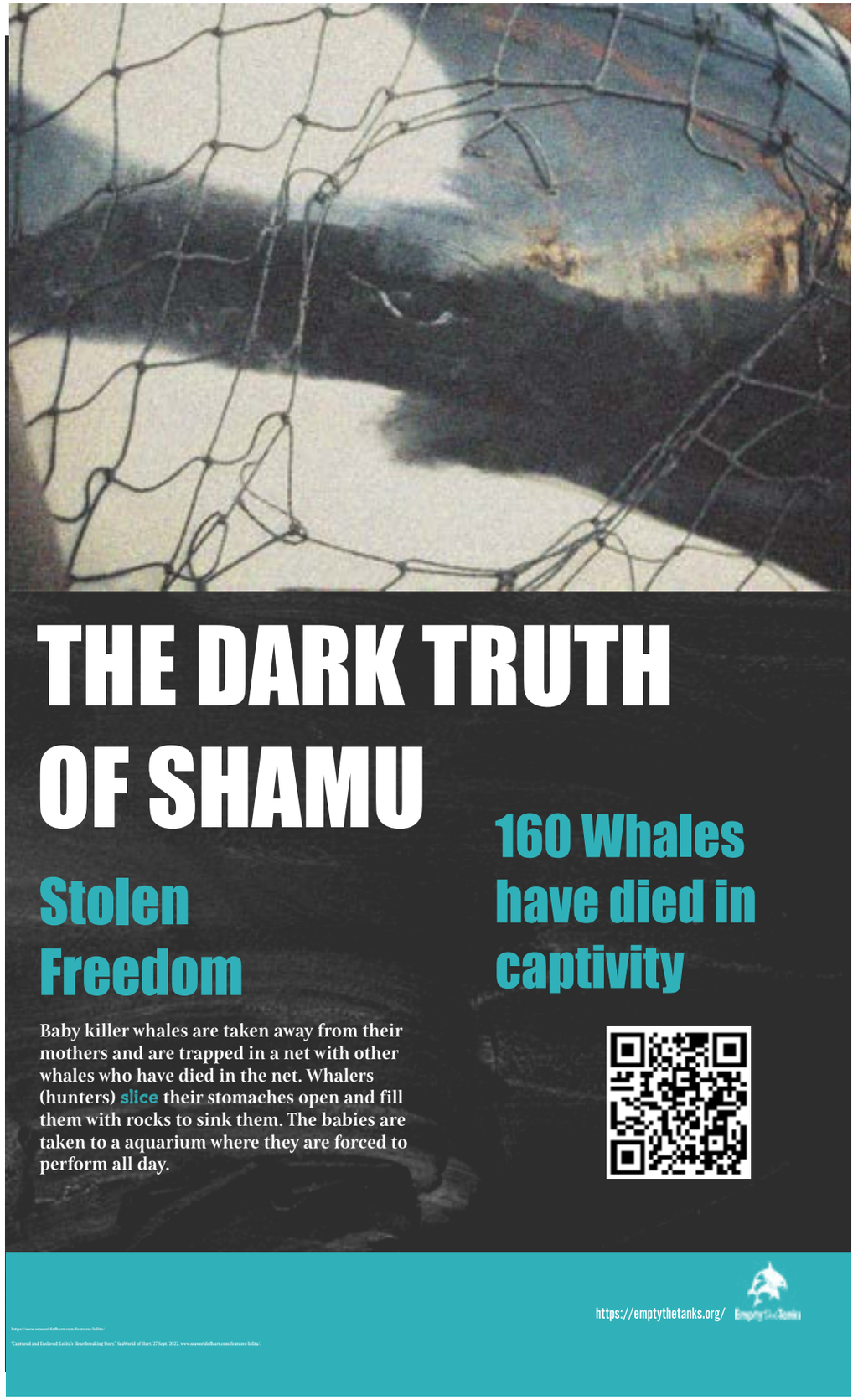
CHLORINE KILLS

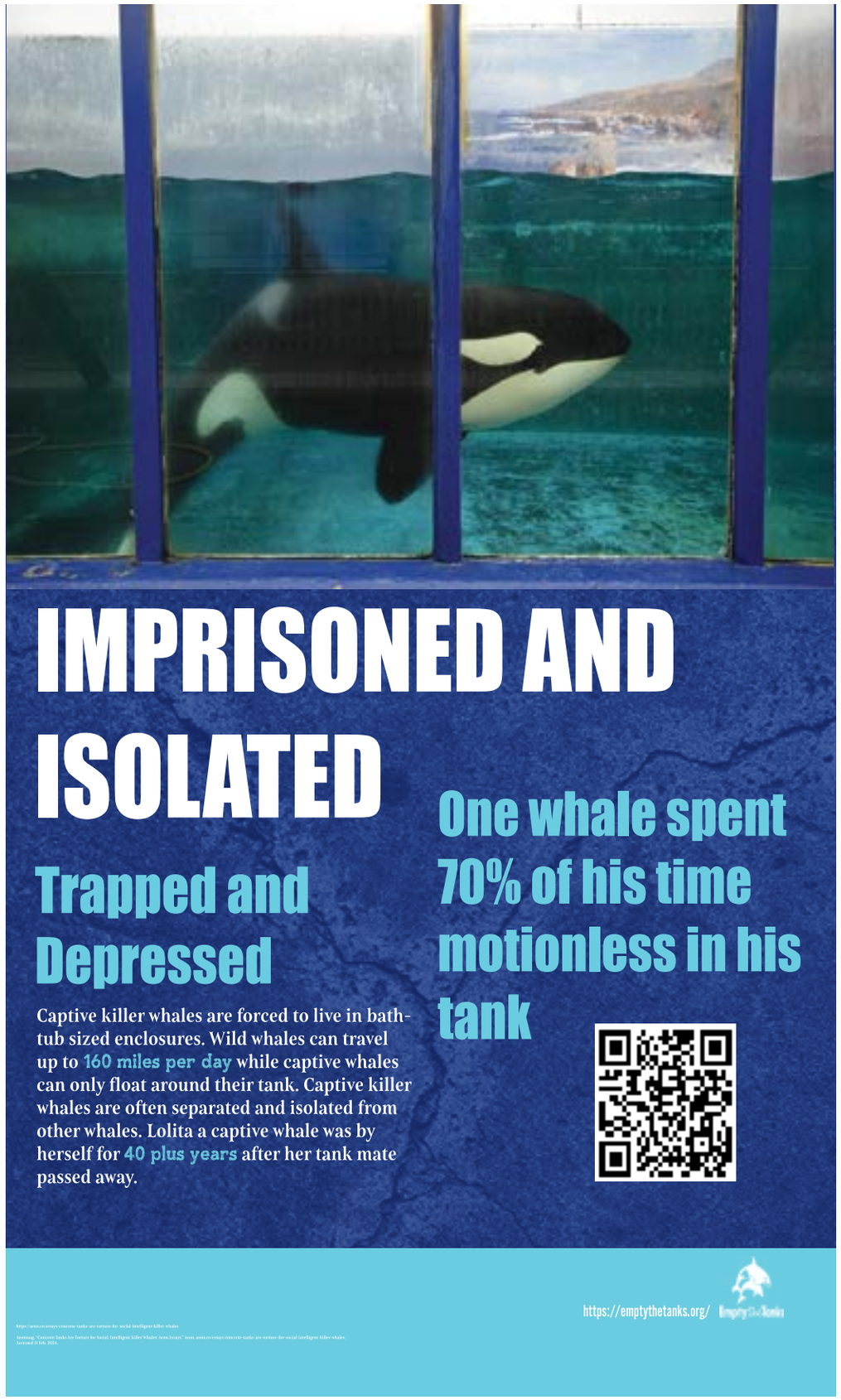
Toxic Chemicals

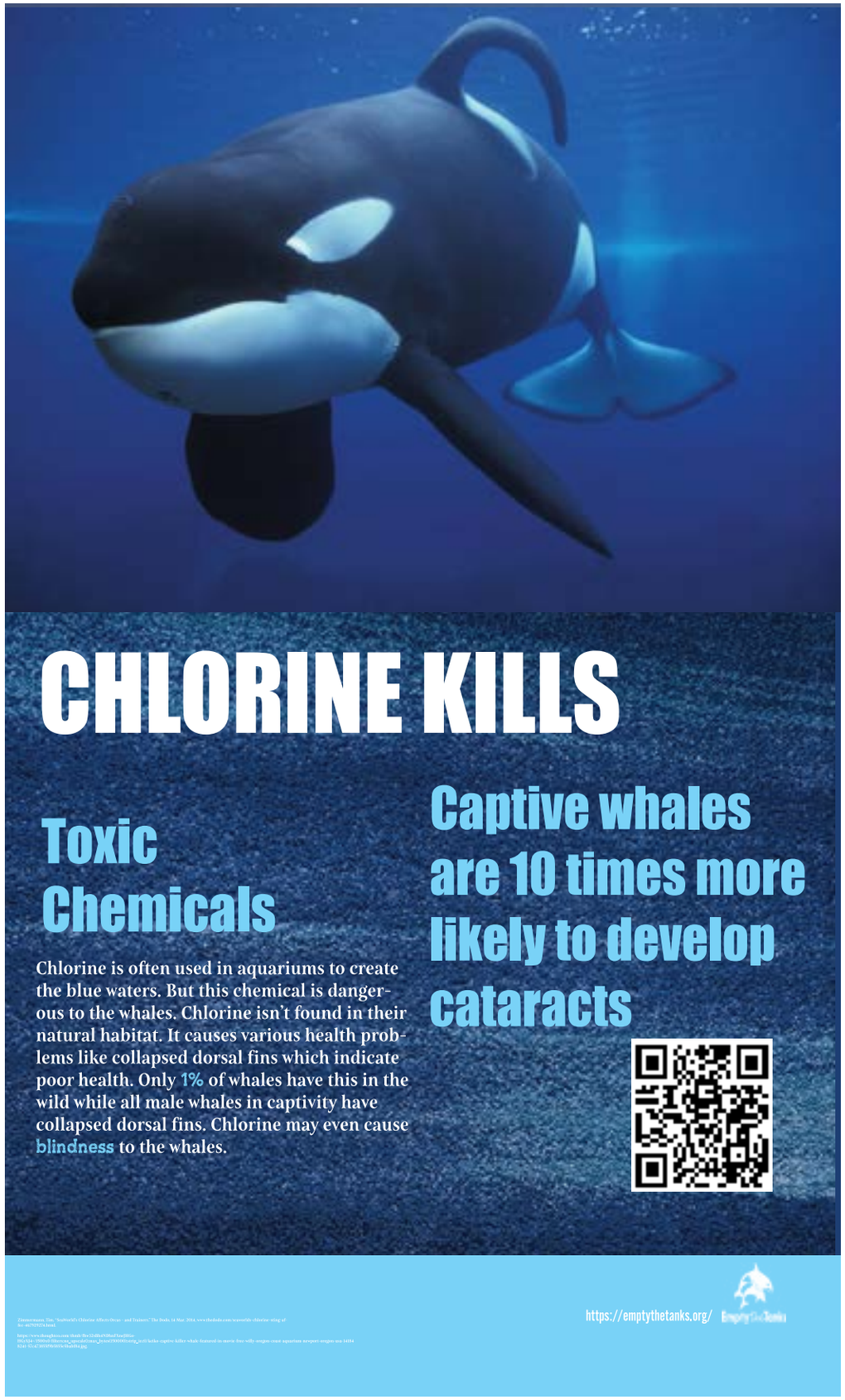
Chlorine is often used in aquariums to create the blue waters. But this chemical is dangerous to the whales. Chlorine isn't found in their natural habitat. It causes various health problems like collapsed dorsal fins which indicate poor health. Only 1% of whales have this in the wild while all male whales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


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 stomaches 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/

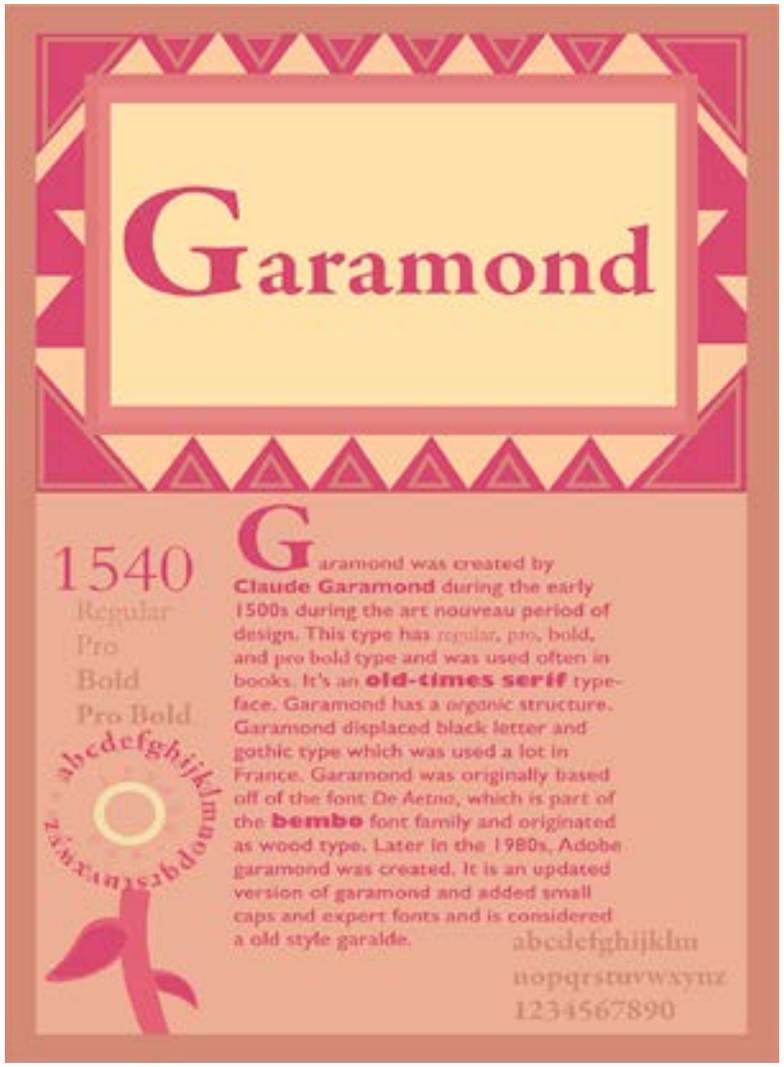

CHLORINE KILLS
Toxic Chemicals
Chlorine is often used in aquariums to create the blue waters. But this chemical is dangerous to the whales. Chlorine isn't found in their natural habitat. It causes various health problems like collapsed dorsal fins which indicate poor health. Only 1% of whales have this 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/

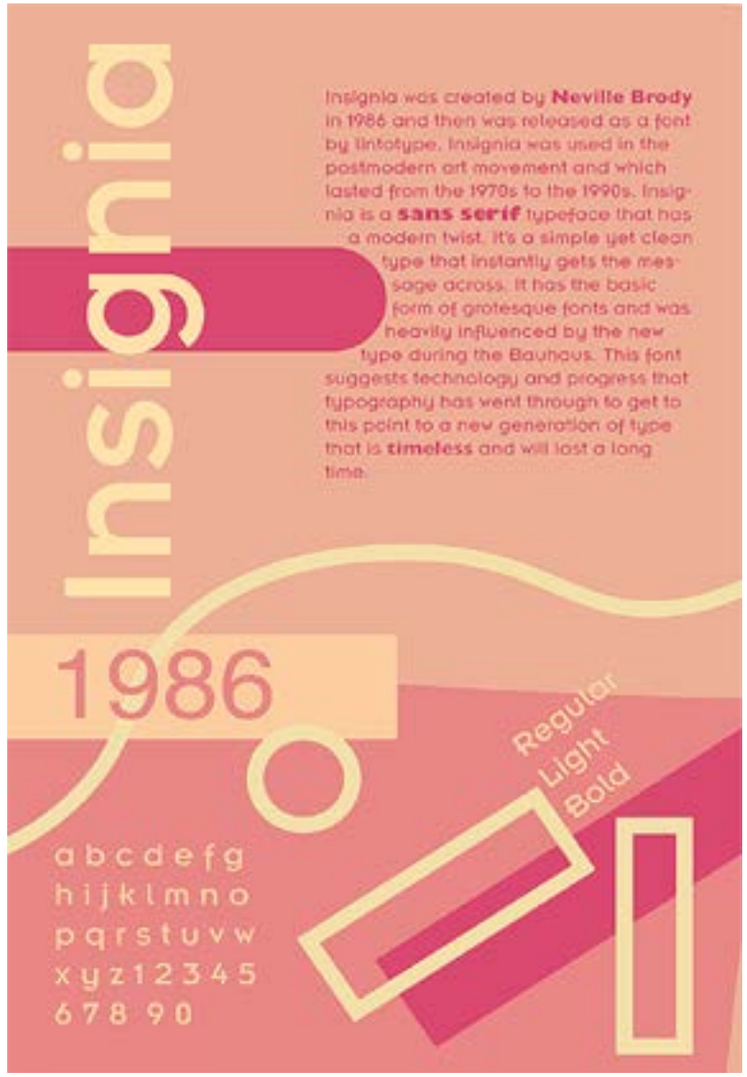
Type Posters

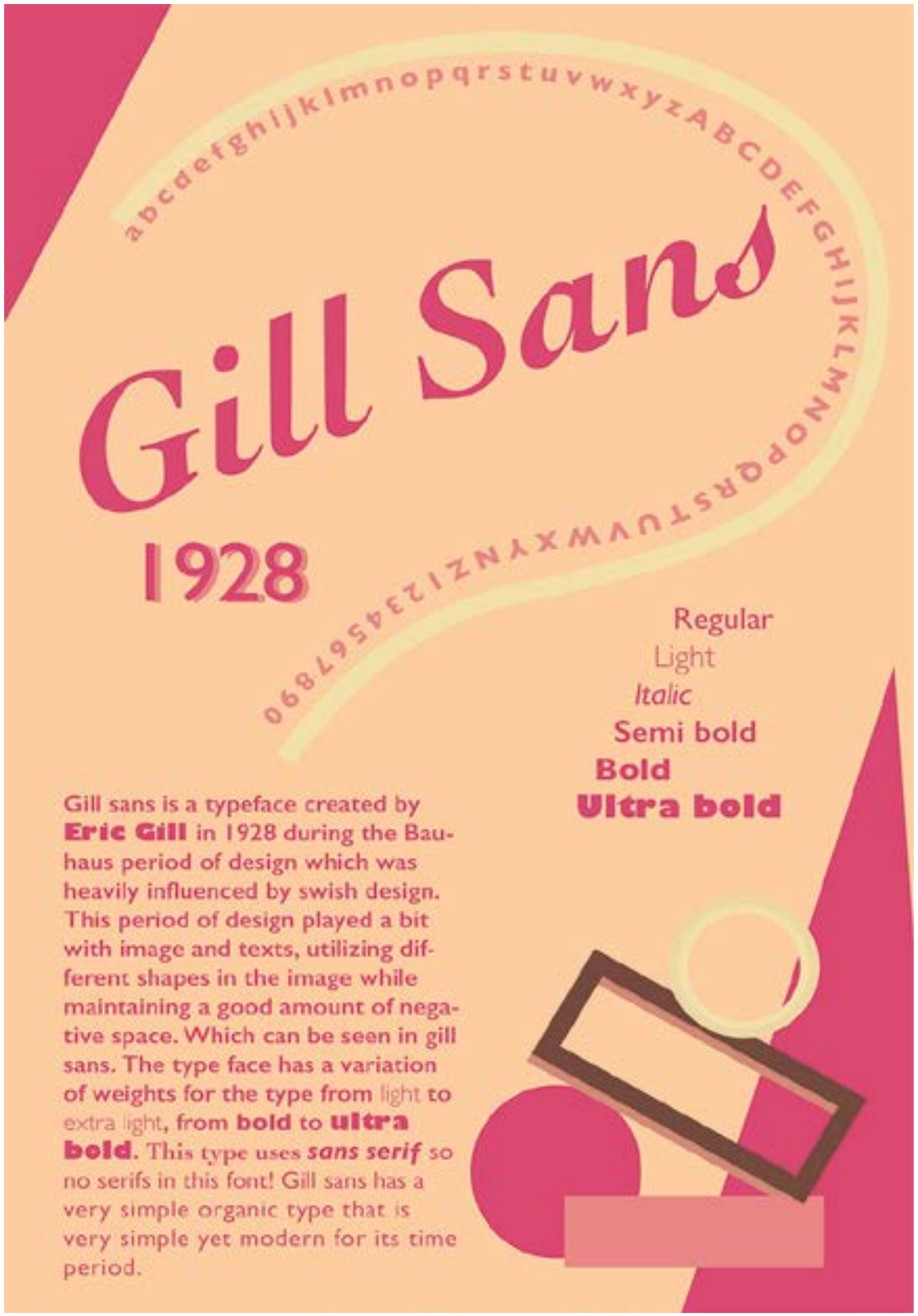
Dimensions: 13 X 18 in
Software: Illustrator, InDesign
Typeface: Gill Sans, Garamond, and Insignia
Completion: March 2023

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.


abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
Gill Sans
1928
Regular
Light
Italic
Semi bold
Bold
Ultra bold
Gill sans is a typeface created by Eric Gill in 1928 during the Bauhaus period of design which was heavily influenced by swish design. This period of design played a bit with image and texts, utilizing different shapes in the image while maintaining a good amount of negative space. Which can be seen in gill sans. The type face has a variation of weights for the type from light to extra light, from bold to ultra bold. This type uses sans serif so no serifs in this font! Gill sans has a very simple organic type that is very simple yet modern for its time period.


Garamond
1540
Regular
Pro
Bold
Pro Bold
Garamond was created by Claude Garamond during the early 1500s during the art nouveau period of design. This type has regular, pro, bold, and pro bold type and was used often in books. It's an old-times serif typeface. Garamond has a organic structure. Garamond displaced black letter and gothic type which was used a lot in France. Garamond was originally based off of the font De Aetna, which is part of the bembo font family and originated as wood type. Later in the 1980s, Adobe garamond was created. It is an updated version of garamond and added small caps and expert fonts and is considered a old style garalde.
abcdefghijklm
nopqrstuvwxyz
1234567890


Insignia
Insignia was created by Neville Brody in 1986 and then was released as a font by Linotype. Insignia was used in the postmodern art movement and which lasted from the 1970s to the 1990s. Insignia is a sans serif typeface that has a modern twist. It's a simple yet clean type that instantly gets the message across. It has the basic form of grotesque fonts and was heavily influenced by the new type during the Bauhaus. This font suggests technology and progress that typography has went through to get to this point to a new generation of type that is timeless and will last a long time.
1986
Regular
Light
Bold
abcdefg
hijklmno
pqrstuvw
xyz12345
678 90


abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYNZ1234567890
Gill Sans
1928
Regular
Light
Italic
Semi bold
Bold
Ultra bold
Gill sans is a typeface created by **Eric Gill** in 1928 during the Bauhaus period of design which was heavily influenced by swish design. This period of design played a bit with image and texts, utilizing different shapes in the image while maintaining a good amount of negative space. Which can be seen in gill sans. The type face has a variation of weights for the type from light to extra light, from **bold** to **ultra bold**. This type uses ***sans serif*** so no serifs in this font! Gill sans has a very simple organic type that is very simple yet modern for its time period.

Garamond

1540

Regular

Pro

Bold

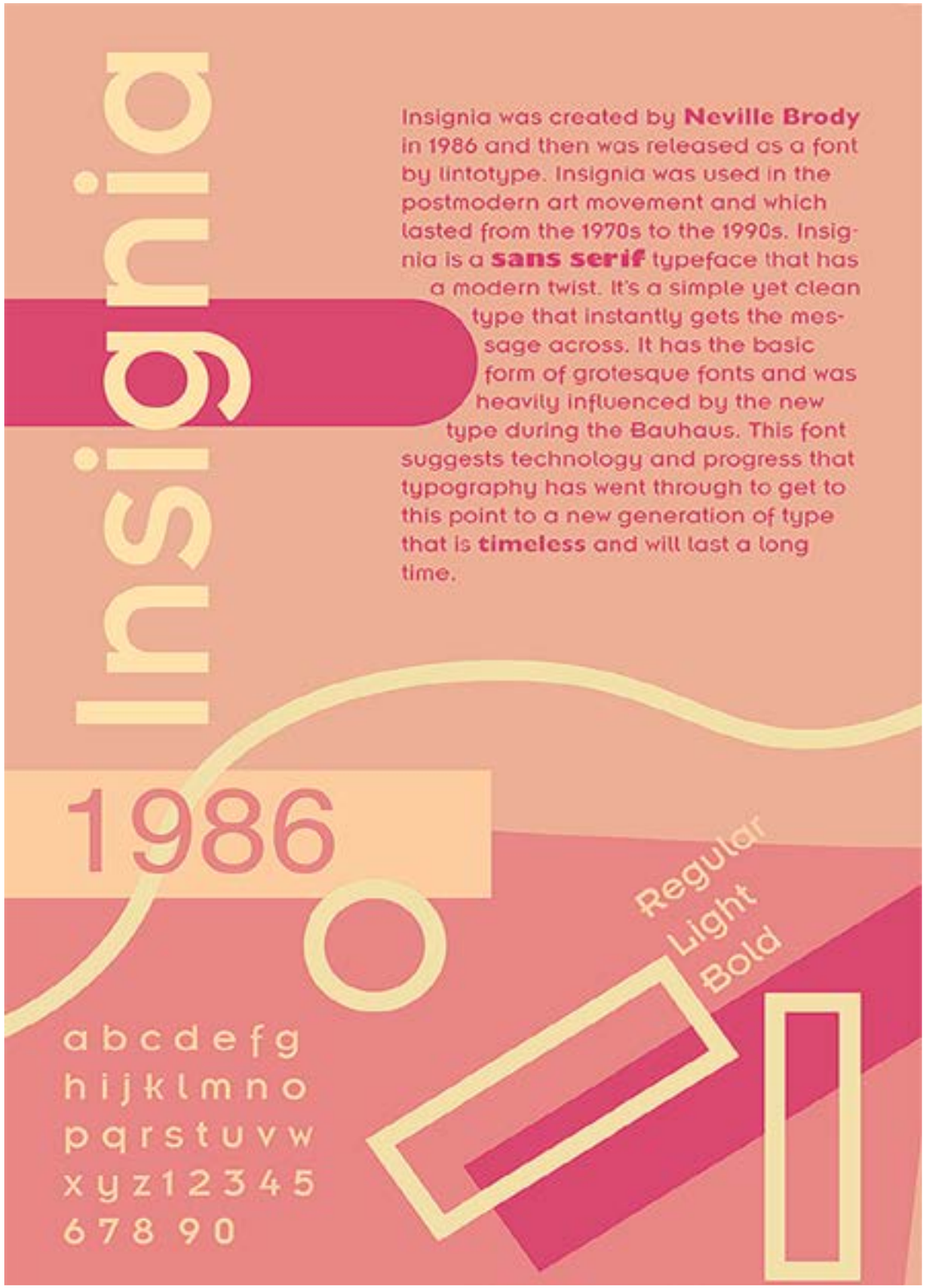
Pro Bold

Garamond was created by **Claude Garamond** during the early 1500s during the art nouveau period of design. This type has regular, pro, bold, and pro bold type and was used often in books. It's an **old-times serif** type-face. Garamond has a *organic* structure. Garamond displaced black letter and gothic type which was used a lot in France. Garamond was originally based off of the font *De Aetna*, which is part of the **bembo** font family and originated as wood type. Later in the 1980s, Adobe garamond was created. It is an updated version of garamond and added small caps and expert fonts and is considered a old style garalde.

abcdefghijklm

nopqrstuvwxynz

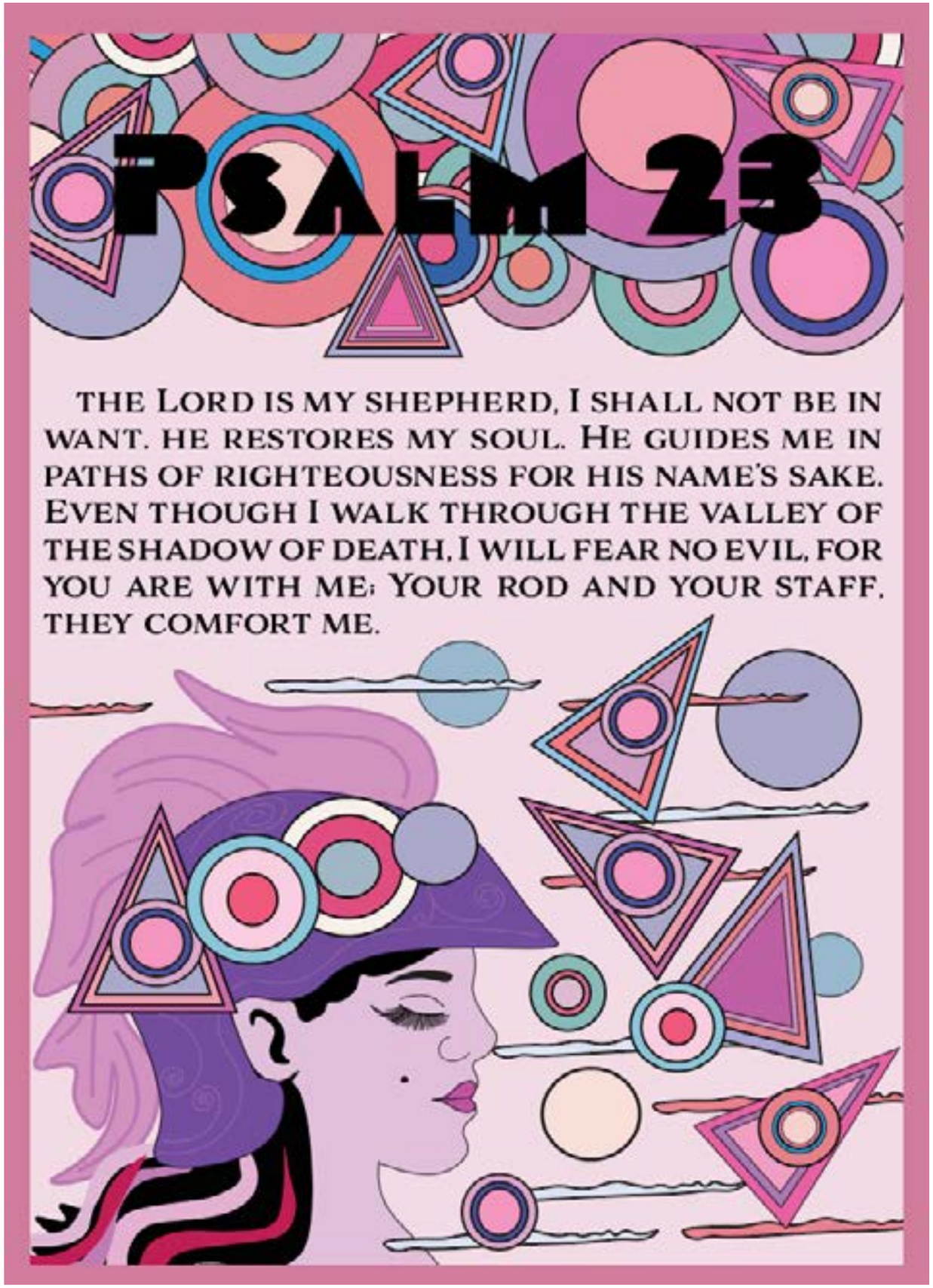
1234567890


insignia
Insignia was created by **Neville Brody** in 1986 and then was released as a font by lintotype. Insignia was used in the postmodern art movement and which lasted from the 1970s to the 1990s. Insignia is a **sans serif** typeface that has a modern twist. It's a simple yet clean type that instantly gets the message across. It has the basic form of grotesque fonts and was heavily influenced by the new type during the Bauhaus. This font suggests technology and progress that typography has went through to get to this point to a new generation of type that is **timeless** and will last a long time.
1986
Regular
Light
Bold
a b c d e f g
h i j k l m n o
p q r s t u v w
x y z 1 2 3 4 5
6 7 8 9 0

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.


PSALM 23
THE LORD IS MY SHEPHERD, I SHALL NOT BE IN WANT. HE RESTORES MY SOUL. HE GUIDES ME IN PATHS OF RIGHTEOUSNESS FOR HIS NAME'S SAKE. EVEN THOUGH I WALK THROUGH THE VALLEY OF THE SHADOW OF DEATH, I WILL FEAR NO EVIL, FOR YOU ARE WITH ME; YOUR ROD AND YOUR STAFF, THEY COMFORT ME.

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.

Dragon of Forgiveness

Colossians 1
...in whom we have redemption, the **forgiveness** of sins.

1

Dragon of Discernment

Romans 12:2
Do not be conformed to this world, but be transformed by the renewal of your mind, that by testing you may **discern** what is the will of God, what is good and acceptable and perfect.

2

Dragon of Endurance

1 Corinthians 4:12
...and we labor, working with our own hands. When reviled, we bless; when persecuted, we **endure**;

3

Dragon of Kindess

Ephesians 2:7
so that in the coming ages he might show the immeasurable riches of his grace in **kindness** toward us in Christ Jesus.

4

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 lay-out for a magazine. I choose the Garamond typeface for this project.

Garamond

Designed by Brooklynn Rockwell

1540

the typeface of Garamond.

With that being said, there have been many adaptations of the Garamond typeface. This includes the Adobe Garamond and Garamond ITC. 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

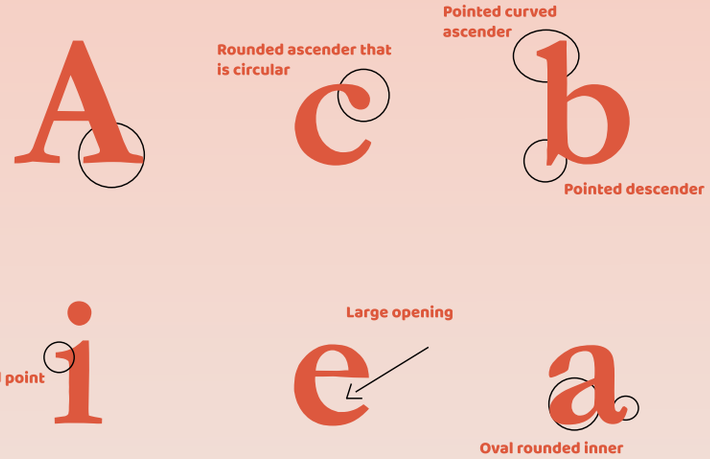
Regular ***Bold Italic*** Display
Italic Display Adobe Garamond Pro
Bold Garamond Premier Pro Caption

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 begining 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



If I had your Face
By Frances Cha

Published in 2020

7 pt When she leaves, tkaing all her trash with her in the little plastic bag that she brought her chicken in, I feel both agitated and weary. A sickly feeling settles across my shoulders like a heavy cape, and no matter what drama or reality show comes on TV, I find my mind wandering. It's maddening, how I am wasting my day off on a bad mood.

9.5 pt When she leaves, tkaing all her trash with her in the little plastic bag that she brought her chicken in, I feel both agitated and weary. A sickly feeling settles across my shoulders like a heavy cape, and no matter what drama or reality show comes on TV, I find my mind wandering. It's maddening, how I am wasting my day off on a bad mood.

12 pt When she leaves, tkaing all her trash with her in the little plastic bag that she brought her chicken in, I feel both agitated and weary. A sickly feeling settles across my shoulders like a heavy cape, and no matter what drama or reality show comes on TV, I find my mind wandering. It's maddening, how I am wasting my day off on a bad mood.

Family Characteristics

Garamond is a classic typeface that isn't too devorative. It doesn't over shadow the images.... The typeface Garamond is not one typeface in particular, however Garamond did design his punch cuts. Garamond created this typeface not to represent or resemble that of the writing of a scribe but rather something completely different than that. Garamond used more of a calligraphy style kind of approach. With this, it made words in books more readable and was used in the printings of many books.
This typeface has particular distinguishable features. The type has scooped and rounded serifs. Most notable the slanted spaces inside the e and a as seen from up above.

Special Characters

Option + Shift + Dash	—	Em dash
Option + Dash	–	En dash
Option + <	≤	Less than
Option + >	≥	Greater than or equal to
Option + t	†	Dagger
Option'+ e	è	Accent grave e
Option'+ a	à	Accent grave a
Control+-shift+6	Î	i-circumflex

Garamond *Garamond* **Garamond**
Garamond **Garamond** *Garamond*

Formatting suggestions

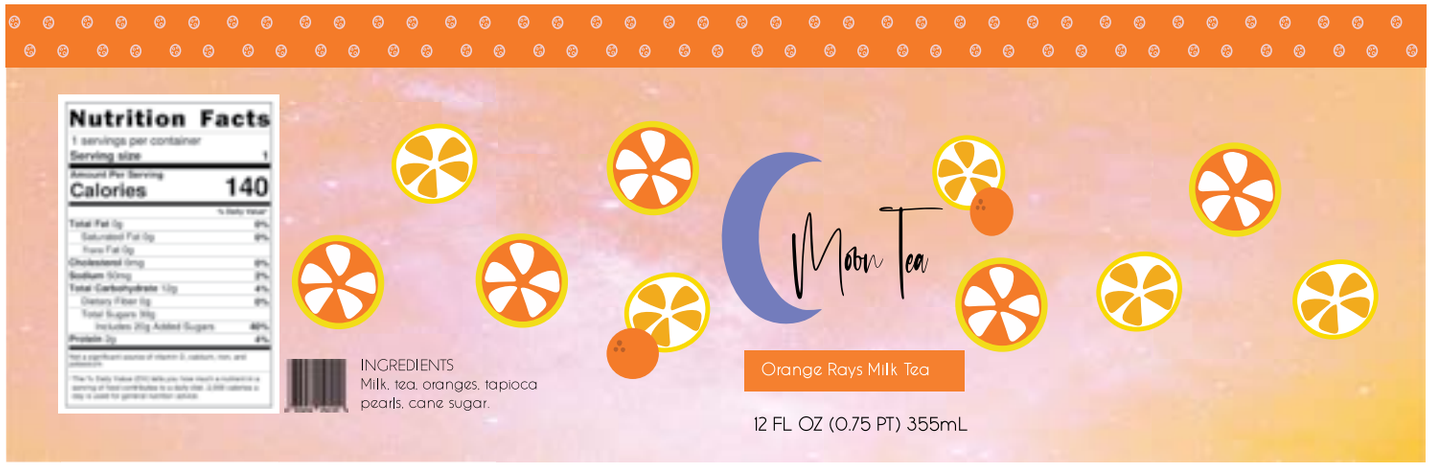
- Use bold type for important terms and things
- Use italics to *empahsize* something.
- Don't use too many variations of the font it could be too much!

```
   3034.5
+ 70978800
----------
  70981834.5
```

Packaging

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

Moon Tea is a brand of refreshing tea. The packaging has bright pastel colors and has organic shapes that help fill the space.


Nutrition Facts
1 servings per container
Serving size 1
Amount Per Serving
Calories 140
% Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 50mg 2%
Total Carbohydrate 12g 4%
Dietary Fiber 0g 0%
Total Sugars 36g
Includes 20g Added Sugars 40%
Protein 2g 4%
INGREDIENTS
Milk, tea, oranges, tapioca pearls, cane sugar.
Moon Tea
Orange Rays Milk Tea
12 FL OZ (0.75 PT) 355mL


Nutrition Facts
1 servings per container
Serving size 1
Amount Per Serving
Calories 140
% Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 50mg 2%
Total Carbohydrate 12g 4%
Dietary Fiber 0g 0%
Total Sugars 36g
Includes 20g Added Sugars 40%
Protein 2g 4%
INGREDIENTS
Milk, strawberry tea, tapioca pearls, cane sugar, flavored tea ,fruit puree.
Moon Tea
Strawberry Moon Milk Tea
12 FL OZ (0.75 PT) 355mL


Nutrition Facts
1 servings per container
Serving size 1
Amount Per Serving
Calories 140
% Daily Value
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 50mg 2%
Total Carbohydrate 12g 4%
Dietary Fiber 0g 0%
Total Sugars 36g
Includes 20g Added Sugars 40%
Protein 2g 4%
INGREDIENTS
Milk, berry tea, tapioca pearls, blueberries, cane sugar, berry puree.
Moon Tea
Blueberry Rainfall Milk Tea
12 FL OZ (0.75 PT) 355mL


Moon Tea
Moon Tea
Moon Tea


Moon Tea
Moon Tea
Moon Tea


Moon Tea
Moon Tea
Moon Tea

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 relfect 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.

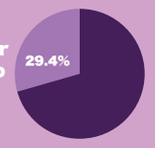
BTS
And Their Impact

SOURCES

SPONSORED BY

WHO ARE BTS?
BTS is a K-pop group from South Korea which consists of members RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook. They debuted on June 13th 2013.

BTS account for 29.4% of K-pop album sales in the US.



ALBUM SALES

MAP OF THE SOUL 7
Was the top album on iTunes in **91 countries**

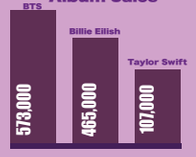
One million plus copies sold

LOVE YOURSELF SERIES
3 number one albums on the billboard charts

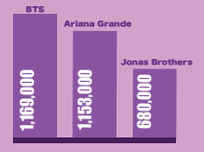
Became the **highest charting album** on the billboard

The **first K-pop** album to make it in the top ten

2019: USA Physical Album Sales



2019: USA Digital Album Sales



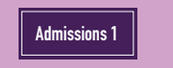
As of 2020 BTS have sold over 20 million albums

ACHIEVEMENTS
BTS have achieved many things in their 11 years career

BTS's music video **"Butter"** broke the most views in 24 hours with **108 million views**

Had 4 albums surpass **100 million streams** on Spotify

The Permission to Dance tour broke records for being selling **200,000** tickets



Most awarded group in BBMA history with **12 awards**

Broke their **own** record of most streamed group on Spotify

First act to have 7 number 1s on the Billboard Global hot 200

GLOBAL 200	
1. Take Two	BTS
2. Ella Baila Sola	Eslabon x Peso Pluma
3. La Bebe	Yng Lucas x Peso Pluma
4. Flowers	Miley Cyrus
5. Where she goes	Bad Bunny
6. Harp Music Sessions, Vol. 52	Rizzyrap & Peso Pluma
7. Cupid	Fifty Fifty
8. Idol	YOASOBI
9. Calm Down	Rema & Selena Gomez
10. Un X100to	Grupo Frontera & Bad Bunny

BTS donated a portion of their album sales to UNICEF

BTS spoke as the first Korean musical act at the UN

THE LOVE MYSELF CAMPAIGN
Was created to protect children and teens dealing with violence with the UNICEF

3.4 Million dollars was raised globally to this cause

#BTSLoveMyself has been used over 15 million times