

Graphic Design Portfolio

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[portfolio.com](#)

9/13/2023

Icons/Adobe Illustrator

Icons



10/11/2023

Magazine Spread/InDesign Magazine Spread

By Wikipedia

Converse is an American lifestyle brand that markets, distributes, and licenses footwear, apparel, and accessories.

HISTORY

Marquis Mills Converse opened the company in February 1908 in Malden, Massachusetts. In summer of 1916, the Converse basketball line was established and by 1917, the Converse All Star basketball shoe was introduced and became successful. In 1923, basketball player Charles H "Chuck" promoted the shoes around the U.S. and in 1932 Taylor's signature was added to the All-Star patch on the high-topped sneakers.



World headquarters building on Boston's Lovejoy Wharf

During World War II, Converse manufactured rubberized footwear, and protective suits for the military. After the war's end the company resumed production of athletic footwear. Converse customized shoes for the New York Renaissance (The "Rens"). Converse lost its athletic shoe monopoly, due to new competitors including puma, adidas, nike and a decade later Reebok introduced new design and technology to the

CONVERSE

sports market; converse was no longer the official show of the NBA. In May, Converse hired Jared Carver as the new president and CEO.

SPONSORSHIPS

In 2019, Converse returned to performance basketball with the All-Star Pro BB. Kelly Oubre Jr. was the first player to try out the new product. Converse signed Daymond Green in March 2020, Natasha Cloud (the first WNBA player) in June and many others. In the 1980's converse sponsored several influential skaters including Jason Jessee, Rodney Mullen and Mark Rogowski. Under the "Cons" name Converse launched its skateboarding program in 2009 and in August 2012, converse sponsored a skate event.

"No outfit is complete without a pair of Converse sneakers"

2

In 1968, Converse released "The Weapon" basketball shoe. Manufactured in the color schemes to match the kit colors of basketball teams, it has been available in both high-top and low-cut varieties. Before "The Weapon", Converse launched the "One Star" in 1974, the "Pro Leather" in 1976 and the "Starion" in 1984, all known for basketball.

PRODUCTS

- 1) Chuck Taylor All Star
- 2) The Weapon
- 3) Chuck Taylor II
- 4) Platform



Black Pair of Converse Chuck Taylor

1

Converse started making an early basketball shoe in 1917 and redesigned it in 1922 when Chuck Taylor asked the company to create a better shoe with more support and flexibility. By the 1960's the company had captured about 70 to 80% of the basketball shoe market. Chuck Taylor All-Stars have made an appearance in over 650 films.

The Weapon, manufactured in many different color schemes.



Converse

3

The Chuck Taylor II was released on July 28, 2015, incorporating Nike technology. It retains most of the original outward appearance while employing newer materials for the insole.

4

Platform shoes were designed to add height to any outfit. Platform shoes have been one of the biggest footwear trends over the last few years.

11/8/2023

Album Cover/Photoshop

Album Cover



12/6/2023

Designing Graphic Design History

Poster

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Sussman was known for her bold and colorful work that includes an integration of typography in the environmental landscape. She took graphics, colors and typography and applied them to architecture and public spaces, making them the center of the attention.

Deborah Sussman began her career as an intern at the Los Angeles-based Eames Office from 1953 to 1957 and then from 1961 to 1967. She worked as an art director for the office, designing print materials, museum exhibits, films and a showroom for furniture.

*Sustainable
Graphic
Design
Movement*

S U S S M A N

She created graphic architecture, interiors and identities for Apple Inc., Hasbro, Disney and the city of Santa Monica. She had projects all over the United States, but in the end her vision helped define the aesthetics of Los Angeles, California.

1931-2014

Deborah Sussman was an American designer of the *sustainable graphic design movement*. Her designs are connected to the environment and created the term "graphitecture": a collaboration between city planners, designers, artists, and architects to create spaces.