



PATRICK HAGGERTY

DESIGNERPATRICK.COM



GRAPHIC DESIGN PORTFOLIO



The importance of design and technology has moved me to get a commercial arts education at Platt College. I am now able to combine my love for design with my entrepreneurial spirit. My mission is to help clients solve problems and provide design that represents a brand perfectly. This will be achieved by assisting clients to become modern with not only branding, graphics, and print needs, but with custom responsive websites attached to easy hosting plans.

This portfolio contains select projects done for school and freelance work. Most projects required Photoshop, Illustrator, and InDesign due to the need for manipulation of color, vector based imagery, and printing requirements.

A handwritten signature in blue ink, appearing to read 'Patrick Haggerty'. The signature is fluid and cursive, with a prominent initial 'P'.

Patrick Haggerty



BRAND STYLE GUIDE

This is the “Great Hue” visual style guide which provides a set of rules and guidelines for future designers under the brand. “Great Hue” is just an idea of a personal design studio. The booklet contained various sections to provide examples of what font and display is required for future publications. Some things I included were brand description and identity, logo use and sizing requirements, typefaces for body and title use, and allowable color use.

To accomplish the logo, I created various designs for different sizes in Illustrator. Photoshop was used for mock-ups and making sure images were ready for high quality print. InDesign was used for the preparations, pages, paragraph and character styles, and export for a CMYK print ready document.

The final product included a several page booklet giving clear direction to the next artist who has to care for the brand.





MERCEDES FUTURE FLYERS

The objective of this school project was to create two different flyers for a product of some sort. I decided it was my opportunity to create a fictitious product that will at some point become real. I enjoyed this design because I was able to come up with different ideas on how applications will be accessed in the future. One rough came out with the hud inside the arm, but that introduced too much confusion in the end goal.

I found a good-looking Mercedes image to reference for the shape of the vehicle. For a future model, I decided to then change the shape to something taller. Illustrator was used for all logos and for all of the variations of huds; Photoshop for the majority of vehicle and hand work; InDesign was then used to prepare the whole flyer using layers and typography.

The final product included two variations of my hand holding the phone - one vertically and one horizontally. I was then able to make two social media image posts.



THE G-CLASS 2028

AWARD WINNING BEST SELF-DRIVER

The Future is here.

@MercedesBenz

f i t y

The G-Class Mercedes application syncs with any Android or iPhone to allow the user to call upon the G-Class for quick pickup at your set location. A GPS system will track your exact location to find location to provide an alert of arrival time and an anticipated change during the drive time. The application is equipped with fully dedicated ABC, satellite navigation with Google Maps to monitor your self-driving home and away from town. We worked hard to replace durability in luxury and driving, so now it's your turn to own a G-Class and experience what perfection truly is.

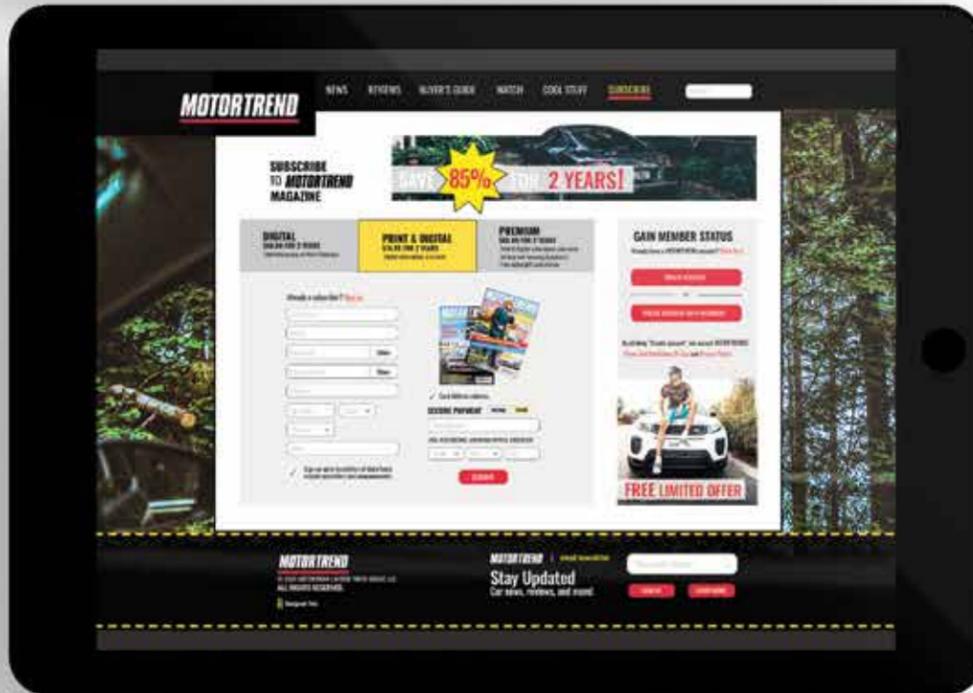
MOTORTREND MAGAZINES

This is a magazine redesign project for an advanced Photoshop class. I was able to run down to the local grocery store and pick out a random magazine to redesign and I decided Motortrend would be my victim for design. I decided to come up with some fake issues and stories to be a little comedic.

I was able to utilize Adobe Stock for the majority of stock images for this project. My main objective was to get the car salesman to be a part of the design. The first thing I chose to accomplish was to make the logos and bottom right bar code stamp vectorized. I was really drawn into the typography (using font Oswald) of Motortrend and enjoyed keeping that trend with the two covers. All of the lighting was done in Photoshop raw, filters, adjustments, and lighting effects. InDesign was lastly used for layout and proper export for print.

The final product included two different edition covers, a table of contents, and a subscription page for web.





MOTORTREND
ALL THE CONTENTS
FEBRUARY 2020 SPECIAL EDITION ISSUE

- 4 >>> "2020 VEHICLE UPGRADES"
- 7 >>> "LIVING LIKE A PRO"
- 10 >>> "BEING SUPER LOUD"
- 14 >>> "THE BEST TO LIVE IN A VAN"
- 19 >>> "WINNING ALL THE TIME"
- 22 >>> "THE BANDS OF METAL"
- 25 >>> "TOP 10 MOST QUALIFIED"
- 31 >>> "THE OPEN ROAD VS"



MOTORTREND

THE TOP 25 RACE READY VEHICLES.
 FIFTEEN NEW MODELS READY FOR YOUR THE WORLDS REVIEW.

"THE UPGRADES"
 A GREAT HUE ARTICLE.

"SUPER LOUD"
 THE COMMON HOUSEHOLD OWNER.

"LIVING IN A VAN"
 Article By A Homeless Man.

LEARN HOW THE BEST WIN.

JOIN THE SRT MOVEMENT.

THE RACING GUIDE FOR QUALIFIED PROFESSIONALS.

FEATURING: Audi, Lexus, Mercedes, Infiniti, Porsche, Cadillac, Rick Ross, Matt Damon, Grant Hill.
 The ultimate racing guide for and by the worlds most powerful racers.

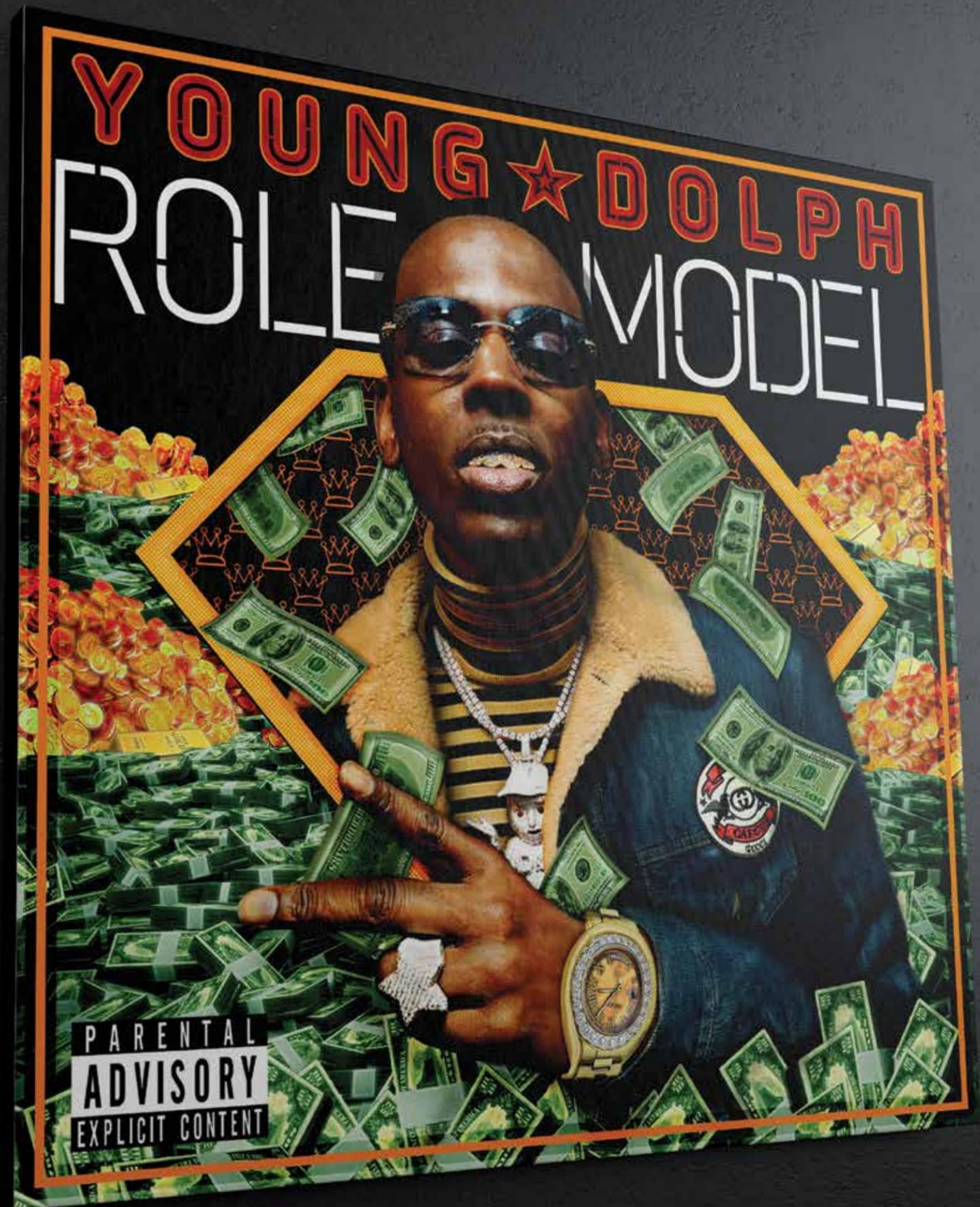
\$6.99
 9 787252 743460
 MARCH 2020 - MOTORTREND.COM
 GREAT INK DESIGN

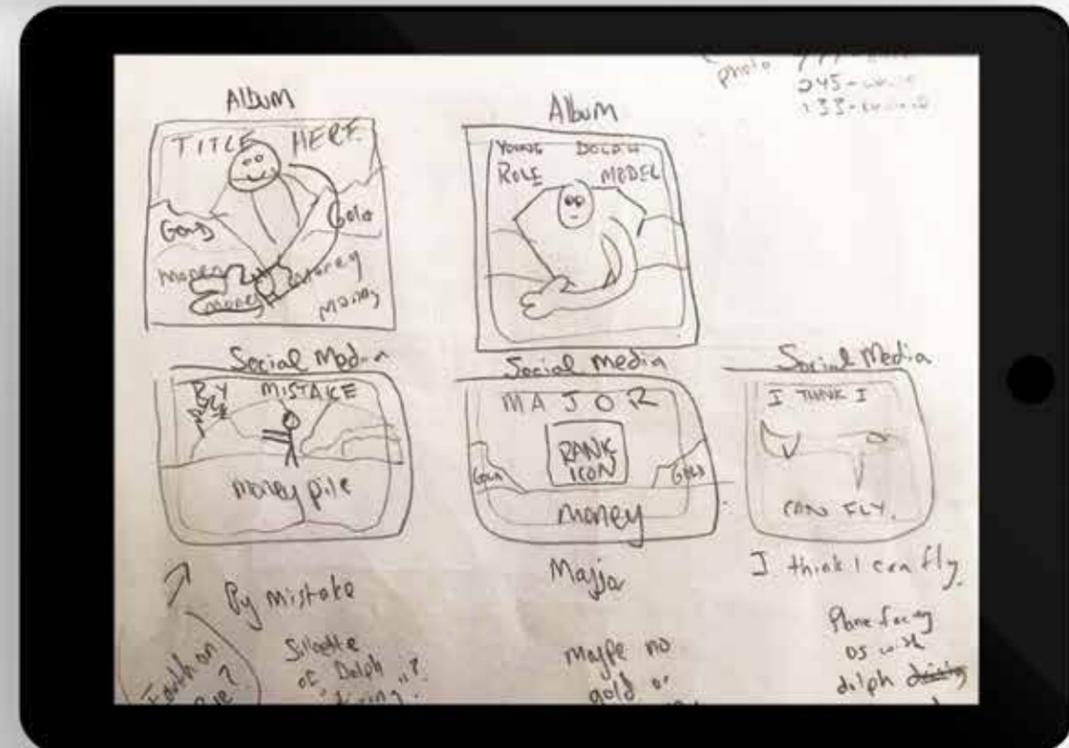
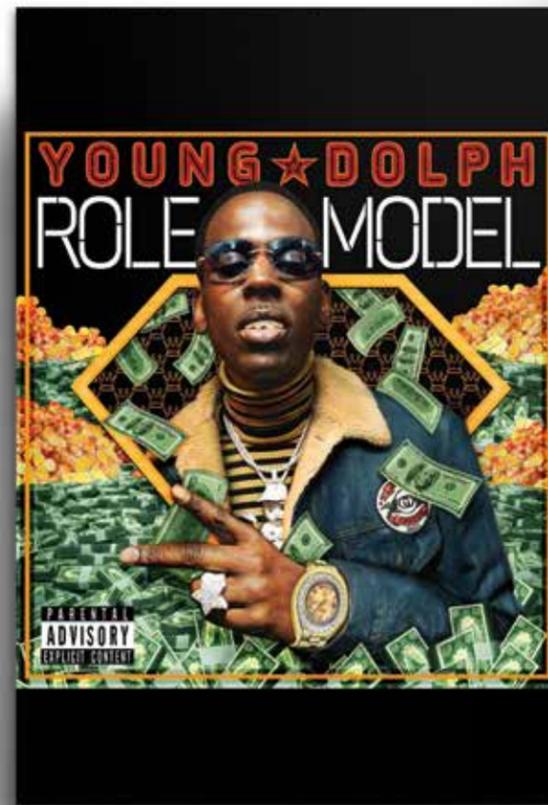
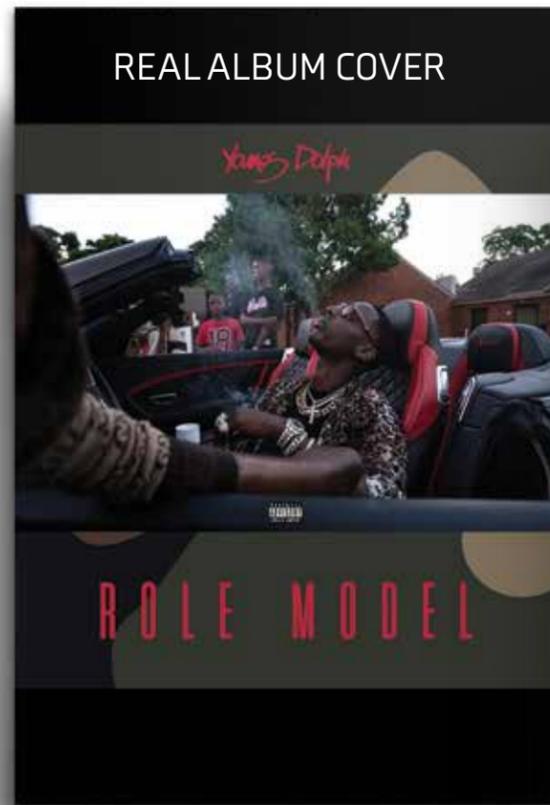
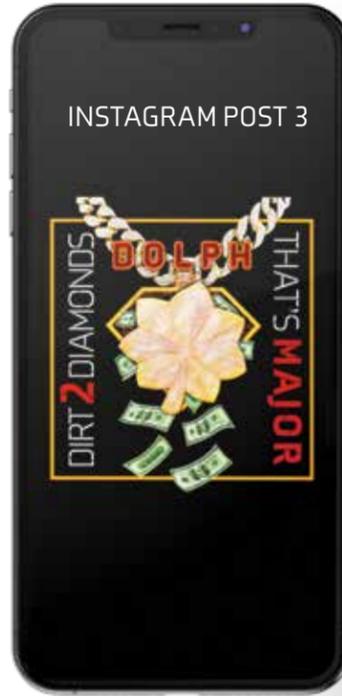
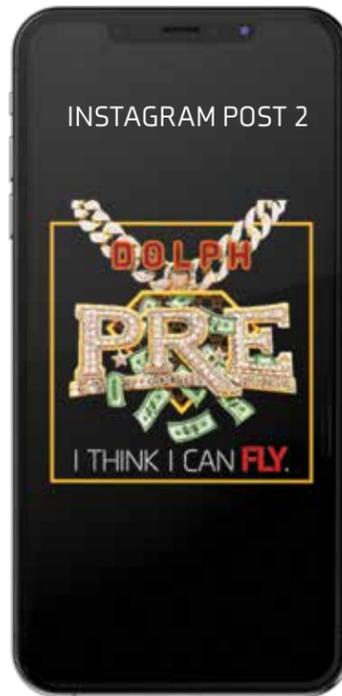
YOUNG DOLPH ALBUM

This is a redesign school project for a *Young Dolph* music album. *Young Dolph* is a hip hop artist whose previous album art was lacking something unique and eye catching, which gave me the perfect opportunity to design something over the top to turn heads. I feel this is what the hip hop industry needs at this time and ridiculous things are bold.

I was able to find a strong high quality image of *Young Dolph* standing up throwing up a peace sign which I would end up using for the main album image. With the help of Photoshop, I was able to manipulate clothing, skin, position, color, shadows, highlights and most importantly the money. Some small additions include some mouth grills, much better eye-wear, and a huge gold watch with some diamonds on it. The three social media posts were made using references of his real neck chains.

The final product included a CD cover design and three social media ads based around song titles in his *Role Model* album.





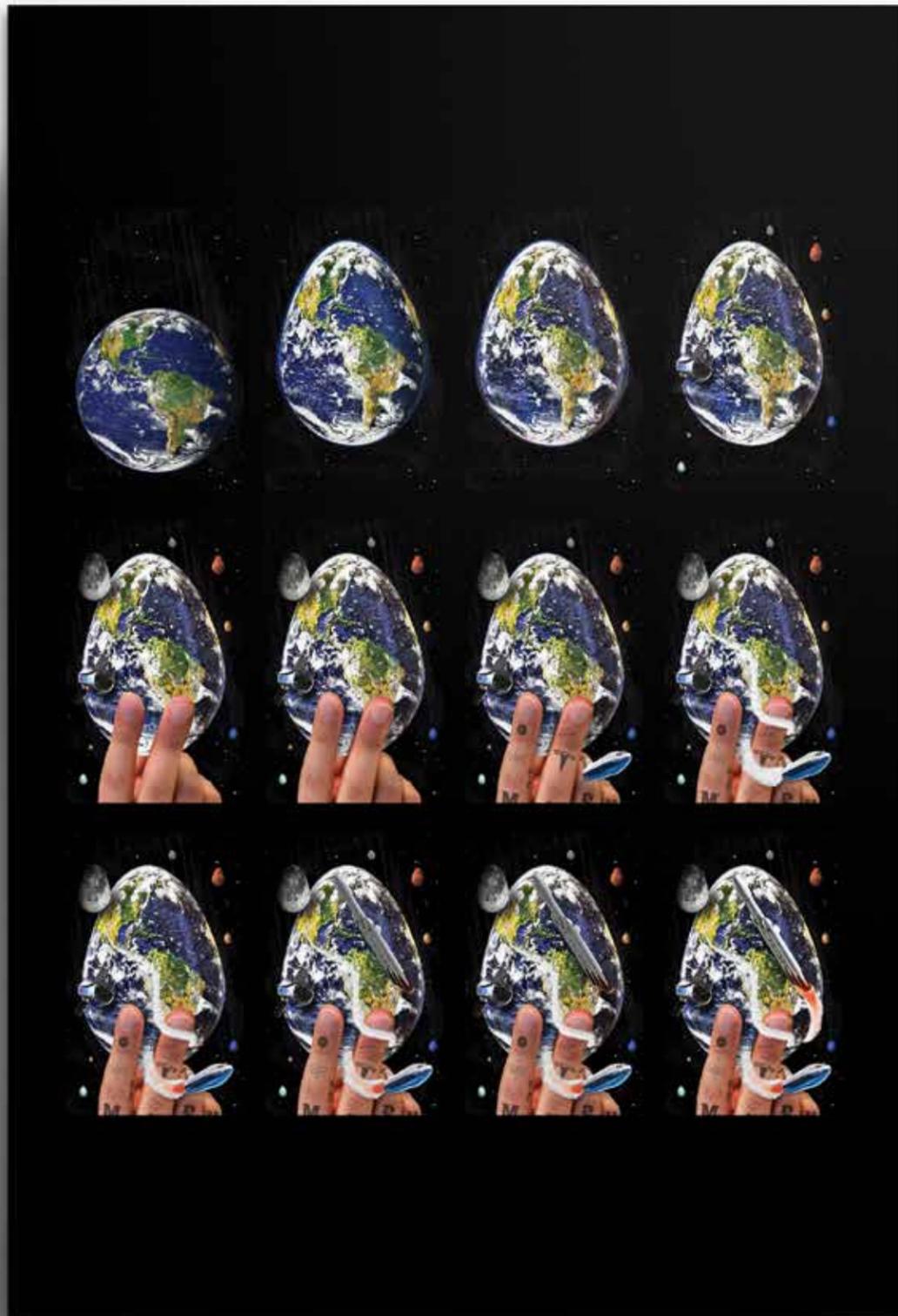
SURREAL PROJECT

This is my surreal project for a Photoshop class. The main objective was to photograph myself and implement that photo into a surreal world or design. This is my Elon Musk egg-shaped world featuring some of Elon's accomplishments.

I started this project with a flat stock image of the earth and all the planets. Photoshop was the program I used for the majority of this project. I used transform manipulation, camera raw, color selection, layer effects, brush, pen, smudge, warp, and plenty more. I had to especially touch up my hand because my nails aren't usually manicured. The last of the project was done in InDesign to finalize for print.

The final product included an 11x17 Elon Musk inspired poster that displays his accomplishments in Space.





EVENT CAMPAIGN

This is a local event campaign that I found to meet my class project requirements. I chose an event on my birthday that I would have the most fun designing an event poster for. The whole project required me to design a poster, a front/back flyer, a front/back ticket design and social media designs for various sizes.

Pinterest provided me a high quality image of Bad Bunny posing with his hands together. This pose serves perfectly as a centerpiece for all of the designs. Photoshop provided me the tools to manipulate color, utilize the pen tool for reflections, and place paparazzi how I liked. Illustrator was used for all logos in the design. InDesign was used for final layout manipulation, typography and print.

The final product included a larger poster design, tickets, and flyer with the tour schedule on the back. I was very happy with the feel of this design and would think that the artist would have appreciated something along these lines.



BAD BUNNY

X100PRE ALBUM TOUR SCHEDULE-PROGRAMAR

OCTOBER 25 - BOSTON, MA
OCTOBER 27 - NEWARK, NJ
NOVEMBER 01 - WASHINGTON, DC
NOVEMBER 02 - GREENSBORO, NC
NOVEMBER 03 - ATLANTA, GA
NOVEMBER 09 - SAN ANTONIO, TX
NOVEMBER 10 - TULSA, OK
NOVEMBER 15 - PHOENIX, AZ
NOVEMBER 16 - LAS VEGAS, NV
NOVEMBER 22 - SAN DIEGO, CA
NOVEMBER 23 - ONTARIO, CA
DECEMBER 01 - HOUSTON, TX
DECEMBER 08 - TAMPA, FL

DOORS OPEN @ 7:00 PM - TICKETS STARTING AT \$56.00 - ALL AGES WELCOME

ADA Seating: For questions regarding disabled or accessible seating please call 619-224-4171 x322 or visit our Box Office, Monday thru Friday 11am - 5:30pm. No refunds or exchanges. Will Call is available at our venue 2 hours before the start of the event on the day of the show only. Photo ID required for pick-up.

Bag Policy: All persons and bags are subject to search. Clear tote bags (including handbags/purses) that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12" will be admitted inside after inspection. One-gallon clear plastic freezer or storage bags are also permitted. Small clutch bags or wallets that do not exceed 4.5" x 6.5", with or without a handle or strap, may be carried into the venue along with one of the clear bag options (clear tote or storage bag). Oversized bags (i.e. backpacks, suitcases, beach bags, laptop bags, etc.) are prohibited. Pechanga Arena San Diego does not provide a general area to check bags, coats or any other personal belongings.

axs songkick ticketmaster®



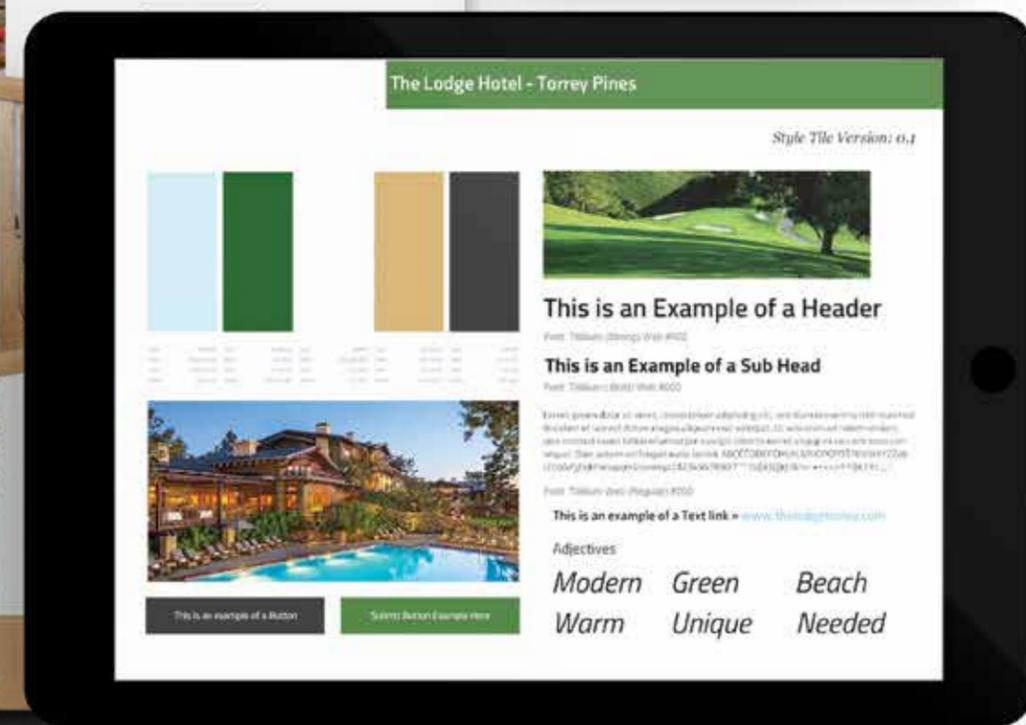
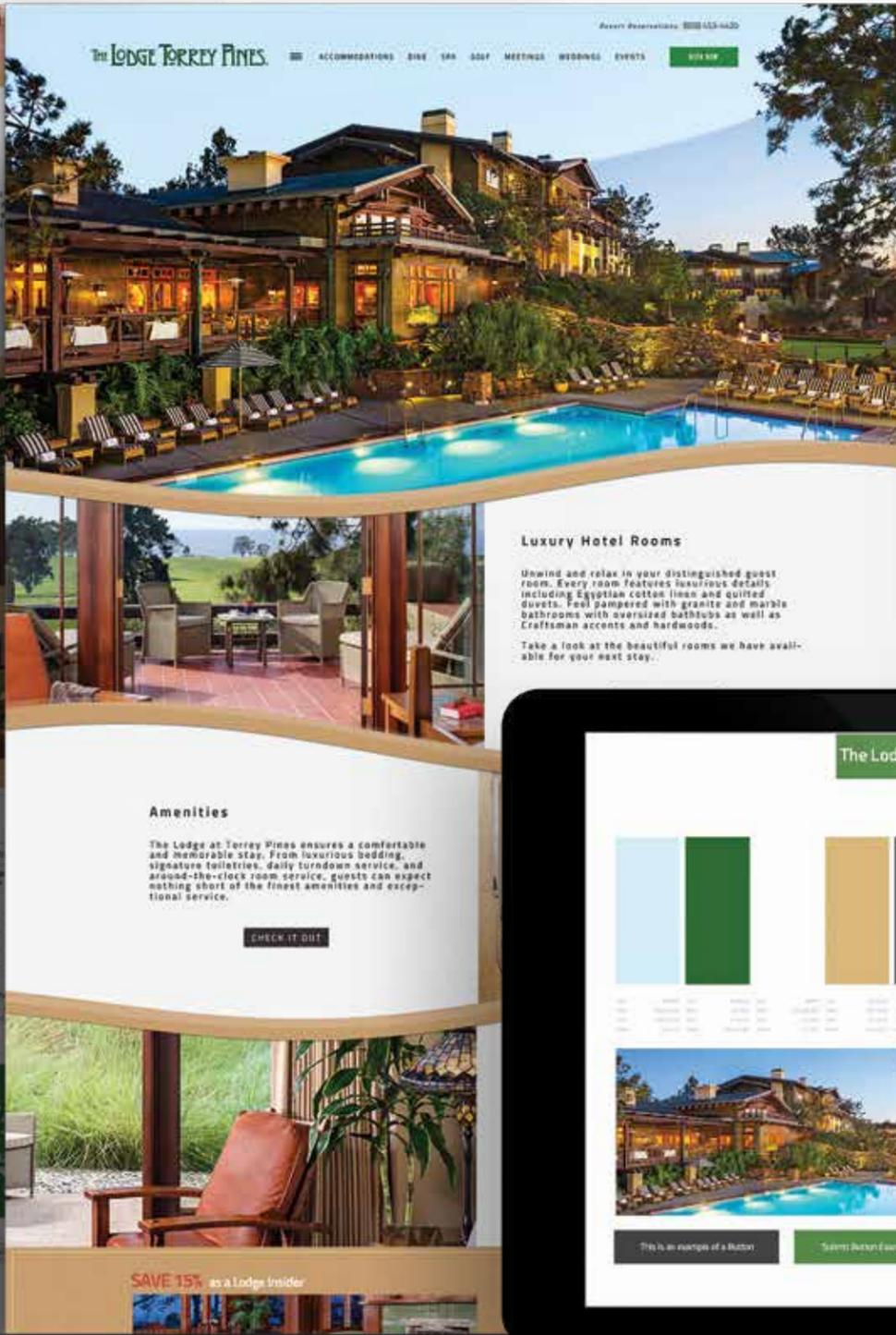
THE LODGE WEB DESIGN

A design project for an advanced Photoshop class. I decided to design two pages of *The Lodge at Torrey Pines* to display how truly nice the hotel and its amenities are.

The pages were designed in Photoshop, but previously a basic boxed layout was made to show myself what areas I would dedicate for what. All images brought in were converted properly for web with RGB. Illustrator was used for the logos. The hero image was cropped and manipulated using color selection, pen, and shapes. A huge amount of layer comps were used to switch between different designs.

The final product included two web pages that expressed luxury with golf and hotel.





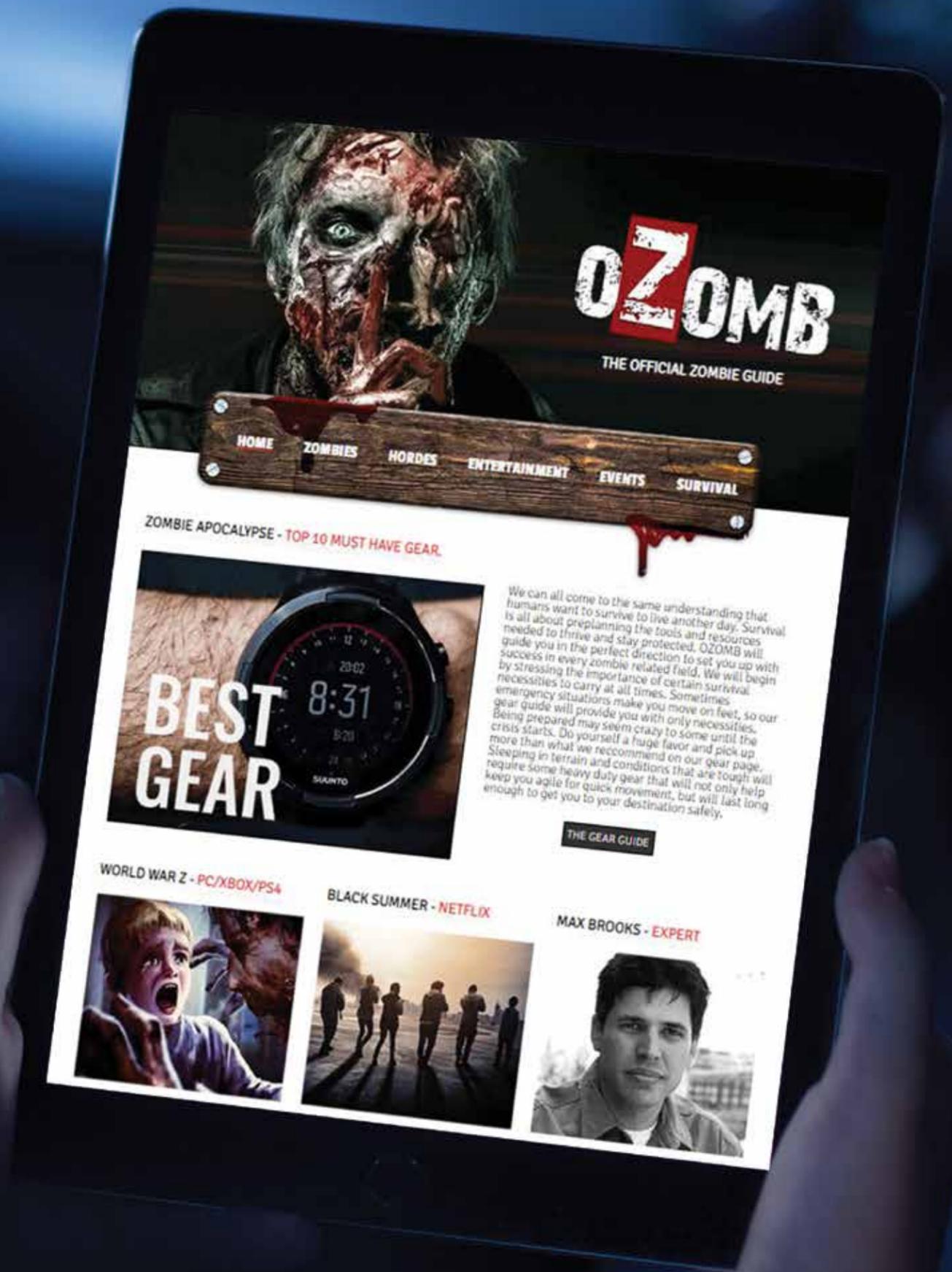
OZOMB ZOMBIE WEBSITE

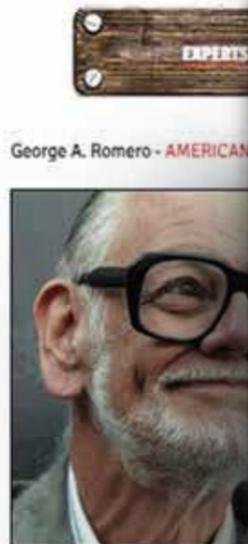
VIEW LIVE: greathue.com/ozomb

An [HTML](#) & [CSS](#) web design project for class. I chose to create a zombie fan site for the lovers of zombies and the undead. In the website are several pages ranging from general information to various locations to live to dodge the zombies. The money generator is located in the gear guide which will redirect users to Amazon gear.

Photoshop was used to determine the look and layout of the website. I then took different images in the design back into Photoshop to create animated .gifs to move eyes and create rotation through ads. The use of style sheets were used to properly create an HTML and CSS website.

The final product included a fully designed and coded zombie-related website for those seeking more information about the undead and how to kill them. (Check out the experts page online)





George A. Romero - AMERICAN



THE HORDE, HERD, SWARM



"One thing about a film production that hangs around by the collar really puts out will get noticed — George A. Romero

R.L. Stine - GOOSEBUMPS AUCTION



"This was a normal town once, outskirts of town. Then one day floated over the town so fast it normal town anymore." — R.L.

Matt Mogk - AUTHOR.

THE ORIGIN OF ZOMBIES - HAITI.



If you are like us, not a day goes by that you stop thinking about the inevitable zombie apocalypse on the horizon — but what are we really doing to prepare ourselves? We know we will need plenty of survival tools and weapons to fight off the undead, but with so much gear on the market, where should you start? We've taken all the guess work out of the equation for you, and sorted 25 essential items for the zombie takeover. Combined with a solid strategy and plan of action, these tools could help you survive the end of the world as we know it.

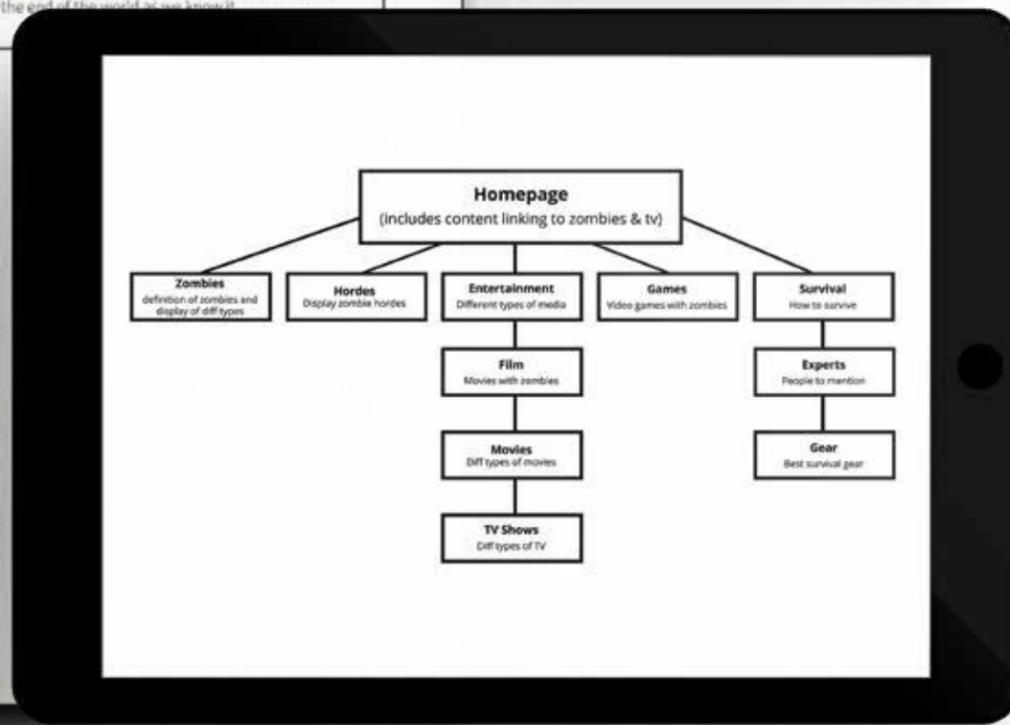
Gerber Apocalypse Kit - THE NECESSARY TOOLS.



Lifesaver Bottle - WATER FILTRATION



Teton - SUPPORTED REALISTIC BACKPACK.



CAN ILLUSTRATION

This is my can packaging Illustrator class project. The objective was to design a cylinder-type product and make it in all vector. I came to an agreement with my instructor to create an El Pato can design. After creating plenty of roughs, I figured a duck needed to be the center of this front artwork. Red ripe tomatoes had to accompany my duck due to this being the best Tomato sauce around.

Illustrator was the only program used in the making of this design. I was able to have a lot of fun with the can marketing details on the back of the can. The brand was also able to show appreciation towards my project on Instagram. The final product included a vector ready slip designed for stick on a grocery can.

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THE ORIGINAL / EL ORIGINAL



EL PATO® TOMATO SAUCE OFFERS THE KIND OF SPICY TOMATO FLAVOR THAT GOES GREAT WITH MEXICAN DISHES. A RICH TOMATO BASE LIVENED WITH CHILIES, ONIONS AND GARLIC PROVIDES TOMATO FLAVOR WITH A PUNCH, SURE TO SATISFY SPICY FOOD LOVERS EVERYWHERE. INGREDIENTS INCLUDE: TOMATO PUREE, WATER, CHILI, SALT, ONION, GARLIC AND SPICES. WE EVEN THROW SOME YELLOW #5 IN THE SAUCE BECAUSE WE CARE FOR OUR CUSTOMERS. LEARN MORE ABOUT WHAT EL PATO® CAN OFFER YOU BY VISITING OUR WEBSITE. CHECK OUT OUR SOCIAL MEDIA @ELPATO TO FIND HILARIOUS PHOTOS WITH DUCKS. THE MARCH CHALLENGE: PICK UP A DUCK WITH A YELLOW BILL AND PUT IT ON TOP OF YOUR HEAD. MAKE SURE TO USE #ELPATO FOR A CHANCE TO WIN A YEAR SUPPLY OF OUR AWARD WINNING TOMATO SAUCE. IF FOR SOME REASON YOU HAPPEN TO COME ACROSS A DEFECTIVE CAN OF SAUCE PLEASE THROW IT AWAY AND BUY A COUPLE MORE. EL PATO® WILL NOT REST UNTIL EVERY SINGLE PERSON IN THE WORLD HAS AT LEAST TRIED THIS TOMATO SAUCE. WE ARE THE PERFECT BIRTHDAY OR CHRISTMAS GIFT FOR YOUR LOVED ONES. THERE IS NOTHING WRONG WITH EL PATO® TOMATO SAUCE BEING A STOCKING STUFFER THIS CHRISTMAS. YOU DO NOT NEED TO THANK EL PATO® FOR THE AMAZING QUALITY TOMATO SAUCE THAT EL PATO® OFFERS - BECAUSE EL PATO® ALREADY KNOWS HOW THANKFUL THE WORLD IS FOR EL PATO®.



Nutrition Facts / Datos de Nutrición
 Serv. Size / Tamaño por Ración: 1 oz. (28g)
 Servings / Raciones por Envase: 1-3/4

Amount Per Serving / Cantidad por Ración	
Calories / Calorías:	0
Calories from Fat / Calorías De Grasa: 0	
%Daily Value* / % Valor Diario*	
Total Fat / Grasa Total:	0g
Sodium / Sodio:	150mg
Total Carb / Carb. Total:	0g
Sugar / Azúcar:	Less than 1g
Protein / Proteína:	0g
Trans Fat:	0g

Not a significant source of saturated fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.
 *Percent Daily Values (DV) are based on a 2,000 calorie diet.
 *Valores porcentuales diarios basados en una dieta de 2,000 calorías.

PRODUCT OF UNITED STATES OF AMERICA / PRODUCTO DE ESTADOS UNIDOS
 EL PATO WILL NEVER REST UNTIL EVERYONE USES OUR PRODUCTS



THE ORIGINAL / EL ORIGINAL



Nutrition Facts / Datos de Nutrición
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Not a significant source of saturated fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.
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CRACK SHACK MENU

A unique class project for a redesign of the Crack Shack menu. Crack Shack is a recent local chicken spot that has been featured on TV shows like Man v. Food. The Crack Shack is known by all to be very “cocky”, so my objective was to design a bold and attractive design for all ages. I was able to have a lot of fun with this menu due to the need of imagery.

Due to the Crack Shack appealing to families and younger individuals, I knew this was a great opportunity to create some unique food illustrations that match the menu items. I used Illustrator for all graphics and logos to make sure everything is vector. InDesign was used for the layout and typography.

The final product included a unique four-page restaurant menu design with multiple illustrations made for easy print costs and attractiveness across all ages.

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COCKTAILS

[ALL COCKTAILS \$10]

- **Shack Bloody Mary**
Spicy & Delicious . Habanero Vodka, Crack Shack Bloody Mix
- **Frose²**
Lushie Strawberry Rose² Try it, You'll Like It
- **Scramble**
Vodka Blackberry Mile. Vodka, Creme De Mure, Lemon, Ginger
- **Hay Ride**
Refreshing Rye Collins . Rye, Spiced Rum, Lime, Ginger Cinnamon, Soda
- **Resting Beach Face**
Tiki Cocktail . Pineapple Rum, Orgeat, Vanilla, Grapefruit, Lime, Tiki Bitters
- **Jack Rosen**
Crack Shack Whiskey Sour . Bourbon, Corchard Cherry, Grenadine, Lemon, Spicy Cherry Bitters
- **Let's Get Frizzical**
Aperol Spritz . Aperol, Prosecco, Orange Twist
- **Hot Mess**
Smokey Margarita . Mezcal, Ancho Reyes, Honey, Lime, Grapefruit
- **Spa Day**
Light & Refreshing . Tequila, Elderflower, Lemon, Cucumber, Soda
- **17th & Orange**
Savory & Refreshing Citrus Cocktail . Gin, Blood Orange, Honey & Cinnamon, Lime & Grapefruit Juice

HAPPY HOUR

[MON-FRI 3PM-6PM]

\$4 OFF

SPECIALTY COCKTAILS

\$3 OFF

BEER & WINE

\$6 OFF

SMALL CARAFE

\$6 OFF

CARAFE

CRACK SNACKS

[DINE-IN ONLY]

FRIED PICKLES
\$2.50/order

CHICKEN LOLLIPOPS
\$1.75/each

SPICY BISCUIT SLIDERS
\$2/each

San Diego
619.795.3299
2266 Kettner Blvd

Encinitas
760.230.2968
407 Encinitas Blvd

Century City
424.320.0046
10250 Santa Monica Blvd

Las Vegas
(COMING SOON!)

Pasadena
424.901.0077
30 W Green St

Costa Mesa
949.383.5040
196 E 17th St

WARNING: Food and beverages sold or served here can expose you to chemicals including those in many fried foods, and mercury in fish which are known to the State of California to cause cancer and birth defects or other reproductive harm.

SALAD

[CRAFTED WITH CARE]



- **ANTI-SALAD POWER BOWL: \$10.00**
SMOKED CHICKEN, SOFT BOILED EGG, HERITAGE GRAINS, CHATO'S SALSA
- **KALE CAESAR: \$8.00**
SHAVED KALE, FENNEL, ENGLISH MUFFIN CROUTONS, LEMON ANCHOVY DRESSING
-MAKE IT A SIDE SALAD \$5.00
- **BAJA CHOP: \$8.00**
GUAC, RADISH, COTIJA, CILANTRO, CHARRED POBLANO DRESSING

ADD:

- WOOD FIRED TUNA \$6.00
- CRACK CHICKEN (HOT OR COLD) \$5.00
- CHICKEN OYSTERS \$5.00
- SMOKED WHITE MEAT \$4.00
- GRILLED CHICKEN \$5.00
- POLLO ASADO \$4.00

SLAW

[THE BEST AROUND]



• **BORDER SLAW \$5.00**
PAPAYA, MANGO, JICAMA, COCONUT, CHILI, PINEAPPLE

• **CRACKED CLASSIC SLAW \$5.00**
KALE, KIMCHI, AGAVE MUSTARD, CELERY SEED DRESSING

LITTLE CLUCKER

• **LITTLE CLUCKER: \$7.00**
CHICKEN FINGERS, FRIES, SMALL DRINK/JUICE BOX, COOKIE

[AGES 10 & UNDER]

THE CRACK SHACK

Admittedly, we're a little cocky.

Forget about what came first. We've intentionally crafted both the chicken and the egg for you to enjoy with reckless abandon and the assurance that you're savoring every bite of locally raised, free-living chickens without a care of antibiotic in them just as nature intended.

Out of our culinary coop comes everybody's favorite animal that crossed the road, reimagined: Southern California fried chicken and egg fare in the sunny SoCal spirit of inspired cuisine, spacious ambiance, lawn games, and craft drinks for any occasion, helmed by top chef's Richard Blais. There are no shortcuts when you give a cluck.



SANDWICHES

[CUSTOM BREAD]



- **THE ROYAL: \$9.00**
SAVORY CHICKEN SAUSAGE, SUNNY SIDE EGG, SMOKED CHEDDAR, ENGLISH MUFFIN
- **FIREBIRD: \$10.00**
FRIED THIGH, COOL RANCH, CRISPY ONIONS, PICKLES, BRIOCHE
- **SEÑOR CROQUE: \$12.00**
CRISPY CHICKEN, BACON, FRIED EGG, CHEDDAR, MISO-MAPLE BUTTER, BRIOCHE
- **CALIFORNIA DIP: \$12.00**
POLLO ASADO, AVOCADO, SCHMALTZ FRIES, PICKLED JALAPEÑO, BOLILLO BREAD, POSOLE BROTH

• **COOP DEVILE: \$12.00**
FRIED CHICKEN, PICKLED FRESNO CHILIES, LIME MAYO, NAPA CABBAGE, BRIOCHE
-ADD CHEDDAR AND BACON \$2.00

• **G-BIRD: \$12.00**
GRILLED CHICKEN BREAST, SHISHITO PEPPER RELISH, SWISS, ROMAINE, TOMATO, WHOLE WHEAT BRIOCHE

• **BRICK HOUSE: \$12.00**
CRISPY CHICKEN, CAPER MAYO, ARUGULA, FENNEL, KAISER

• **CHICKEN OF THE SEA: \$13.00**
TUNA LOIN, AVO, BACON, PICKLY AIOLI, WHOLE WHEAT BRIOCHE

OTHER CLUCK

[ROYALTY]

- **BUFFALO MUSHROOMS: \$10.00**
POINT REYES BLUE, PICKLED CELERY AND CARROTS, HOT SAUCE
- **MEXICAN POUTINE: \$8.00**
SCHMALTZ FRIES, POLLO ASADO, JALAPENO CHEESE WIZ
- **CHICKEN OYSTERS: \$9.00**
PICKLE BRINED, MEYER LEMON, MUSTARD SEED TARTAR
- **SCHMALTZ FRIED FRIES: \$5.00**
WE WOULD SAY THESE FRIES ARE WORLD FAMOUS BUT WE ARE HUMBLE PEOPLE

• **CHICKEN LOLLIPOPS (6PC): \$10.00**
TOGARASHI AND LEMON

• **DEVILED EGGS (6PC): \$6.00**
CHICKEN SALAD, KIMCHI, BAJA

• **MINI BISCUITS (6PC): \$5.00**
MISO-MAPLE BUTTER

FRIED CHICKEN

[FEAST]

5 PIECES: \$15.00

10 PIECES: \$28.00

CRACK SAUCES

CHIMICHURRI
BAJA HOT SAUCE

KIMCHI BBQ
CURRY MUSTARD

BUTTERMILK RANCH
CRACKSUP

SWELL BREWERY MENU

A freelance job for an Australian Brewery with a very modern look and feel. They reached out to me through Fiverr and were looking for a redesign. The project had to undergo plenty of changes due to the owners not being sure of what they wanted. But through it all, the final product provided was what they needed.

The menus were to be on a clipboard and the beer menu had a lot of description to include. The biggest struggle I had was getting all the type to fit and be legible to those who drink. InDesign gave me the opportunity to utilize paragraph and character styles to control the type in the design. InDesign was also used for all layout. Illustrator was used for any graphics and logos (some of which were provided by client).

The final product included a three page design including a cover for the Australian brewery. If Swell needs any changes in the menu, they contact me to provide a new PDF.

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 @SwellBeer

 SwellBrewingCo

www.swellbeer.com.au



Try our tasting paddles by selecting from and of the epic Swell beers on our list.

1 The Pinkening [LITTLE BANG] - / 6 / 9
Hibiscus Session Sour | 3.0% Alc. | 10 IBU

This beer came from a desire to have a light beer without sacrificing character. Starting out with a low ABV sour then turning it pink/red via the addition of hibiscus. Lightly acidic, floral, tart and refreshing, it's gentler on the palate than the eyes.

2 Shwang [LITTLE BANG] - / 6 / 9
Tangerine Sour | 3% ALC. | 5 IBU

Classic kettle sour pucker love with a bunch of tangerine citrus lift. Also you get to say Shwang a lot.

3 Mid Coast Bright Ale [VALE] - / 6 / 9

Mid-strength Bright Ale | 3.5% ALC. | 30 IBU
Bubbly, effervescent and refreshing is the best way to describe our Strawberry Berliner Weisse. We pump fresh strawberry juice into the whirlpool to co-ferment with our freshly brewed wort making this beer light, refreshing and moorish.

4 Quince Berliner Weisse [SWELL] 3.50 / 6 / 9

Light, dry and refreshing sour beer with slight perfume aromas of Quince we picked ourselves from local trees. Not unlike an alcoholic Kombucha, perfect for refreshing on hot summer days.

5 The Glutard [SWELL] 3.50 / 7 / 10

Light American Style Gluten Free Pale Ale | 5.0% ALC | 35 IBU
A simple SMASH beer using Sorghum malt and El Dorado hops. An earthy malt backbone coupled with strong stone fruit and tropical hop flavours. Named by a Gluten Free friend of the brewer!

6 Cloudy Apple Cider [SWELL] 3.50 / 7 / 10

Medium Scrumpy Cider | 5.8% Alc. | 0 IBU
Not beer. Our cloudy apple cider is made from 100% Adelaide Hills Pink Lady apples. Fermented in seasoned French oak barrels using wild yeast and after a few months of maturation to soften, this well balanced cider is packaged hazy with soft carbonation.

7 Golden Ale [SWELL] 3.50 / 7 / 10

Australian Pale Ale | 4.5% Alc. | 25 IBU
This light style ale is golden in colour and mildly bitter with low maltiness. Containing multiple fulfilling tropical and passionfruit aromas. A great summer session beer. AIBA 2016 Trophy Winner for Best Australian Style Pale Ale.

8 Lager [SWELL] 3.50 / 7 / 10

New World Pilsner | 4.5% Alc. | 38 IBU
Our Lager is a combination between old and new world styles. It contains a complex malt profile from European malts coupled with flavour and aroma from new world hops. This gives our Lager full flavour with moderate bitter texture and floral, citrusy aromas. A very sessionable thirst quenching Lager for all seasons.

9 Pale Ale [SWELL] 3.50 / 7 / 10

American Pale Ale | 4.7% Alc. | 42 IBU
This American style pale ale is a full-flavoured beer with a generously bitter, smooth finish. It has a floral and citrus aroma coupled with a complex malty backbone. Plenty of strong flavour.

10 Playa NEXPA [SWELL] 4 / 8 / 11.50

New England Extra Pale Ale | Alc. 5.8% | 45 IBU
Channelling the tropical vibes of Playa Nexpa Mexico, this is our own take on the #hazecraze. Loads of stone fruit character and plenty of flavour, NEXPA is next level.

BEER

TASTER 100mL / SCHOONER 285mL / PINT 425mL

11 North Shore IPA [SWELL] 4 / 8.50 / 11.50

West Coast India Pale Ale | 6.5% Alc. | 65 IBU
Our IPA is a very aromatic and flavoursome beer. It has hints of citrus, tropical, pine and resin character which follow through to the palate. A very drinkable IPA with heaps of flavour.

12 Amber Ale [SWELL] 3.50 / 7 / 10

English Amber Ale | ALC. 4.7% | 30 IBU
This Amber Ale has toasty, malt biscuit flavours on the palate. When coupled with the hoppy freshness and unique yeast flavours, this leads to a complex but very balance easy drinking beer.

13 Stout [SWELL] 4 / 8.50 / 12.50

Foreign Export Stout | ALC. 6.3% | 65 IBU
Our Stout has great depth of flavour with coffee and dark chocolate notes coupled with a hint of coconut. This beer is silky smooth with a lingering bitterness and has been granted a five star rating by our brewers Dad.

14 Black IPA [PIRATE LIFE] - / 8 / 12.50

American Black IPA | ALC. 6.4% | 70 IBU
Second runnings of imperial stout, super dark & fragrant. Hop forward, soft espresso, tiramisu and mint slice delight the palate, followed by a clean bitterness. A great food beer.

15 Dark Ale [SMILING SAMOYED] - / 8 / 11

Dark Ale | ALC. 4.3% | 17 IBU
A celebration of the darker malts! Six different specialty malts are added to this Dark Ale to produce a delicious blend of roasted nuts, dark chocolate and coffee flavours. This beer has received a myriad of trophies and medals.

16 Golden Stout Time [BIG SHED] - / 8.50 / 12.50

Sweet Stout | ALC. 5.4% | 50 IBU
A heart stout infused with toffee and honeycomb and light on hops, taking you back to childhood summers spent enjoying Golden Gaytime ice-creams. Despite its origins in the iconic SA summer treat, it is best enjoyed in the depths of winter or for dessert.

NOT BEER

A Selection of Mojo Kombucha
Bickford's Traditional Sodas
Mountain Fresh Juices **5**

A Selection of Fine Local Wines
8-12 - per glass
35-45 - per bottle

If you have any allergies or dietary requirements, certain dishes may be altered to fit. | 10% surcharge applies on public holidays.

FOOD

Please order AT THE BAR
See staff for tables



MAINS

Swell Burger, IPA onion jam, bacon, pickle, cheese, tomato, iceberg, kewpie, chips **\$20**

- Make it a double **\$5**

Buttermilk fried chicken burger, cheese, Ellis bacon, guacamole, chipotle mayo, chips **\$22**

Smoked pulled pork burger, house BBQ, mustard seed slaw, cheese, pickles **\$22**

Swell Golden Ale battered SA fish & chips, tartare, Echunga greens, pickled onion, radish **\$26**

Greenslade free-range chicken wings, chilli caramel, Szechuan salt, crispy shallots **\$18**

Roasted pumpkin, local beets, charred broccoli shoots, Willunga almonds, pickled grapes, green chilli gremolata **\$22**

Roasted pork belly, celeriac purée, baby carrots, fennel and radish salad **\$26**



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www.swellbeer.com.au



SHARE

House marinated Coriolo olives **\$8**

Chilli and lime spiced peanuts **\$8**

Swell beer battered onion rings, aioli **\$10**

Chips, sea salt, aioli **\$9**

Beetroot skordalia, toasted seeds, Small World Bakery ciabatta **\$12**

Salt & pepper Spencer Gulf squid, kewpie **\$16**

Pork and lemongrass spring rolls, Nouc cham **\$13**

Sweet potato fries, paprika, Limestone Coast Persian fetta **\$10**

Crumbed mac n' cheese, jalapeño aioli **\$13**

GROMMETS

Cheeseburger

Fish and chips

Crumbed chicken and chips



Grommies ice cream, choc lced Magic, crushed nuts. **\$6**

SWEET THINGS

Dark chocolate brownie, honeycomb, salted caramel **\$12**

Whole orange and almond pudding, spiced rum syrup, vanilla mascarpone

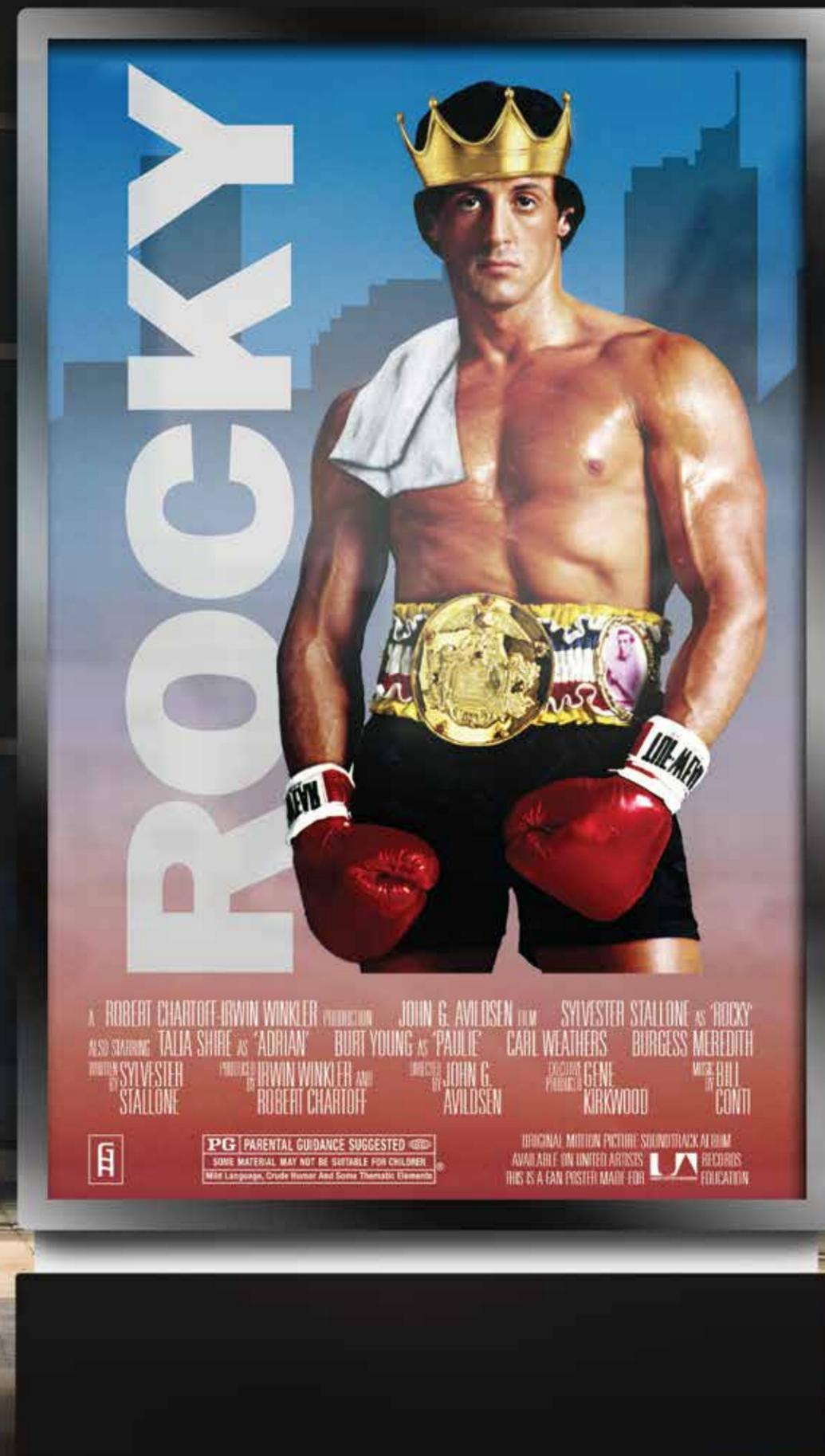
If you have any allergies or dietary requirements, certain dishes may be altered to fit. | 10% surcharge applies on public holidays.

MOVIE POSTER & NETFLIX REDESIGN

This is a redesign school project for a Rocky movie poster along with a Netflix page design. Rocky is a heroic and iconic figure who deserves a bold look. Although he may be humble, he deserves to wear a crown in 2019.

Photoshop was used to manipulate a towel and crown onto Rocky. All of the highlights, shadows, color corrections were achieved by camera raw, adjustments, and brush selections. Rocky title was made vector in Illustrator along with logos. The silhouette of the city behind Rocky was achieved by making it in Illustrator. Credits were made in InDesign which also housed the layout of silhouette, background, text, and Rocky.

The final product included a print ready movie poster and a Netflix page redesign. I used boxing gloves to use as an attractive thumbnail. I then used my Rocky for the page to give him the space he deserves. I switched up how type was displayed on the screen.





ROCKY

95% MATCH PG DRAMASPORTS 2H 2M

ROCKY BALBOA (SYLVESTER STALLONE), A SMALL-TIME BOXER FROM WORKING-CLASS PHILADELPHIA, IS ARBITRARILY CHOSEN TO TAKE ON THE REIGNING WORLD HEAVYWEIGHT CHAMPION, APOLLO CREED (CARL WEATHERS), WHEN THE UNDEFEATED FIGHTER'S SCHEDULED OPPONENT IS INJURED.
STARRING: SYLVESTER STALLONE, TALJA SHIRE, BURT YOUNG

THIS UNDERDOG CLASSIC WON THREE OSCARS INCLUDING BEST PICTURE AND BEST DIRECTOR, LAUNCHING SYLVESTER STALLONE'S CAREER.

JOHN G. AVILDSEN FILM

MY LIST



BOOK ILLUSTRATION

A quick book illustration to accompany the Rocky poster project. Maybe this could one day become the one Rocky book containing all of his stories.

My main objective here was to be able to come up with an illustration that included his famous scene from running up the steps. I was able to come up with background city landscape and landscape scenery.

I was able to utilize the pen tool in Illustrator for everything in this project. The layout was done in InDesign to stack certain illustrations and type. The final product included a book illustration made ready for print.

Id

Ai

Ps



BOOK ILLUSTRATION

The objective of this class project was to illustrate a book cover with typography being the main element. A colleague of mine came into the office one Morning animated with joy over Dapper Dan and the classic movie with George Clooney. I knew right then and there it was my duty to create something related to the movie. I chose to do my illustration on the classic movie "O Brother Where Art Thou".

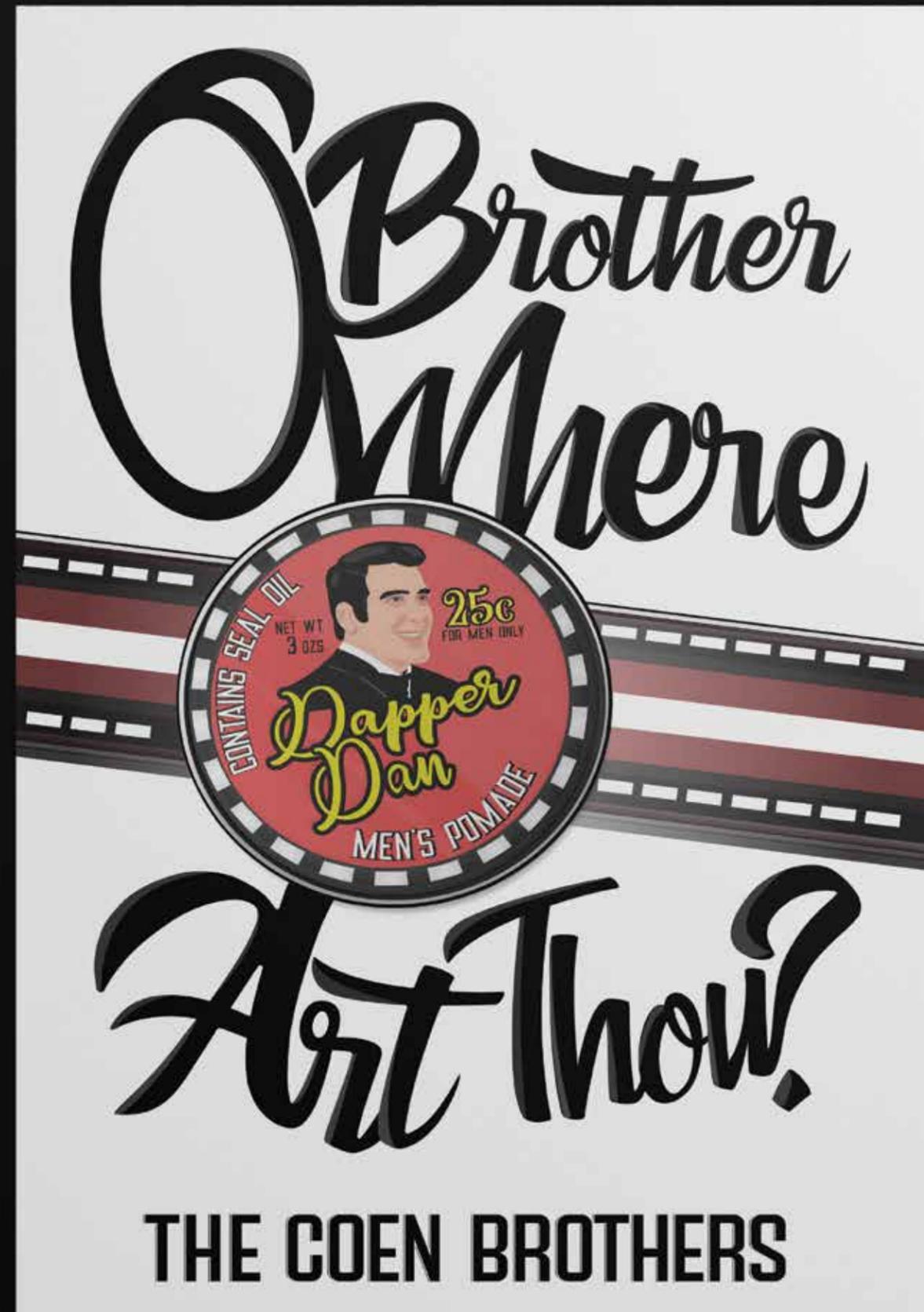
Illustrator was the only program used for the making of this design. I was very happy with the outcome of the typography on the cover. A lot was learned in school with the making of this design.

The final product included a illustrated book cover with typography being the main element.

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HEINZ vs FRENCH'S

Everyone knows that Heinz ketchup and French's mustard have been secretly at it for generations. The fact that both companies hide their anger towards each other so well astonishes me to this day. I decided to take the liberty to get Heinz to speak up against French's with this illustration of a Heinz rocket ship lifting French's mustard bottle deep into space. This is of course only one of the hundreds of battles these companies are going to have together.

The process involved a lot of pen work in Illustrator. Illustrator was the only program used in the making of this design. The finished product included a humor-filled print ready document of an illustrated rocket ship inspired by Heinz ketchup and a French's mustard.

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BREWERY POSTER

The main objective for this class project was to illustrate a poster to get clients into an establishment. That same month, Karl Strauss removed happy hour which then removed my happiness. I took action by creating a happy hour poster to let the world know that Karl Strauss decided to bring it back.

The idea of this ad is to get people to look forward to not only getting a beer at the local pub, but to feel as if a trip there is the same as a trip to the beach.

I chose to have a free flowing shape hold the background scenery to vary from all the other block elements. Illustrator was used in all the making of the imagery and typography elements. The final product was a vector ready document ready for print.

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FRIDAYS 3PM

**HAPPY
HOUR**



IS BACK.

**1157 COLUMBIA ST
SAN DIEGO, CA 92101**



PORTRAIT ILLUSTRATION

This is my portrait project for an Illustrator class. I decided to pick out a baseball player to create a card portrait design. My choice ended up being Manny Machado, a huge pick-up for the Padres. My illustration objective was to focus on his eyes and mouth/lips the best I could and keep with my organic style. I was able to achieve this by really creating depth in reflection.

Illustrator was the only program used in the making of this vectored Manny Machado. A lot of pen work was needed for shaping, skin color, and shadow/highlights. The final product included a vector ready illustrated Manny Machado ready for print.

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MEDICAL ILLUSTRATION

My main objective for this project was to illustrate 5 or more items in a topic to be able to combine in a set. My father being a retired doctor inspired me to try to create something that can be compiled together and eventually become frame worthy for a doctor's office.

This is an illustration of a doctor set I came up with. Combining items was necessary to make almost everything feel grounded. I was able to learn a lot about Illustrator with this project and was able to really zone in on my pen skills. The final product includes a doctor set illustration that is not only for print but for fathers to enjoy.

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Father Joe's Villages 
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San Diego, CA 92102

Now it's your

turn to help
us shine!



Father Joe's Villages 
Ending homelessness, one life at a time.



Make a Difference!

800 • 446 • 2100



St. Vincent de Paul Village, Inc. (dba Father Joe's Villages) is a 501(c)3 charitable organization. FED. ID: #33-0492302

POSTCARD MAILER

This is a charity mailer project for an InDesign class. I decided to take the opportunity to do a charity that is not only in the area, but one that does a lot of good work for the community. My objective was to use the current color scheme they had on the current website and create something colorful with a bit of illustration.

Illustrator was the primary focus for this project due to the creation of the vehicle, clouds, halos, and logos. I was able to do the layout in InDesign and organize type and illustrations together. There was required space on the front of the mailer for stamping and USPS regulations.

The final product included a ready-to-mail charity mailer that included all the information needed to get people to do the right thing.

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MULTIMEDIA-AUSSTELLUNG
Alte Mühle Berlin
Tgl. 10-20 Uhr

NOCH BIS
30. JUNI 2011
MONNET BIS
ANDRINSKY

NOCH BIS 2
30. JUNI 2011
MONNET

MULTIMEDIA-AUSSTELLUNG
Alte Mühle Berlin
Tgl. 10-20 Uhr

NOCH BIS
30. JUNI 2011
MONNET BIS
ANDRINSKY

MULTIMEDIA-AUSSTELLUNG
Alte Mühle Berlin
Tgl. 10-20 Uhr

RELIK. 0527