

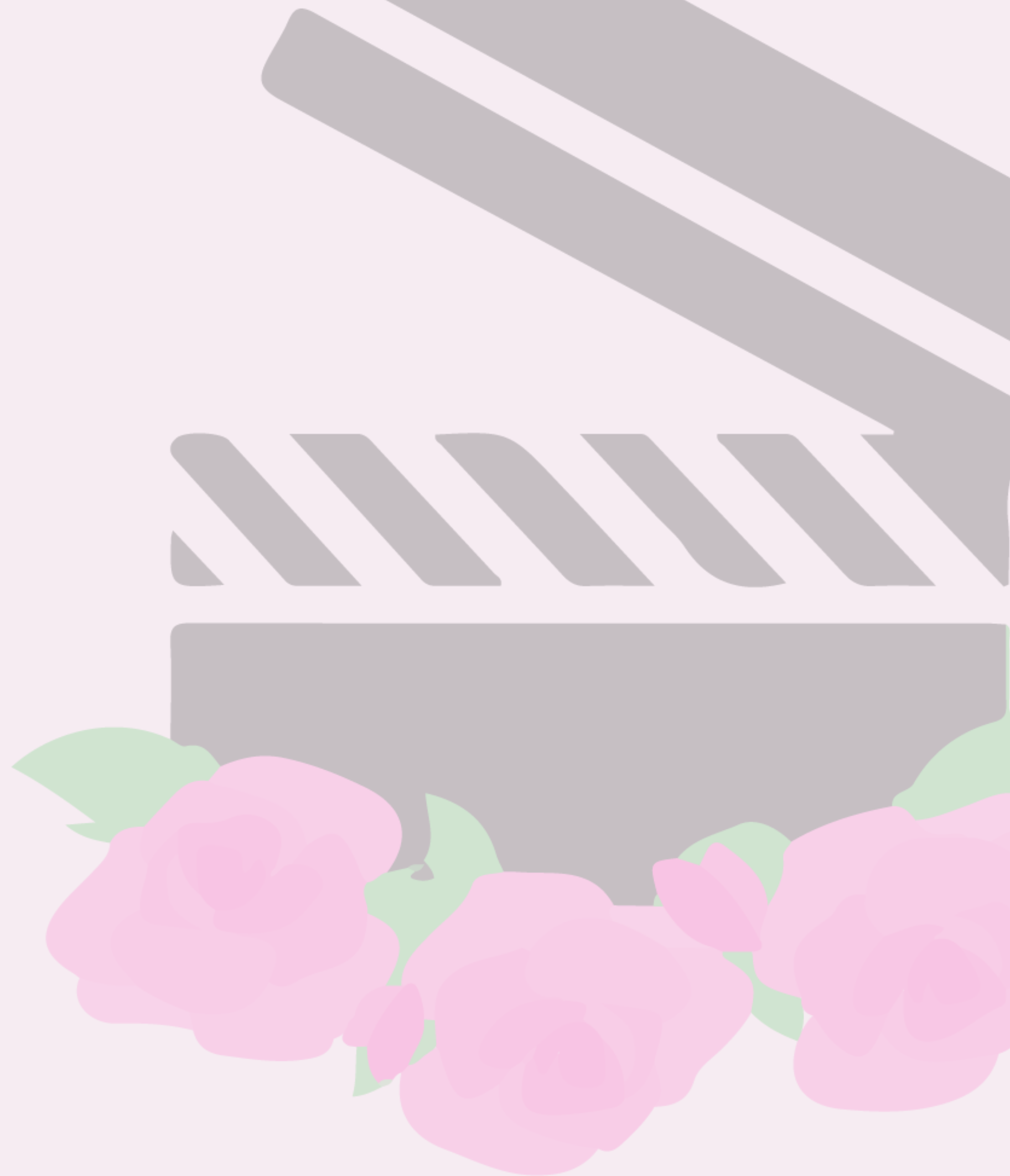
*Annabeth Olivia Mellon*

Graphic Design Portfolio



# LOGO DESIGN *Ol*

I have been asked to design logos for several organizations and creative projects. Here are some of my favorites.





## THE FLOURISH

The Flourish is a student organization whose mission is to empower people of color through the arts. I created this logo for use in digital & physical promotional materials.



## PHILIP'S VIEW

These logos were created for use in broadcast news as part of a lifestyle segment series for WVUA23 News.



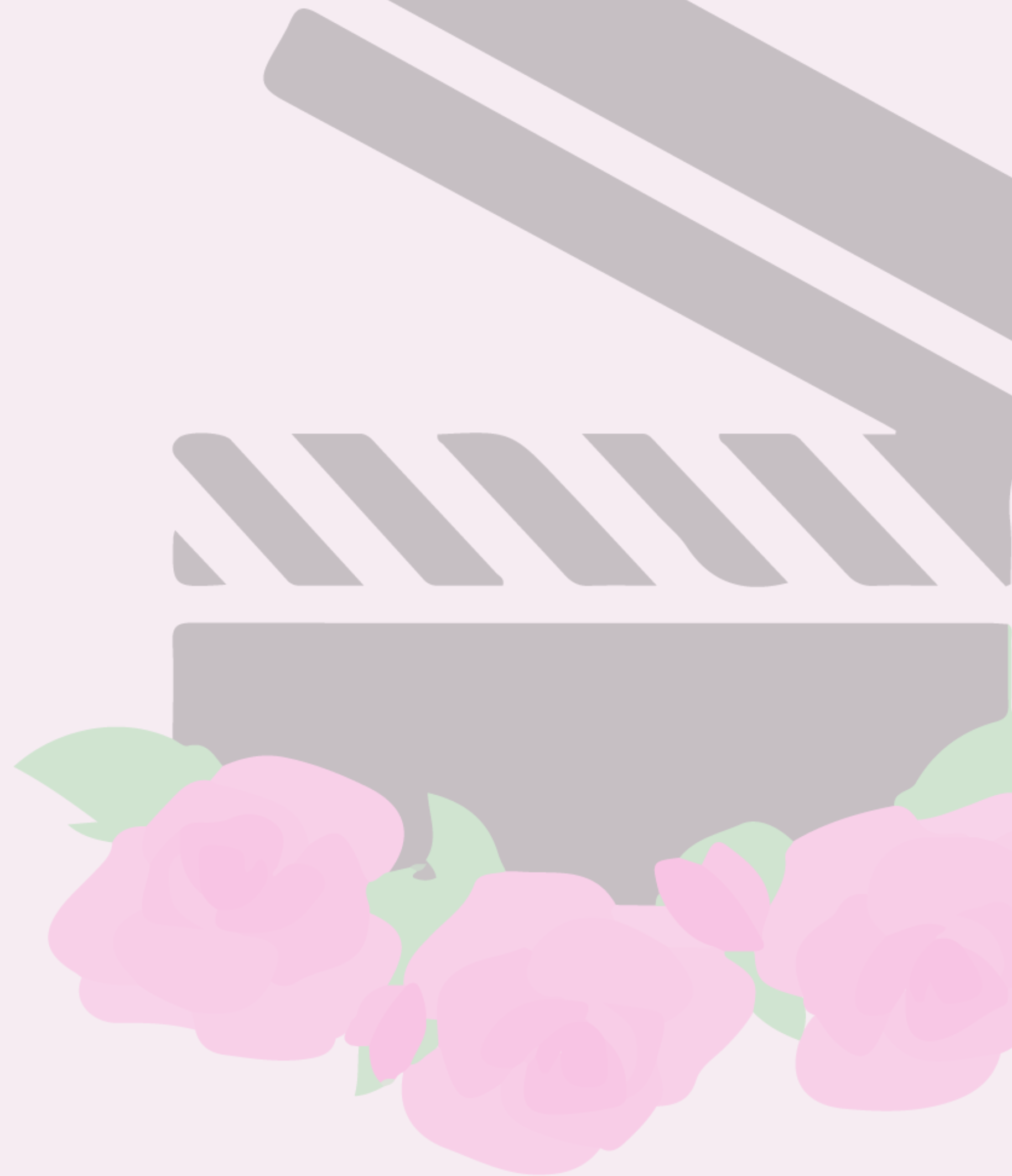


# CENTRAL SPOTLIGHT

I made this logo for a proposed community outreach partnership between the University of Alabama's Blackburn Institute and Central High School. This mentorship program would have paired CHS students with working film professionals

# SOCIAL MEDIA 02

Here are some of the social media graphics I've made for use on multiple platforms, always adhering to an organization's branding and design guidelines



**We covered a wide range of types of media over the course of the camp, which is one of the reasons I liked all the projects...it has inspired me to keep making videos and to keep learning more about editing.**

- Niamh (age 12)



# DRUID CITY GIRLS MEDIA

Druid City Girls Media is a nonprofit providing media education to middle-high school age girls across Alabama. While interning for the program, I managed all external communications, including creating all social media graphics after designing a visual style for the organization.

WHAT CAN I LEARN HOW TO DO  
AT  
DRUIDCITYGIRLSMEDIA.ORG?



### Screenwriting

- 🎬 script-writing lesson from filmmaker Camilo Diaz Caro
- 🎬 tips for finding script-writing software

### Editing

- 🎬 extensive & easy how-to videos for Premiere Pro
- 🎬 choosing the right music for your video

### Shooting

- 🎬 how to set up a shot with good lighting (at home!)
- 🎬 how to film with your cell phone

And even more instructional content coming soon!

Take the  
#DruidCityGirlsChallenge

# 2020 VIRTUAL DCGMC LAUNCH

To see what our girls have been up to this summer...

**[druidcitygirlsmedia.org](https://druidcitygirlsmedia.org)**

...and you can learn something too!

**Take the #DruidCityGirlsChallenge**



# ANYONE CAN MAKE MOVIES

Everyone has something to say, and  
your story is worth sharing



You don't need fancy equipment to  
make movies or videos



Today's cell phones & tablets are  
capable of high quality filming & editing



With the Internet, you have countless  
opportunities to share your work



We've reached  
**30%**  
of our fundraising goal!

## OVERGROWN

Overgrown is my thesis film produced at the University of Alabama. Along with writing and directing the film, I also ran the social media campaign for the film. Through this outreach, we were able to meet our \$850 fundraising goal.





STAND FOR INCARCERATED WOMEN  
THIS WOMEN'S HISTORY MONTH



# PURSES FOR PRISON REFORM

3/24 | 6:30PM | LY 132

[BIT.LY/URGEP4P](https://bit.ly/URGEP4P) FOR MORE INFO

## URGE UA

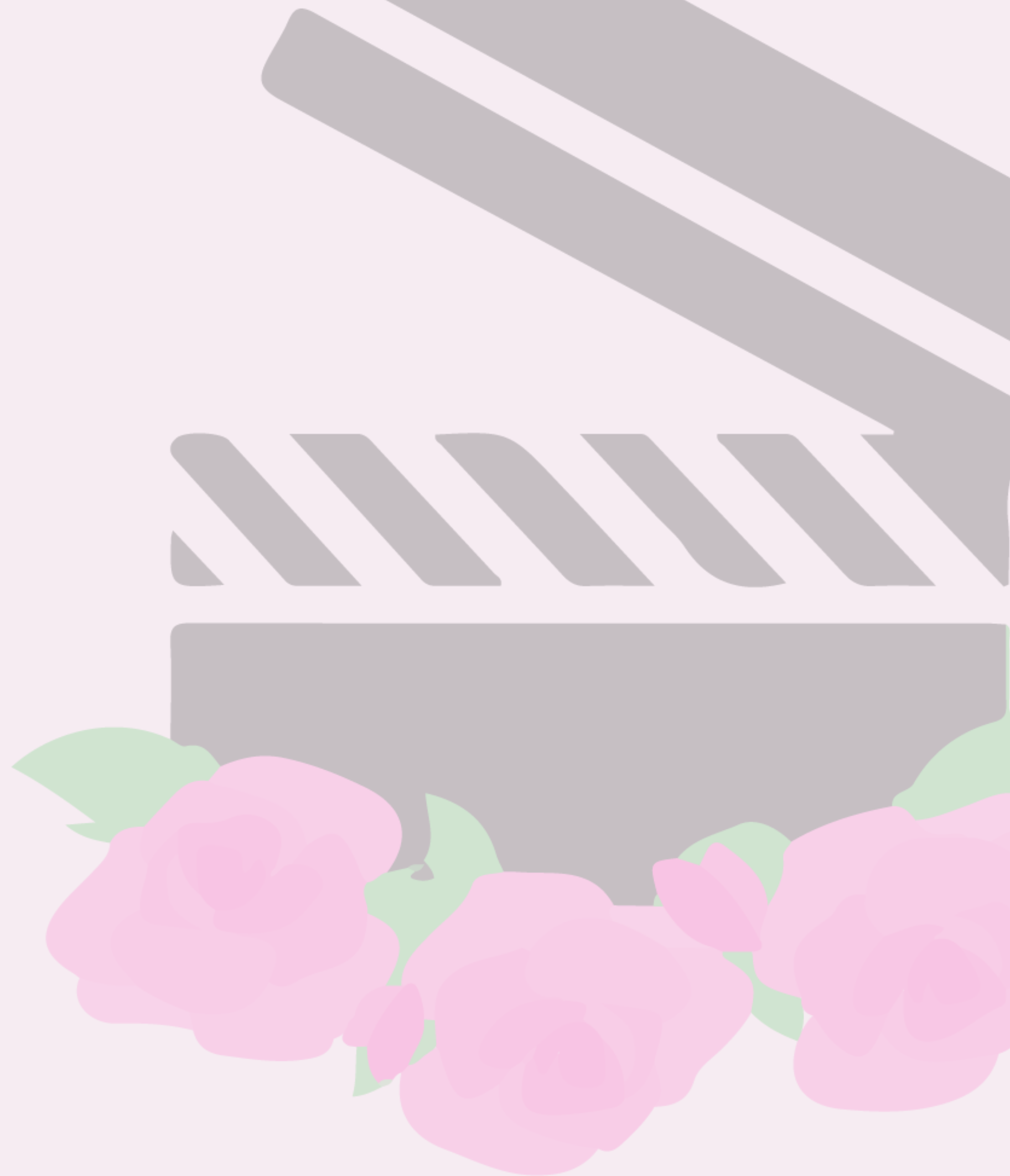
Unite for Reproductive and Gender Equity UA is a student organization at the University of Alabama. I served as their Social Coordinator for three terms, always working with the national team to ensure all communications aligned with the organization's mission and values.





# YOUTUBE 03 THUMBNAILS

I've made these YouTube thumbnails to draw viewership to my own content, including original short films and educational videos I've made for girls interested in media-making.







ANNABETH OLIVIA MELLON

SHORT FILMS

I designed these thumbnails to draw viewership to my original short films.

# THIS IS REAL, JEFF







INSTRUCTIONAL

I designed these thumbnails to promote two instructional videos I created as part of a media education project for girls.





# *Love Yo Selfie!*

*Reclaiming the selfie as art*

*Let's work together!*

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