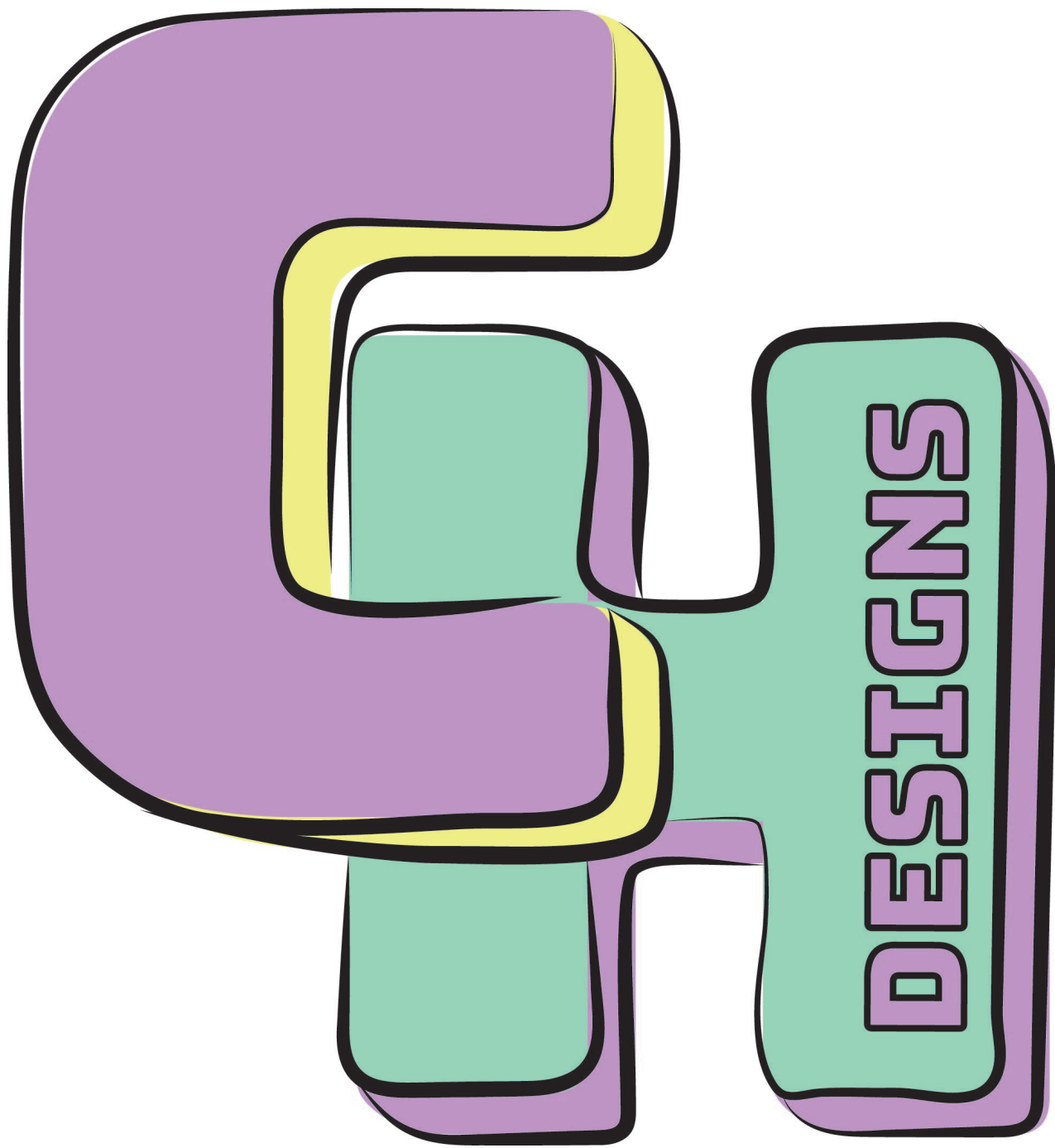




Mission Statement

Hi, I'm Cory! I'm a designer who specializes in branding management and collateral work for literary works, entertainment industries, and businesses whose goals could benefit from a bit of narrative design. If you have a story you want told to your audience, I'll make sure to tell it the way you want!

Audience analysis

I think all brands have their own stories to tell to their audiences, but I primarily work with smaller businesses, particularly the literary and entertainment industries.

Washington Department of Health (DOH)

What happens when I quit smoking?

One Day

Your pulse and blood pressure will drop back to normal levels. Your hands and feet will warm up back to normal temperature. Your carbon monoxide levels will go down to normal, and your risk of heart attack will have lowered substantially. You'll begin to have cravings, but don't worry--this is normal.

Three Days

Your lungs will start to recover. You'll breathe easier, and you'll have more energy.

If you have asthma, your symptoms should start getting better by now.

Three-Nine months

You'll have less mucus in your lungs; this will decrease your risk of catching illness. You'll also have more energy.

10-15 years

It's been a long road, but you've made a lot of progress since the first day of quitting. You're half as likely as a nonsmoker to get lung cancer, and you have less chance of getting cancer of the pancreas or larynx. And at 15 years, your chances of heart disease will be the same as a nonsmoker's.

Two Days

Your nerve endings will heal enough to strengthen your senses of taste and smell, your lungs will start purging mucus from cigarettes, and your body will have completely rid itself of nicotine.

This is also when symptoms of withdrawal are at their strongest: you may feel dizzy, hungry, tired, anxious, bored, or depressed. If you have asthma, your symptoms might be worse.

Two weeks-Three months

You've made it through the hardest part of withdrawal. Your blood flow and lung strength will have improved, and your risk of heart attack will have gone down even further.

1 year-5 years ↓50%

Congratulations! You've reached a milestone. Your risk of heart disease is down to 50% of what it was before stopping smoking. At five years your chances of stroke or cervical cancer are now the same as a nonsmoker's, and your chances of getting cancer of the mouth, esophagus, throat, or bladder have gone down by half.

Learn more at <https://doh.wa.gov/you-and-your-family/tobacco/how-quit>.

This is a class project made for the Washington DOH, who wanted to teach its viewers (particularly younger viewers) about the process of recovery from smoking. To do this, they asked for a digital infographic they could put on their website.

This infographic is a good example of why storytelling is important in brand design. Note the storytelling elements present in the infographic--there is a clear beginning and end visually, with important attention brought to the information present.



ASHHO Organization

This is a class project made for Washington State's ASHHO Organization, a nonprofit dedicated to aiding marginalized communities through food. They wanted a newsletter that could educate new clients, recurring customers, volunteers, and anyone else interested in ASHHO about new events, their work, and their future goals. Story-based design is especially important for businesses on a mission, such as ASHHO.

These are the front and back pages of a newsletter I designed for them.



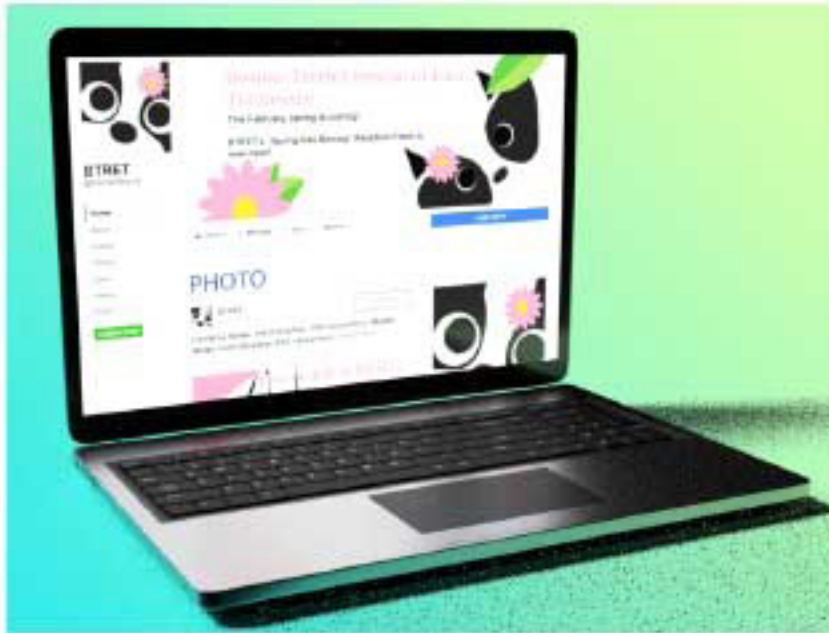
Buhay Kombucha

This class project was made for Buhay Kombucha--a small business with a focus on health and natural ingredients. It struggled to find a place among bigger kombucha businesses, and needed a brand design that would help it stand apart from its rivals.

These mockups were made to focus on the core elements of Buhay Kombucha company--a focus on wholesome ingredients and vibrant, healthy colors. I designed all three of the labels, as well as both mockups.



Boston Terrier Rescue of East Tennessee



This class project is a social media mockup made for the Boston Terrier Rescue of East Tennessee, a company dedicated to rescuing and rehabilitating dogs--especially Boston terriers--and bringing them to their forever homes. This social media mockup--including a profile, a header, and an event banner--was made to advertise BTRET's Spring Has Sprung event, an adoption festival for families to learn more about BTRET's goals, have fun, and meet and adopt their dogs. In addition to conveying the missions of businesses and nonprofits, storytelling is also an important part of advertising.

I also have a tri-fold brochure that takes storytelling further by also advertising their goals, adoption policies, and donation strategies.

Let's Talk!

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