

Hue and Heart by Hannah Senatore



INTRODUCTION

Hello! My name is Hannah Senatore, and I am from Charlotte, NC. I am a Senior Marketing Major with a concentration in Digital Marketing at James Madison University. I created this portfolio to share my applicable skills for both the workplace as well as in my everyday life. Along with that, I wanted to share my creativity and design skills that I have learned throughout my education.

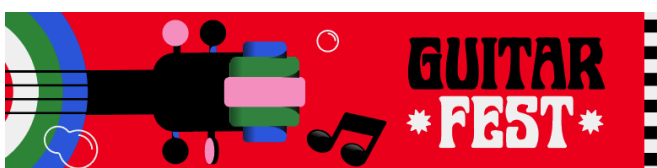


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Adobe Illustrator Chapter Assignments

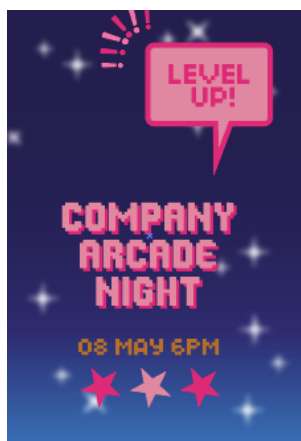
Chapter 1: Chord Carnival



Revisions: Firstly, I added a star to start 1 and then I cut it in half using the knife tool and I changed the color on one half to be a different color than the other half. I added the sentence: your favorite performers in one place to start 1. Then I put in 2 dots on either side of the sentence then I grouped those 3 elements together so I could move them as one element. I added a hexagon to start 2 and then I changed the color of this shape to pink. These elements grab people's attention especially with the joint color of the star and providing more information on the graphic.

Skills Learned: Open an Adobe Illustrator file, work with the toolbar, properties panel, and contextual Task bar, move the toolbar, customize the toolbar, work with the panels, scale the Illustrator interface, reset and save your workspace, use view options commands, pan with the Navigator panel, rotate the canvas view, navigate multiple artboards, and arrange multiple docs.

Chapter 2: Press Start - Company Arcade Night



FIRST-CLASS MAIL
US POSTAGE
PAID
TEAM BUILDER



Revisions: I added three stars on the 2 postcard back. First, I created a line, and then the three stars, which I grouped. Then I used the "objects on path" function to place the stars along the line. I changed the color of one star, the distance between the stars, and the rotation of the stars. This enhances the visual appeal of the postcard by providing more color and detail.

Skills Learned: Explore Enclosed mode selections, discover the various selection tools and use selection techniques, recognize Smart Guides, save selections for future use, hide, lock, and unlock items, use tools and commands to align shapes and points to each other and the artboard, align objects to a path, group items, work in Isolation mode, and arrange objects.

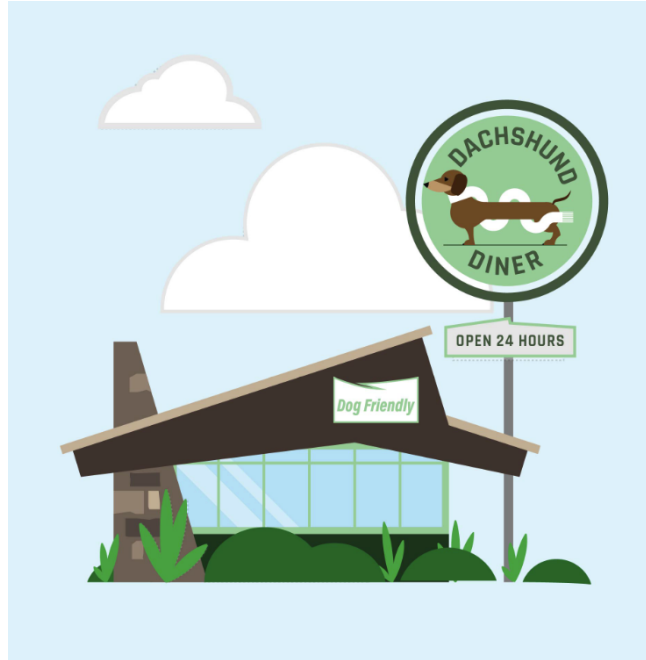
Chapter 3: Wander Wild - Trek Outdoors



Revisions: I added a moon using the gen shape fill. I had the moon match the colors of the sun because it was more visually appealing. I also added another sun, and I put one sun on each side of the graphic to create symmetry. It adds more to the nature topic of the graphic. It also provides more substance to the graphic.

Skills Learned: Create a new document, what is bleed?, use tools and commands to create a variety of shapes, understand Live Shapes, create rounded corners, discover other ways to round corners, work with drawing modes, use Image Trace to create shapes, simplify paths, explore Text to Vector Graphics (Beta), gen Shape Fill (Beta).

Chapter 4: Hot Dogs and Hospitality



Revisions: I added a rectangular box and text that said 'dog-friendly'. I used the eyedropper tool to make the color of the text match the color of the light green circle. I used the reshape tool to add a point where I could move the edge of the box to a different line visual. I added this to the top of the restaurant so that it adds to the overall theme of the restaurant. This created more depth to the image.

Skills Learned: Cut with the Scissors tool, join paths, work with the Knife tool, work with the Eraser tool, create a compound path, outline strokes, work with the Shape Builder tool, use Pathfinder effects to create shapes, work with the Reshape tool, edit strokes with the Width tool, and use Intertwine.

Chapter 5: Lunch is Ready



Revisions: I used the Puppet Warp tool on the French fries to manipulate how they looked together. I used the Shear tool to make the hamburger slanted. I also did this to the taco bowl. I did this to add personality to the graphic. This added a bit of weirdness and a unique feeling to make it unrealistic.

Skills Learned: Add, edit, rename, and reorder artboards in an existing document, change the order of artboards, work with rulers and guides, edit the ruler origin, position objects with precision, move, scale, rotate, and shear objects using a variety of methods, explore the mirror repeat, work with the Puppet Warp tool, and begin exploring the Dimension Tool.

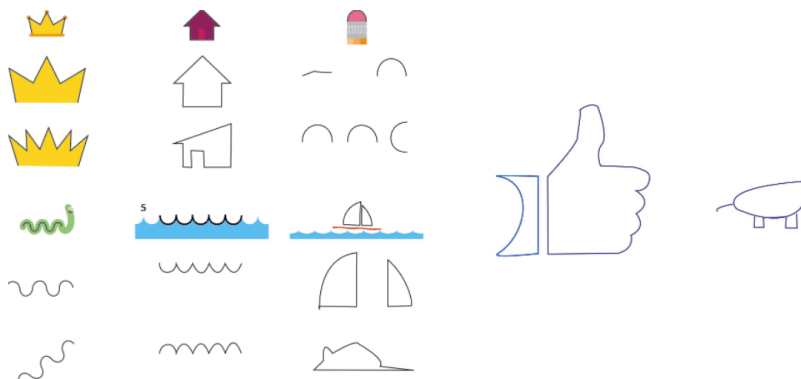
Chapter 6: Purrfectly Brewed



Revisions: I added two stars to the social graphic using the pencil tool. I also added a curved line using the curvature tool. Above the curved line, I added text that reads 'adopt and love.' The added text conveys that the cats are also adoptable and want to be loved. This adds to the graphic because it adds more information.

Skills Learned: Which drawing tool to use, when?, draw curves and straight lines with the Curvature tool, edit paths with the Curvature tool, join paths with the Join tool, draw and edit with the Pencil tool, exploring the Pencil tool further, and add arrowheads to paths.

Chapter 7: From Form to Function



Revisions: I created another artboard. I then used the Point tool to create the body of an animal. I curved it how I wanted it to look, and then I created legs and a tail for the animal. I then added an eye to the animal. I created the animal how I wanted it to look, showing my demonstration of the point tool.

Skills Learned: Draw straight and curved lines with the Pen tool, edit curved and straight lines, add and delete anchor points, and convert between smooth points and corner points.

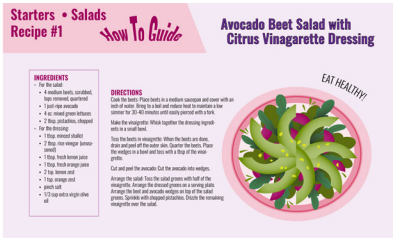
Chapter 8: Sip by Mood



Revisions: I followed all the steps and then went back and made changes to the image. On the 2 - Tea tint artboard, I used the recolor button in the contextual taskbar. I used the generative recolor tool. My prompt was: pink with hints of ocean blues and light purples. With the changes, the color elements blend and are aesthetically pleasing to the graphic. I also used the color mixer tool on a group of elements within that artboard to change it to a more red-pink.

Skills Learned: Understand color modes and the main color controls, create, edit, and apply colors using a variety of methods, name and save colors, copy and paste appearance attributes from one object to another, explore color groups, be inspired creatively with the Color Guide panel, explore the Recolor Artwork command, get started with Generative Recolor, work with Live Paint groups.

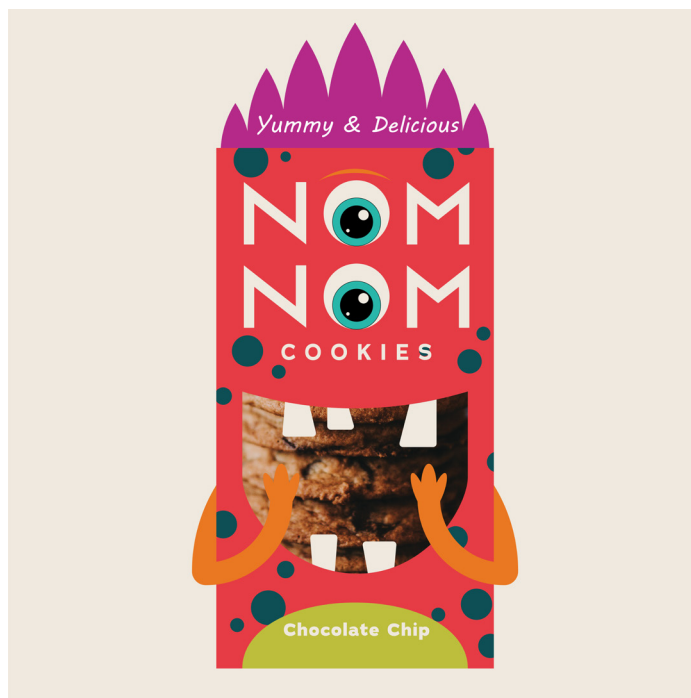
Chapter 9: Fix it, Mix it, Print it



Revisions: I followed all the steps and then went back and made changes to the image. First, I made the text, Starters Salads Recipe #1, bigger as I changed the font size to 50 point. Then I added a text box using the type tool, and I typed in, how to guide. Then I used the eyedropper tool to make it match the starters salads recipe #1 text. Then I went to effect -> warp, and the style I chose was shell upper with the bend being 50% and both distortions being 0%.

Skills Learned: Create and edit area and point type, import and thread text, change text formatting, fix missing fonts, work with glyphs, vertically align area type, snap to glyphs, create columns of text, create and edit paragraph styles, create and edit character styles, add bullet lists, wrap type around an object, curve text on a path, reshape text with a warp, create text outlines, explore Retype (Beta).

Chapter 10: Cookie Monster



Revisions: I followed all the steps and then went back and made changes to the image. First, I utilized the type tool to add text to the image. I added the text, 'yummy and delicious' to the graphic because it conveys that the cookies of this brand are enjoyable and delicious to consume. I added it to the layer named Text and added it to the top so it would be viewable. I used the selection tool to drag the text over to the top of the image, where the purple hair of the Cookie Monster is, and I changed the font to be more imaginative.

Skills Learned: Work with the Layers panel, create, rearrange, and lock layers and sublayers, name layers, locate objects in the Layers panel, move objects between layers, copy and paste objects and their layers from one file to another, search and filter layers, make a layer clipping mask.

Chapter 11: Biker Energy

Green Energy

Create green energy solutions today to ensure the future of tomorrow.

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Revisions: I followed all the steps and then went back and made changes to the graphic. I selected the house and the panel with the gradient on it. Then I went to fill in the appearance tab located in properties. I then went to gradient options and changed the gradient. I selected the colors: light pink, purple, and bright pink. I changed the angle to -45 degrees, and I reversed the gradient. Then I added a new swatch, and I named it house to save it to my color options.

Skills Learned: Create and save a gradient fill, apply and edit a gradient on a stroke, apply and edit a radial gradient, adjust the opacity of color in a gradient, create and edit freeform gradients, blend the shapes of objects in intermediate steps, modify a blend, create smooth color blends between objects, modify a blend and its path, shape, and color, blend with the Blend tool, create and apply patterns.

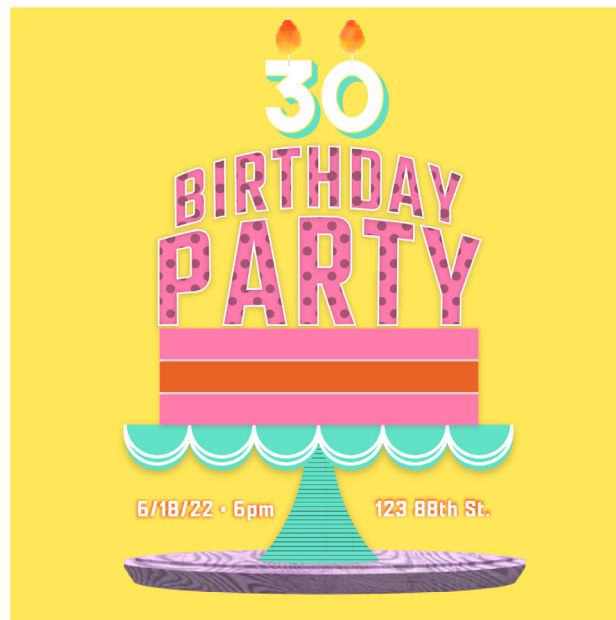
Chapter 12: Uplift Tea Blend



Revisions: I followed all the steps and then went back and made changes to the advertisement. First, I went to window->brushes. Then I clicked on the brush libraries menu. Then I clicked on the borders brush and chose to browse the decorative brushes. I chose the gold leaf brush. I added that brush to my brush options, and then I put it into the four corners of the advertisement. I used the transform tool to reflect them and flip them so they fit with the borders.

Skills Learned: Use four brush types: Calligraphic, Art, Pattern, and Bristle, apply brushes to paths, paint and edit paths with the Paintbrush tool, change brush color and adjust brush settings, create new brushes from Adobe Illustrator network, work with the Blob Brush tool and the Eraser tool.

Chapter 13: Happy 30th Birthday



Revisions: I followed all the steps and then went back and made changes to the image. First, I selected the text that says 6/18/22 • 6pm. I went to the properties tab, then under appearance, I clicked the three dots, which took me to the appearance tab. In the appearance tab, I added a new fill layer and changed the color to white. I added an effect, which is the outer glow effect, and the mode I selected was color burn. I changed the opacity to 50% and the blur to 0.01 inches. Then I did the same to the text that says 123 88th St.

Skills Learned: Work with the Appearance panel, edit and apply appearance attributes, duplicate, enable, disable, and remove appearance attributes, reorder appearance attributes, apply and edit a variety of effects, add Photoshop effects, work with 3D effects, save and apply an appearance as a graphic style, apply a graphic style to a layer, scale strokes and effects.

Chapter 14: The Explorer of Mountain Sound



Revisions: I followed all the steps and then made the necessary changes. On the L14_start2.ai file, I clicked on the second artboard and I used the selection tool to select the lower left vinyl record icon. Then I clicked on the start global edit feature on the properties panel. Then I clicked match appearance and match size. I changed the fill color to a medium blue. I used the selection tool to select the upper-right vinyl record icon. I again clicked on the start global edit feature, and then I clicked match appearance and size. I changed the stroke to an orange color.

Skills Learned: Work with existing symbols, create and modify symbols, work with the Symbol Sprayer tool, understand Creative Cloud libraries, work with the Creative Cloud libraries, explore Mockup, work with global editing.

Chapter 15: Plants Galore



BREATHE EASY
IN YOUR NEW SPACE



Revisions: I followed all the steps and made the necessary changes to the artboards. First, on the mix and match artboard, I used the rectangle tool to draw a box on the board that covered half the board. Then, for the fill color, I made it a pink gradient fill. I then used the gradient tool on the toolbar to change the gradient on the rectangular box. I drew a line to make the gradient what I wanted it to look like.

Skills Learned: Place linked and embedded graphics in an Illustrator file, transform and crop images, place multiple images, place Creative Cloud files, create and edit clipping masks, mask with text, make and edit an opacity mask, work with the Links panel, embed and unembed images, replace images.

Chapter 16: Spreading life



Revisions: I followed the steps and made changes to the Illustrator file. First, I made a rectangular box using the rectangle tool. Then I went to file > place and I placed one of the exported images that I had exported in the lesson. I put the box at the bottom of the file. Then I expanded the placed image to fit the dimensions of the box.

Skills Learned: Fix a missing link, package a file, create a PDF, use the Export For Screens command, work with the Asset Export panel, invite others to edit, share for review.

Adobe Illustrator Application Assignments

Project 1: Brandmark

Before Revisions



Black and White



After Revisions



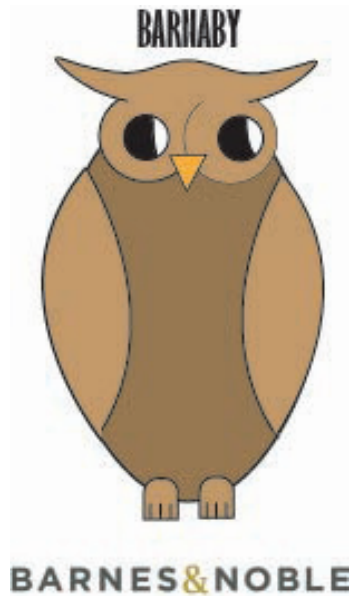
Reflection: My creative title is Hannah: Defined. The assignment was to create a personal brandmark to display professionally, as well as to show your creativity and personality. I envision future employers seeing my brandmark as well as peers and family members. In addition, when I get a professional job, my clients and team members may see my brandmark as well. I played with what design I would want and what I wanted to include in it. I looked at the different colors I could use for each element and saw how they worked together. The tools and techniques I relied on included the color picker, curvature, and the type tool. I also used Image Trace to turn the placed images from black silhouettes to white. The changes I made to my new version include that I want to go into digital marketing. My new version is stronger because it shows what career I want to explore and what type of position I am looking for. It better communicates my brand personality and goals because it shows the field of marketing I want to go into and my aspirations for my future career.

AI Generated Prompt: Refine my brandmark according to: a target audience of marketing employers who are looking to hire someone for marketing skills/design/advertising. Tone: informative, style: creative and illustrative, purpose: to let people know about who I am as a person.



Project 2: Character

Before Revisions



Black and White



After Revisions



Reflection: My creative title is Barnaby and the Book Nook. The purpose of the project was to create a character/mascot for a brand. I chose the brand Barnes and Noble. I created an owl to represent the wisdom and knowledge that comes with reading. I wanted the owl to reflect the friendliness and inviting atmosphere that Barnes and Noble brings. I brainstormed by figuring out what brand I wanted to choose, and I love reading, so I decided on Barnes and Noble. From there, I thought of what might be associated with that brand. I landed on an owl because it represents the learned knowledge and characteristics of Barnes of Noble. I also drew inspiration from a barn owl, as Barnes and Noble has barn in its name. The tools/techniques I used the most include the line segment tool as well as the arc tool. I also used both the curvature and the add anchor point tools to draw various lines and curved lines. I also used the shapes tool to draw my various shapes. In addition, I used the type tool to add the character's name, which is Barnaby. I added a wooden log to the owl's feet. I also added a book to convey further that this character represents Barnes & Noble. My revised version is stronger because it further demonstrates that this owl is a mascot for Barnes and Noble. It also adds further enhancements to the image to make it look more creative.

AI Generated Prompt #1: For Barnes and Noble, create a character that represents the friendliness and welcoming atmosphere that the store provides. Ensure that the target audience of readers is reflected in the personality.

Character description: Here's Nora the Storykeeper, brought to life! She's warm, welcoming, and ready to guide readers of all ages into their next great adventure.



AI Generated Prompt #2: For Barnes and Noble, create a mascot that reflects the brand values of Barnes and Noble as well as the inviting, comforting atmosphere that they provide. Have the style be relaxing but also actionable, and have the personality reflect that of Barnes and Noble. Make sure to include reading and coffee as well.

Character Description: Here's Benny the Brew & Book Bear, cozy and content—your perfect reading companion at Barnes & Noble. He's got his favorite paperback, a warm mug of coffee, and that signature messenger bag full of literary treasures.



Project 3: Album Cover

Before Revisions



After Revisions



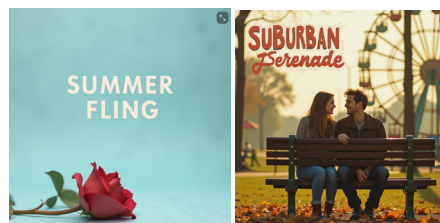
Reflection: My title for this project is: Cinema of the Unsaid, an Album by the Arctic Monkeys. The purpose of this project was to create an album cover for your favorite artist and I chose the Arctic Monkeys. Then I chose the name of the album by thinking of previous albums they have created, as well as generating different ideas on ChatGPT. This album cover is designed to connect with fans of Indie music and the general public, as that is the genre that the Arctic Monkeys are most involved in. I brainstormed my design by selecting the fonts I wanted for both the band name and the album name. I made sure these elements aligned with their band identity. I also used a vector image for the movie tape, which connects to the album name: Cinema of the Unsaid. I added their logo, which is the wavelength image with the AM in the center, and I added that under their band name. I mostly used the type tool, and I also used the warp tool on the album name. I used the stylize tool for the band name to make it stand out better. Changes I made after feedback include deleting the Arctic Monkeys logo below their band name. My revised version of stronger because that element felt out of place and took attention away from the main focus of the cover.

Platform used: MidJourney

Prompt 1: Make an album cover for the Arctic Monkeys for indie fans. Create a retro 2000s minimalist cover theme and include their logo. Include an album name.

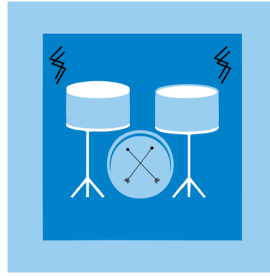
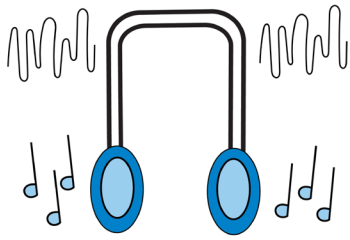


Prompt 2: Make an album cover and include the album name. Create an early 2000s minimalist romcom feel for indie music listeners. Make sure it includes the Arctic Monkeys name.

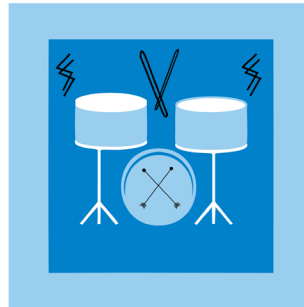
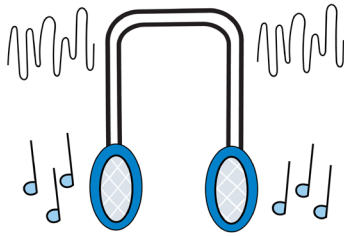


Project 4: Custom Icons

Before
Revisions



After
Revisions



Reflection: The title of my project is Echo Trinity. The purpose of this project was to choose an industry, and I chose the music industry. Then I had to draw up an outline of the icons I wanted to create. Then I decided on the color palette I wanted to use and what techniques and elements I wanted to use in each icon. The icons are designed to connect with anyone who listens to music, music artists, singers, band members, or people who play instruments. I sketched what I wanted my designs to look like, and I chose what elements of music I wanted to include in each of them. The tools I used include the pen tool, pencil tool, shape tool, gen shape fill tool, eyedropper tool, stroke tool, and appearance tool. The change I made to music icon #1 is that I changed the inside circle on the headphones to a pattern. I generated a mesh pattern to show the meshing of the inside of a headphone. The change I made to music icon #2 was that I added drumsticks above the drums. The change I made to icon #3 was that I added a pattern to the top of the microphone to make it look similar to a microphone. The final set of icons works better than my initial set because it is more realistic and adds to the icons more effectively.

Prompt 1: Make three icons based on the music industry. Make them gradient style to be utilized in mobile apps.



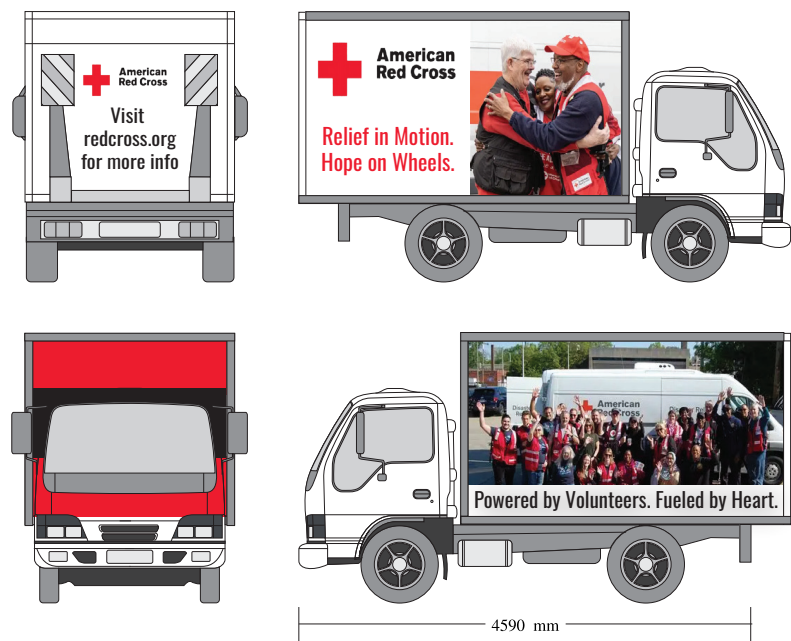
Prompt 2: Create a set of three geometric-style icons inspired by key elements of the music industry. Each icon should be crafted with clean lines, abstract shapes, and balanced symmetry, reflecting a modern geometric aesthetic. Incorporate gradient color schemes that evoke energy, creativity, and rhythm—ideal for use in mobile app interfaces.



Prompt 3: Create a set of three geometric-style icons inspired by core elements of the music industry, using a clean outline style. Each icon should be built from precise lines, abstract shapes, and balanced symmetry, reflecting a modern, minimalist aesthetic. The icons should be optimized for mobile app interfaces, ensuring clarity and scalability at small sizes.



Project 5: Truck Wrap



Reflection: My creative title for this project is Relief on Wheels. The purpose of the project was to design a truck wrap for a nonprofit organization. I chose the Red Cross organization. Their website is: <https://www.redcross.org>. The target audience is military and veterans, disaster relief, donors, volunteers, and training participants. I approached this by deciding on the organization I wanted to do. Then I decided what I wanted to include in the truck wrap. I formulated some headlines to add and the call to action to include. Illustrator features I used include the type tool, shape tool, and color tool. Strengths of AI output include that it is more detailed; however, weaknesses of AI are that you must be extremely thorough in specifying what you want the output to be. Strengths of mine include being easily created and concise. Weaknesses of mine include not being extremely detailed.

First AI prompt: I am a marketer designing a truck wrap for the American Red Cross. The design should reflect their mission: *"The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."* The wrap must:

- Incorporate the American Red Cross logo and official brand colors.
- Be visually impactful, informative, and easy to understand at a glance.
- Speak to their key audiences: military members and veterans, disaster relief recipients, donors, volunteers, and training participants.
- Clearly convey the organization's role in providing help, hope, and preparedness.

The final design should balance professionalism with warmth, showcasing the Red Cross as both trustworthy and compassionate.

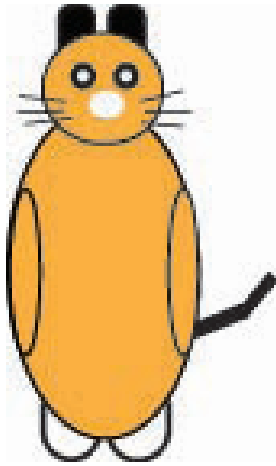
Second AI Prompt: Design a professional, eye-catching truck wrap for the **American Red Cross**. The wrap should:

- Use the **American Red Cross logo and official brand colors** (red, white, black, and gray).
- Highlight their mission: *"The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."*
- Be **informative, clear, and effective** — easy to read while the vehicle is in motion.
- Visually appeal to their audiences: **military and veterans, disaster relief recipients, donors, volunteers, and training participants**.
- Convey themes of **help, hope, preparedness, and compassion**.
- Style: **bold, modern, and professional** with clean typography and strong visuals that emphasize trust and humanity.

Output: realistic full-truck wrap mockup (side and back views).



Adobe Illustrator Quick Create Assignments



Quick Create 1: Cat Menace

Objective: Use the tools and skills from Chapters 1–3 of Adobe Illustrator Classroom in a Book to create a unique shape-based animal illustration. This project will help you practice working with the Illustrator interface, selection tools, and shape-building techniques while applying creativity and design thinking.



Quick Create 2: Converse Reimagined

Objective: Take an existing, well-known logo and remix it into a fresh, creative variation while still keeping it recognizable. This project will challenge you to think critically about brand identity, symbolism, and design evolution.



Quick Create 3: Call Scarlet Witch

Objective: Create a professional yet imaginative business card for a superhero using Adobe Illustrator. This activity helps you practice layout design, typography, branding, and effective use of vector graphics while showing how even fictional brands/characters can be marketed.



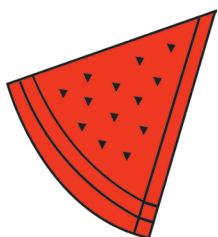
Quick Create 4: Passion for Animals

Objective: Students will create a mini infographic teaser that communicates one key statistic, fact, or insight in a visually compelling way. The purpose is to practice data visualization and storytelling using Illustrator tools, while keeping designs clean, engaging, and strategically aligned with a nonprofit or brand message.

Quick Create 5: Space Pizza



Objective: Create a compelling visual that creatively uses negative space (the background or empty space) to form a second image, hidden meaning, or symbolic shape that complements the primary subject. This technique is widely used in logos and branding to convey clever, memorable messaging.



Quick Create 6: Take a Bite

Objective: Practice creativity within constraints by designing an object, animal, or abstract illustration using only one Illustrator tool of your choice. Apply Illustrator skills to create a digital ad banner for a fictional product, service, or event.



Adobe Photoshop Chapter Assignments

Chapter 1: Moving Through History



Revisions: I used the brush tool and I changed the size, color, and brush type. I painted around the H in History. This adds more color and depth to the image, which grabs the viewer's attention. I also used the rectangular marquee tool to add a strip on the right of the image. I made the color purple, and used the difference color aspect.

Skills Learned: Open image files in Adobe Photoshop, select and use tools in the Tools panel, set options for a selected tool using the options bar, use various methods to zoom in and out from an image, select, rearrange, and use panels, choose commands in panel and context menus, open and use a panel in the panel dock, undo actions to correct mistakes or to make different choices, export a copy with settings for a video thumbnail preview image.

Chapter 2: Family Outing



Revisions: I added a filter to the image by clicking stylize and oil paint. I changed the settings to reflect the image I wanted. This created more fluidity/artistry to the image. I also removed imperfections from the overall image. I did this to make the image look more cohesive and visually present.

Skills Learned: Understand image resolution and size, view and open files using Adobe Bridge, straighten and crop an image, adjust the tonal range of an image, delete unwanted or distracting items using the Remove tool, replace a large deleted area using Generative Fill, apply the Smart Sharpen filter to finish retouching photos.

Chapter 3: Ocean Vibes



Revisions: I decided to get rid of the S because it was taking away from the image. By getting rid of an element, this drew more attention to the other images. It attracted attention to the seashells and didn't take away attention from the purpose of the image. The 'S' was distracting from the image. Therefore, it will provide more purposeful imagery.

Skills Learned: Make specific areas of an image active using selection tools, reposition a selection marquee, move, rotate, and duplicate the contents of a selection, use keyboard-mouse combinations that save time and hand motions, deselect a selection, adjust the position of a selected area using the arrow keys, add to and subtract from a selection, use multiple selection tools to make a complex selection, save your work as a Photoshop cloud document you can easily open in Photoshop on other devices, and for online collaboration.

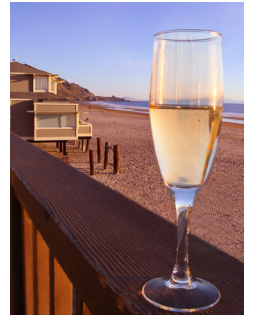
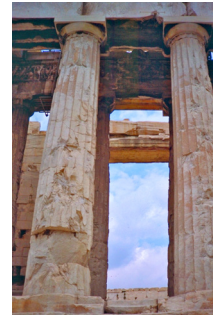
Chapter 4: Hawaii Paradise



Revisions: I added the phrase 'your next destination' to the graphic to convey that Hawaii is a destination visit. I edited the text using the character tool. I changed the font, font size, the spacing between letters, the color, and made it italicized. I also went to layer, then layer style, and added a drop shadow as well as a stroke. I edited both of those elements to make sure the text stood out among the graphic and was visually appealing.

Skills Learned: Organize artwork on layers, create, view, hide, and select layers, rearrange layers to change the stacking order of artwork, apply blending modes to layers, resize and rotate layers, apply a gradient to a layer, apply a filter to a layer, add text and layer effects to layer, add an adjustment layer, save a copy of the file with the layers flattened.

Chapter 5: Traveling through Time



Revisions: I edited the glass_working file. In the adjustments tab, I made adjustments to both curves and levels. I adjusted them to the appropriate levels that I deemed would satisfy the image. I chose the levels that best fit the image. I made it easier to view.

Skills Learned: Remove red eye, brighten an image, adjust the features of a face, combine images to create a panorama, crop and straighten an image and fill in any resulting empty areas, add different types of blur to simulate motion in an image, merge images to extend depth of field (focus stack), apply optical lens correction to a distorted image, adjust the perspective of an image to match another image.

Chapter 6: Flower Profile



Revisions: I followed all the steps and then went back and made changes to the image. I added another pattern to the background. The first step I took to do this was I opened the 06pattern.psd file, and from there I drew a star using the shapes tool. I changed the number of sides, the color of the outline, and the thickness of the outline. I created another one by dragging the star layer to the add layer button. I changed the properties of the star to be different from the first, and I made it fit inside the first star. I made it have a transparent background. Then I went to the 06Working.psd file and clicked on the create new fill/adjustment layer button to add my pattern onto the image.

Skills Learned: Select a subject in one click, use Select and Mask to remove the background around a subject, refine a mask to include complex edges, manipulate an image using Puppet Warp, create a star by customizing a vector shape layer, create an adjustable pattern from a vector shape layer.

Chapter 7: Typecast Magazine



Revisions: I followed all the steps and then went back and made changes to the image. First, I used the horizontal type tool. Then I went to the character tab and changed the font to a serif font, and the one I chose is named California FB, and I changed the style to bold. I changed the font size to 50pt, the tracking to 10, and the leading to 80. These changes filled in some of the empty space and it added to the purpose of the graphic.

Skills Learned: Use guides to position text in a composition, make a clipping mask from type, merge type with other layers, preview fonts, format text, flow text along a path, control type and positioning using advanced features.

Chapter 8: Citrus and Juice



Revisions: I followed all the steps and then went back and made changes to the image. I added another shape by clicking Window -> Shapes. I chose a flower from the selection and put it in the top right corner of my graphic. Then I added text that says, 'Best Fruit in Town.' I then used the eyedropper tool to change the color of the text to the same color as the flower at the bottom of the graphic, which is yellow. This added to the color scheme and symmetry of the graphic.

Skills Learned: Understand the difference between bitmap and vector graphics, draw straight and curved paths using the Pen tool, save paths, draw and edit shape layers, draw custom shapes, use Smart Guides.

Chapter 9: Fright Frank



Revisions: I followed all the steps and then went back and made changes to the image. I used the Adjustment Brush tool to create a new adjustment layer. From the adjustment selection, I selected the photo filter. I drew a few strokes onto the top left corner of the poster. I then changed the color to purple and the density to 100%. That made the sky appear with a more mystical color and seemed more mysterious.

Skills Learned: Apply and edit Smart Filters, use the Liquify filter to creatively distort an image, apply color effects to selected areas of an image, apply filters to create various effects, use the History panel to return to a previous state, upscale a low-resolution image while maintaining quality.

Chapter 10: Painting Landscape



Revisions: I followed all the steps and then went back and made changes to the image. I used the Eyedropper tool to take the blue color from the 10palette_working Photoshop file. Then, on the 10landscape_working file, I changed the brush settings. First, I changed the brush tip shape to only include transfer and smoothing. Then, in the toolbar at the top, I changed the brush to very wet. I painted at the top of the picture, making the sky darker towards the top to produce more contrast with the colors of the sky and possibly indicate stormy conditions.

Skills Learned: Customize brush settings, clean the brush, mix colors, create a custom brush preset, use wet and dry brushes to blend colors.

Chapter 11: A Turn in Time



Revisions: I followed all the steps and then went back and made changes to the video. I added a transition between the 2-shrine and the 3-temple. I chose the transition: fade with color. Then the color I chose was a dark purple; the hex code I chose was 841bce. Then I changed the duration to 1 minute and 30 seconds. Then I added it to the 2-shrine video. Under History 301, I pressed the icon next to opacity and dragged the marker to about 4 minutes as the end destination and had the opacity at 100%. Then I dragged the marker to the 0-minute mark and changed the opacity to 50%.

Skills Learned: Use the Timeline panel to create a video that animates a layered Photoshop document and combines it with video and audio clips, sequence and trim video files in the Timeline panel, add motion to still layers, add transitions between video clips, animate layers using keyframes, add audio to a video, render a finished video.

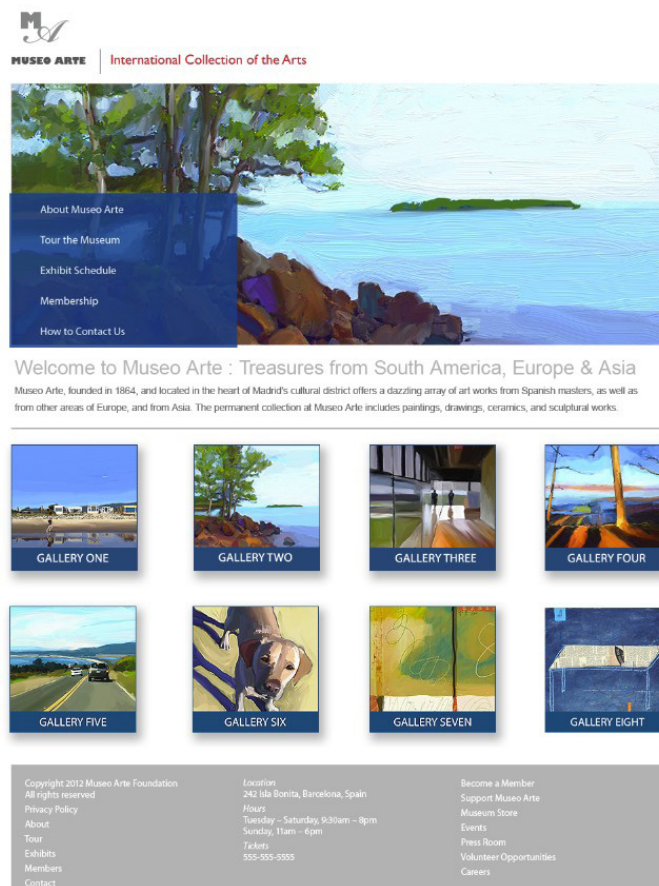
Chapter 12: Highlights and Style



Revisions: I followed all the steps and then went back and made changes to the photo. I edited the 12B_Start.nef file. Then I went to Edit> Camera Raw Preferences. Under the “Optics” tab, I enabled “Use Profile Corrections.” Under the “Calibration” tab, I changed shadows from 0 to 40. Within that tab, under red primary, I changed the saturation from 0 to 30. I also added a curve to make the background darker. I set the settings as highlights:0, lights:0, dark:-32, shadows:0.

Skills Learned: Open a camera raw image in Adobe Camera Raw, adjust tone and color in a raw image, sharpen an image in Camera Raw, synchronize settings across multiple images, retouch a portrait in Camera Raw using masked adjustments.

Chapter 13: Landing Page



Revisions: I followed all the steps and then went back and made changes. I clicked on the navigation layer to make changes to just that layer. I went to edit > free transform. I changed the width to 325 pixels and clicked the linking button to make sure it correlated with the height. I changed the X coordinate to 200 pixels and the Y coordinate to 400 pixels. Then I clicked the checkmark to apply it to the document and save it.

Skills Learned: Use the Frame tool to create a placeholder for a layout, create and stylize a button for a website, use layer groups and artboards, optimize design assets for the web, record an action to automate a series of step, play an action to affect multiple images, save entire layouts and individual assets using Export As, design for multiple screen sizes with multiple artboards.

Chapter 14: Autumn Breeze



Revisions: I followed all the steps and then went back and made changes. Having both 14press.psd actual color file, and 14press.psd with the proof color file open, I made changes. I went to the properties panel and clicked on adjustments. I chose the photo filter adjustment. I picked a color from the color picker, and the hex code was #00eca7, which is a shade of mint green. I set the density to 30% and I had preserve luminosity selected.

Skills Learned: Setup basic color management settings, understand how color preproduction differs cross media such as printers, presses, and displays, inspect and edit image colors while viewing a document through a simulation of printable colors, prepare an image to print on a color printer, set an image as a Photoshop PDF file for commercial printing.

Chapter 15: Breakfast Craze



Revisions: I followed all the steps and made changes to the document. First, I went to edit > generate image. In the prompt box, I entered, hot chocolate with whipped cream. For the content type, I did an art photo and then added an Art Deco effect. Then I clicked generate. I looked through the generated images and selected the last one.

Skills Learned: Create and enhance images using generative AI features, refine the results of generative AI to get the image you want, use different types of generative AI features in Photoshop, understand how Adobe Firefly generative AI handles issues related to generative AI, such as rights and credits.

Adobe Photoshop Application Assignments

Project 1: Portfolio Photo

Before Revisions

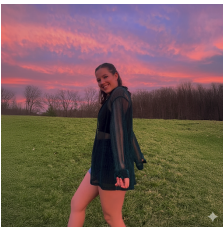


After Revisions

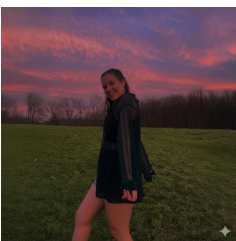


Reflection: My title for this project is: Hannah: Between Light and Line. The project was to edit a photo that we had taken ourselves. I had to manipulate it to make it more visually appealing, and I also expanded the image to make it easier to use. I also edited different elements, such as the contrast of the image, and I added layers to expand the image. My target audience is to convey my personality to marketing professionals. I am doing this to show who I am as a person in more than the professional sense. My visuals appeal to them because I am able to show myself in a different environment as well as show myself in a more comfortable state. I found the image I wanted to use. Then I toyed around with the different effects I wanted to apply. After that, I edited myself and any inconsistencies or errors in the image. I then expanded the image and made it look cohesive. I used the adjustments tool, layers tool, crop tool, and generative expand. I flattened the image to make the layers a single layer. I also used the liquify tool in the filter tab. I revised mine to make my image look brighter. My final version communicates better because it is able to stand out more and be easier to view. It also helps the image look brighter and more livelier.

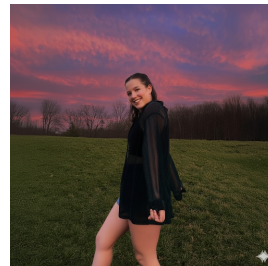
AI Prompt 1: Edit my image based on my target market of marketing professionals and employers by making the image look more professional. I want my tone to be personal, energetic, and expressive. Expand the image to make it a rectangular form, and make the grass brighter and more uniform.



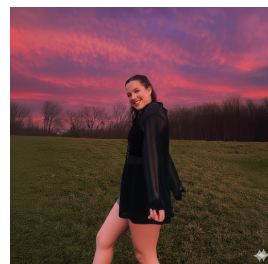
Refined: Make the grass less bright, have it be the same contrast as the sky. Make the image longer on the left and right sides.



Refined: Lighten me to contrast against the background



Refined: Make me match the background



Project 2: Cartoon

Before Revisions



After Revisions



Reflection: My creative title for this project is 'Hannah in Winter Wonderland.' The purpose of this project was to use an image of me and put it into a cartoon-like background. Then we had to make it look like we were actually in the cartoon, as the elements and filters had to wrap the person into the comic-like background. The target audience for my design is anyone who is looking to see what my design profile is, and whoever chooses to view my image. I approached the project by first finding the image of myself I wanted to use. I then cut out the background. I generated a background image on Adobe Firefly of a snowy cartoon background. I put it behind me, and then I added filters and adjustments to make the image look cartoon-like. To the background, the filters I added include a photo filter, levels, curves, brightness/contrast, and posterize. The filters/effects I added to myself included inner shadow, photo filter, facet, and smart sharpen. For the branding element, I added my signature. The revisions I made include adding a snowman. My final version is stronger and more effective because it adds to the snowy atmosphere. It also conveys the happiness and enjoyment that comes with experiencing snow.

AI Prompt 1: Develop a version of myself in a cartoon-like background. Include a snowy background that has background characters included as well. Make myself blend into the background.

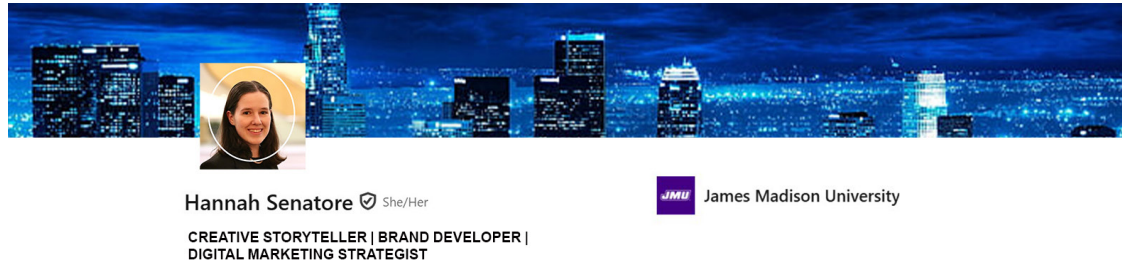


Prompt 2: Create a version of myself as a cartoon character and include a snowy background.

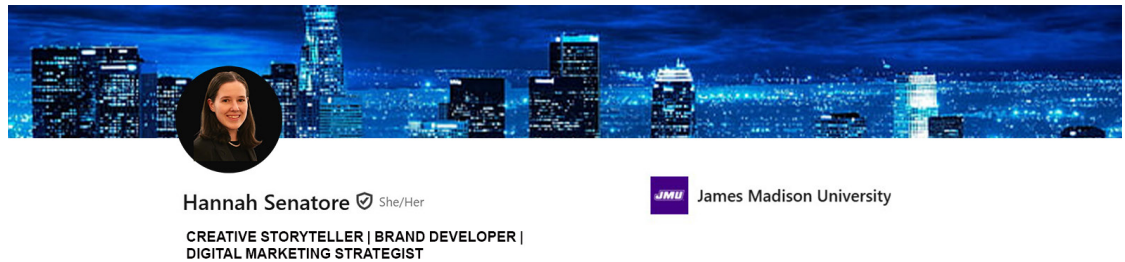


Project 3: LinkedIn Banner

Before Revisions



After Revisions



Reflection: My project title is Hannah Senatore's LinkedIn Personality. The project description was to create a LinkedIn banner using words that describe my professional identity, including my audience, as well as drawing inspiration from a moodboard. My target audience is Marketing recruiters, employers, and digital marketing agencies. My keywords that describe my professional identity include creative storyteller, Brand developer, and digital marketing strategist. I approached this design by including the skyline of Charlotte, NC, which is where I am from, and having it be blue, which is one of the colors from my moodboard. Then I included the elements I needed. Techniques include the type tool, rectangular marquee tool, and layers tool, including the vector mask tool. The revisions I made were to make my headshot circular. I made it on Canva, where I edited my headshot onto a black circle and made the background of my headshot transparent. It's more effective because it adds to the design.

Design a professional, brand-aligned LinkedIn banner that strengthens your personal marketing presence and appeals to your target audience. Include these keywords: Creative storyteller, Brand developer, digital marketing strategist. My target audience is marketing recruiters, employers, and digital marketing agencies. Use the color palette of blues and pinks.



Project 4: Social Media

Before Revisions



After Revisions



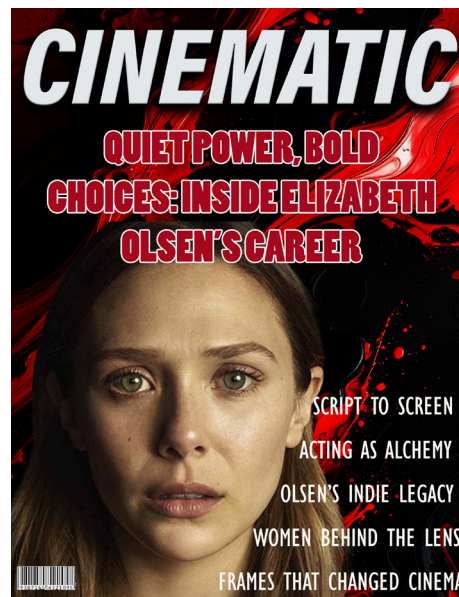
Reflection: My creative title is Eco is the New Adventure. The project was to create a social media advertisement that could fit onto any social media platform. It was to come up with an idea for a campaign/advertisement that would be effective across all platforms. I designed for eco-conscious families and adults who care about sustainability, community engagement, and practical ways to reduce their carbon footprint. I started by gaining an idea of what I wanted to do, and I decided to work on the eco side because I was thinking about nature and the works of nature across different ecosystems. Tools I used include the adjustment tool, stroke, drop shadow, type tool, and a smart filter. The changes I made based on the feedback were to make my top text wider so that it covered the top strip of the image and was easier to read. Another change I made was to put an outline on the text at the bottom and change the font so it was more readable. My finished graphic is more effective than my first version because it is easier to view, and when people view it on social media, it will be quicker to read. It achieves my marketing goal because it communicates the goal of the advertisement more effectively.

Project 5: Magazine Cover

Before
Revisions



After
Revisions



Reflection: The creative title for my magazine project is Cinematic. The purpose of this project was to create a magazine on a subject we chose, as well as an industry we were interested in. I chose Elizabeth Olsen as she is one of my favorite actresses. I also chose the movie industry because it is the industry where she is most prevalent. I designed for film buffs, indie creators, and cinema students who love exploring blockbusters and arthouse projects. I designed for them because these are the audiences that would be most interested in movie content. Other movie magazines inspired my layout. I started by deciding on the background I wanted. Tools I used include the type tool, adjustment tool, and effects tool. I used colors on my page for typography. I changed the size of the headline and altered the stroke of the headline from black to white. I also changed the size of my subject, Elizabeth Olsen, and made her fill the cover more. My cover design is more effective because it makes it more viewable and also more aesthetically pleasing to the eye.

Adobe Photoshop Quick Create Assignments



Quick Create 1: Coca-Cola Best

Objective: Apply the skills from Chapters 1–3 of Adobe Photoshop Classroom in a Book to create a polished, retouched image that demonstrates professional-level editing and selection techniques. This project will help you build technical confidence while creating content suitable for marketing applications.



Quick Create 2: NorthFace Mania

Objective: Combine at least three unrelated images into a visually striking, dreamlike composition. This project will help you master selection, masking, blending, and composition while developing a creative concept that aligns with a chosen brand personality or marketing theme.



Quick Create 2: La La Land Reimagined

Objective: In 30 minutes, recreate or reimagine a movie poster using new imagery, text, and brand-driven design choices.



Quick Create 4: London Trip

Objective: Design a vintage-inspired or modern-style postcard for a real or fictional travel destination. Your postcard should communicate a sense of place, brand personality, and visual storytelling that could realistically appeal to tourists or collectors.



Quick Create 5: Fairy Forest

Objective: Blend a portrait with a landscape or texture image to create a visually striking double exposure effect. This project emphasizes creative composition and professional masking techniques.

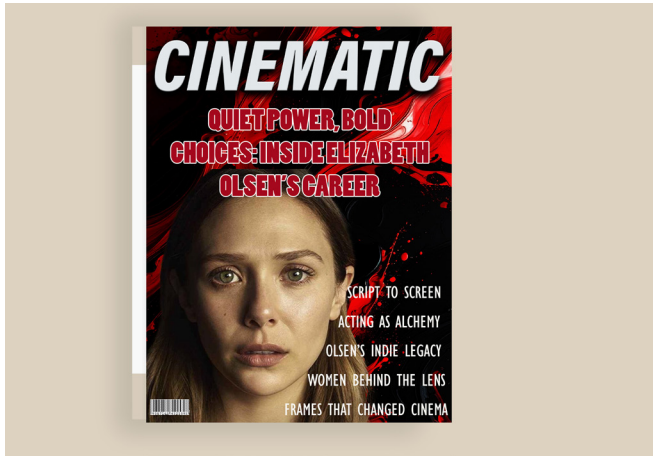


Quick Create 6: Animal Junction

Objective: Create a new, imaginative creature by combining at least two different animals or objects into one cohesive design. The goal is to practice creative problem-solving while applying advanced Photoshop techniques for seamless blending.

Quick Create 7: Mockups Galore

Objective: Take six of your completed Adobe Illustrator or Photoshop projects (logos, icons, graphics, or patterns) and insert them onto real objects to create branded product mockups. The goal is to practice realistic product integration while exploring how designs function in real-world applications.



Adobe InDesign Chapter Assignments

Chapter 1: Hummingbirds



Revisions: I followed all the steps and made changes to the document. On the first artboard, I selected the box to the right of the image. Then I clicked after the P in the Workshop text and I selected the whole word and changed the font of the word to Aabak. Then I clicked the body of text under the Workshop text. I used the contextual task toolbar at the top to change the tracking to 30 and the baseline shift to 10. Lastly I selected the circle that says free workshop series and I opened the swatches panel. I added a new color swatch and put in the values of C=10, M=80, Y=10, K=15.

Skills Learned: Open documents, understand the work area, customize Adobe InDesign, select and use tools, work with panels and panel menus, use context menus, use the Properties panel, use the Control panel, manage document windows, navigate through a document, change the magnification of a document.

Chapter 2: Blossoming Bistro



Revisions: I followed the steps and made changes to the document. First I went to window -> styles -> object styles. I selected the text: see the full menu! Then I created a new object style. I double clicked to edit the object style. I set the fill to purple-cool and I set the stroke to paper which is white. I added a drop shadow and made the blending mode difference. I also added an outer glow and made the blending mode soft light. I named the style Standout Text. I added text above the plants that says: Freshly Made. I applied my textstyle: Standout Text, to the text above the plants.

Skills Learned: View layout aids, type and style text, import text and thread text frames, import a graphic, use AI to add a graphic based on a prompt, move, rotate, fill, and stroke (outline) an object, add a QR code, automate formatting with paragraph, character, and object styles, check on potential production issues with the Preflight panel, preview a document in Presentation mode.

Chapter 3: Gardening How To

2 GARDEN NEWS

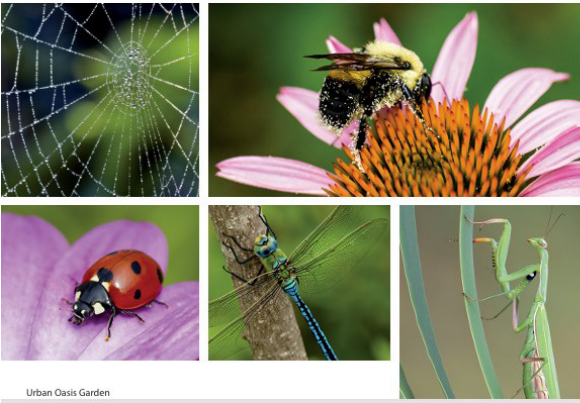
Bees and Bugs

Pollinators and Predators

Pollinators obtain food in the form of energy-rich nectar and/or protein-rich pollen from the flowers they visit. In return, the pollinated flowers are able to develop and produce seed. While food is often a sufficient lure for pollinators, flowering plants also attract pollinators using a combination of shape, scent, and/or color. For example, some plants use mimicry to deceive animals into visiting their flowers without having to provide a reward.

Predators rid the garden of insects and larvae that are harmful to plants. The most widely known beneficial beetles are the pretty little ladybugs. Their shining rounded wing-cases, and bright colors make them conspicuous objects. The ones most commonly noticed are red, spotted with black. Quietly and silently they perform the work of extermination before our eyes, their worth entirely unheeded.


The elongated ground-beetle, is a carnivorous beetle. Its color is shining black, bordered with deep blue. It is often met with in our gardens, and preys indiscriminately upon all soft-bodied larvae — especially upon the larvae of the Colorado Potato-beetle.



Urban Oasis Garden

Gardening Tips

GARDEN NEWS 3



Soil for the Garden

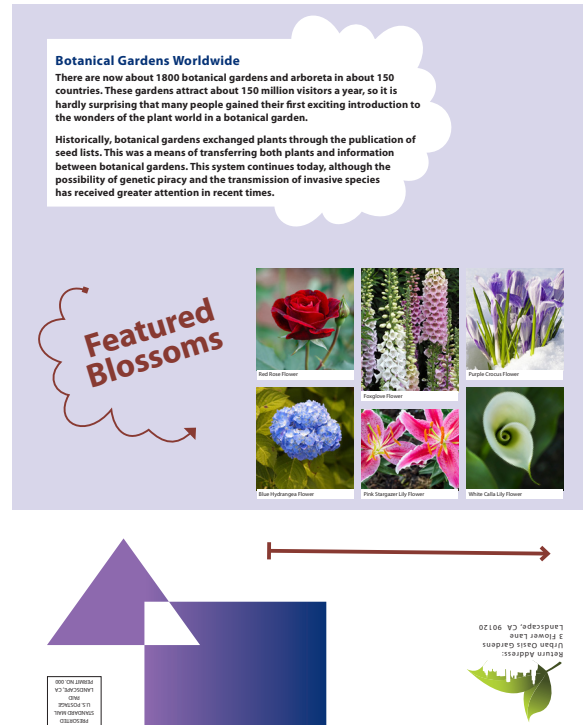
The basis of successful vegetable cultivation lies in the thorough working and preparation of the soil along the lines best suited to its texture and composition, coupled with adequate fertilization. Soils are very variable, and in order to obtain the best results it is essential that each cultivator should have at least an elementary knowledge of the type of soil with which he is dealing, so that he may work and manure the soil to the best advantage; and at the same time realize to the fullest possible extent its natural resources. This does not in any way imply the depletion of the soil. On the contrary, if the methods of cultivation and manuring are conceived along right lines and efficiently executed in practice, the soil fertility becomes gradually built up and permanently increased over time, and this should be one of the chief aims in all soil operations.

With the exception of peaty soils, which are mainly of vegetable origin, all soils have been formed primarily by the accumulation of particles of mineral materials, consisting chiefly of sand and clay, along with other inorganic substances. And although these materials form the basis of all fertile soils, they are, by themselves, incapable of supporting plant life.

Revisions: I followed the steps and made changes to the document. I edited the 03_Social.indd document. I clicked on the page tab and then I created a new parent page using the following options: prefix: B, name: parent, based on: a-parent, number of pages: 1. Then I drew a text box across the top of the page but within the guides. I made the font size 80 and the font is Harlow Solid Italic. I applied that parent page format to Insta_1, Insta_2, and Insta_3.

Skills Learned: Create a new document and set document defaults, save custom document settings as a document preset, lay out a parent page, create an additional parent page, apply a parent page to document pages, add pages to a document, rearrange and delete pages, change the size of pages, create sections and specify page numbering, lay out document pages, prepare artwork to print to the edge of the paper, rotate a document page.

Chapter 4: Blossoms



Revisions: I followed all the steps and made changes to my file. I used the rectangle tool to draw a rectangular shape on the 4th page. Then I went to object -> convert shape -> triangle to convert the rectangle into a triangle shape. Then I made another rectangle shape using the rectangle tool, and I shift-clicked with the triangle shape. Then I went to object -> pathfinder -> exclude overlap. Then, with the line tool, I drew a line, then went to window-> stroke. I added arrowheads to each end of the line. I added a bar arrowhead to the start point of the line and a simple, wide arrowhead to the end point of the line.

Skills Learned: Work with layers, import graphics and import multiple graphics in a grid, edit text frames and graphics frames, crop, move, and scale graphics, adjust the space between frames, add captions to graphics frames, wrap text around an object or a graphic, change the shape of frames, create complex frame shapes and compound paths, convert frame shapes to other shapes, modify and align objects, select, modify, and align multiple objects, flow type on a path, add arrowheads to a line.

Chapter 5: Orchid Clinic



Revisions: I followed all the steps and made changes to my file. I selected the text that says: Monday January 8 7-10 p.m. Then I went to the color swatches tab and created a new color group and renamed the group Orchid Subtext. Then I created three new swatches, my first swatch is named Monday, and the CMYK values are C=10, M=100, Y=75, K=5. My second swatch is named January 8, and the CMYK values are C=0, M=45, Y=92, K=0. My third swatch is named 7-10 p.m., and the CMYK values are C=68, M=17, Y=4, K=0. The first swatch color is red, and I put it on the word Monday. The second color swatch is orange, and I put it on January 8. The third color swatch is blue, and I put it on 7-10 p.m.

Skills Learned: Set up color management, specify output requirements, create color swatches, apply colors to objects, strokes, and text, search and replace colors, create and apply a tint, create and apply a gradient swatch, work with color groups, create color themes and add them to CC Libraries.

Chapter 6: Peas Please

Plant: May
Soil: Moist
Fertilizer: Dairy dressing
Sow: 5" deep
Thin: 1" apart
Pick: August

Pictured here is an image of peas surrounded by greenery. These peas are grown and fresh, ready to be picked and sent to the market.



How To: Peas • SPRING 1

How to grow peas, please!

Peas grow well in heavy, moist soil that is not suitable for some other vegetables. However, the land for peas, as for all vegetable plants, should be drained and free from standing water. Nothing is quite so good as dairy dressing for peas, and it is worthwhile to get it if possible.

Fertilizing
When dairy dressing is at hand, be sure the ground is soft and fine; then open furrows about eight inches deep. These should be three feet apart for the Nott's Excelsior type, and four feet for the climbing types. Into these furrows throw a liberal layer of dairy dressing to cover the bottom of the furrow. If you can spare it, put in a wheelbarrow load to twenty feet since peas are great feeders and need nourishment during the hot days of July when the crop is ripening.

Here is one case where dairy dressing may be used that is rather fresh, as peas seem to do well with dairy dressing at any stage. Stable dressing, which contains straw and horse manure, is more likely to develop heat, which will hurt the seed;

Peas continued on 2

Revisions: I followed the steps and made changes to the document. On page i, I selected the type tool and drew a text box. I inserted text to describe the image right next to it, and it says: pictured here is an image of peas surrounded by greenery. These peas are grown and fresh, ready to be picked and sent to the market. Then I selected the text and went to the properties panel and selected the paragraph styles drop-down. The style I selected was body head. Then I went to object -> text frame options. I inserted spacing of 0.125 inches all the way around, and then for autosizing I selected height only and selected the bottom middle arrow, then I clicked ok.

Skills Learned: Import and flow text into existing text frames, resize text frames automatically, link text frames to flow text across columns and pages, create linked frames automatically, add pages and linked frames automatically while flowing text, clean up text by deleting extra paragraph returns, apply paragraph styles to text, control column breaks, align text to the baseline grid, make a jump line to indicate where an article continues.

Chapter 7: Protect Your Peas



Protect Your Peas

LOW-CALORIE, HIGH-PROTEIN, VITAMIN-RICH PEAS ARE EASY TO GROW AND DELICIOUS TO EAT.

Revisions: I began by opening the document and identifying the section that needed revision. Using the Type Tool, I carefully selected the existing text to ensure I had the correct portion highlighted. Once the text was selected, I navigated to the Edit menu and chose “Edit in Story Editor” to access a more streamlined view of the content. I reviewed the existing sentences for clarity and tone. I then added several new sentences to enhance the message, ensuring they aligned with the overall voice and purpose of the document. After finalizing the edits, I exited the Story Editor and reviewed the layout to confirm that the changes were properly reflected in the design.

Skills Learned: Enter and import text, find and change text and formatting, check the spelling in a document, edit a spelling dictionary, automatically correct misspelled words, use the Story Editor, track changes and add notes, review the Adobe Fonts service.

Chapter 8: A Bite of Delight

A BITE OF DELIGHT



Strawberries

Heart-shaped fruit that's good for your heart? Check. Fruit that can boost your immunity, lower your cholesterol, protect your vision, prevent cancer (and wrinkles!) and help with weight management? Check. Vitamin C and vitamin K? Check, check. And on top of all that, strawberries are easy to grow.

Plant your strawberries in the full sun, 12 to 18 inches apart. Cover the roots, keep the central growing bud at soil level, and use a balanced fertilizer. In the spring, add compost and fertilizer, and then in fall mulch with straw. As your strawberries grow, keep them moist and weeded. As strawberries begin to ripen, cover them with lightweight netting to keep the birds at bay. Pick strawberries when they're cool and refrigerate them immediately. Wash before use and enjoy! Your yogurt, pancakes, shortcakes and more are waiting.

“You stand out like a strawberry in a bowl of peas.”

Chocolate-Covered Strawberries


<ul style="list-style-type: none"> 1/2 lb strawberries with stems 1/2 cup chocolate chips 1/2 cup sprinkles 1. Wash the strawberries. 2. Melt chocolate in the microwave in 30-second bursts; stir in between. 3. Dip the strawberries in the chocolate, and then in the sprinkles. 4. Place on wax paper to set, about 30 minutes. 	<p>Nutritional Facts</p> <p>Serving Size 6</p> <p>Calories 280</p> <p>Calories from Fat 35%</p> <p>Protein 0g</p>
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Revisions: I followed all the steps and made changes to the document. First, I selected the type tool and created a small text box under the strawberry. Then I went to type -> glyphs. Under “Show”, I selected ornaments, then I selected the glyph named “bullet” with the GID: 1278. I made it 50 point size and selected ‘Align Center’. I selected the word strawberries and went to paragraph, then paragraph rules. I selected the rule below and the rule on. The choices I made were: 8 point for weight, strawberry red for color, wavy for type, and 0.125 in for offset.

Skills Learned: Adjust vertical and horizontal text spacing, change fonts and type styles, insert special characters, create a headline that spans multiple columns, adjust line and column breaks, hang punctuation outside a margin, add and format a drop cap, adjust line breaks, specify a tab with a leader and create a hanging indent, add a rule and shading to a paragraph.

Chapter 9: Urban Oasis Gardens



Urban Oasis Gardens

Premium Vegetable Seeds, Starter Plants & Tools

Grow your best garden yet with Urban Oasis Gardens. Our experts have selected a wide variety of vegetables, flowers and fruit that fit our growing zone. We guarantee our seeds, bulbs and starters plants will bring a bumper crop while brightening your garden. Plus, we offer gardening tools that make your toughest tasks easier.

Start dreaming and planning, and then get your orders in just in time for growing season. As always, Urban Oasis Gardens offers various courses to ensure your gardening success.

Heirloom Vegetable Seeds


Look for your tried-and-true favorites and the rare varieties you love. We offer seeds and some starter plants for everything from carrots and cucumbers to peas and peppers to watermelon radishes. Our heirloom seeds are organic, non-GMO and time tested.

Fruits & Flowers

Whether it's English, Japanese, tropical or wildflower, your dream garden awaits with Urban Oasis Gardens. Start with your favorite color and design for constant color and interest as the seasons change. We can put your favorite fruit at your fingertips as well with our fast-growing trees. Home-grown fruits last longer and cost far less than store-bought.

Tools & Accessories

The right tool for the job ensures that your gardening efforts are not wasted. Urban Oasis Gardens offers high-quality, durable, sustainable rakes, shovels, pruners, tillers, trowels and more. Garden tool sets help gardeners-to-be get started at a great price. Your plants won't go hungry with our superior selection of organic fertilizers, and our expert sprayers and spreaders help with proper application.



What	Where to Plant	What to Watch For
Sunflower	Sunny, sheltered soil	Support stems for taller flowers
Marigold	Sunny, fertile soil	Plant around tomatosto prevent flies
Pansy	Sun or dappled shade	Deadhead to encourage more blooms
Sweet Pea	Sunny spot, support	Protect from mice

Revisions: I followed the steps and made changes to the document. First, I selected the first paragraph on the first page. Then, I went to paragraph styles and double-clicked on the “Intro Body” style. Under the basic character formats tab, I changed the font family to Myriad Pro Regular. Then, under the character color tab, I changed the color to green medium, and I changed the tint to 50%. Then, under the paragraph border tab, I selected border and then changed the color to blue.

Skills Learned: Create and apply paragraph styles, create and apply character styles, nest character styles inside paragraph styles, create and apply object styles, create and apply cell styles, create and apply table styles, globally update styles, import and apply styles from other InDesign documents, experiment with style packs.

Chapter 10: Summer Breeze

Urban Oasis Gardens

Summer Schedule

DAILY DROP-IN ACTIVITIES				
ACTIVITY	DAY	TIME	FEE	
Attracting Butterflies	Su	8–10 a.m.	\$10	
Illustrating Botanicals 	M	noon–2 p.m.	\$25	
Creating Garden Flags	T	10 a.m.–2 p.m.	\$25	
Making Hummingbird Feeders	W	2–5 p.m.	\$50	
Tending Flowers	Th	9–11 a.m.	\$10	
Growing Edible Flowers	F	1–3 p.m.	\$10	
Making and Flying Kites 	Sa	8–11 a.m.	Free	

 Indicates off-site activity.

1

Revisions: I followed the steps and made changes to the document. In the table on the second page, I created three new activities and filled in information for each row. In the second row for painting greenery, I inserted an image that matched the activity and inserted the image into the last column and making sure it filled the box. The three activities I added were made to fit the location, and they included: drawing animals, painting greenery, and private tours. I filled in the rest of the table according to what I found was most appropriate for the activity.

Skills Learned: Convert text to a table, import tables from other applications, and create tables from scratch, change the number of rows and columns in a table, rearrange rows and columns, adjust row and column sizes, format tables with strokes and fills, specify repeating header rows for long tables, place graphics in table cells, create and apply table and cell styles.

Chapter 11: Flowers and Butterflies



Revisions: I followed the steps and made changes to the document. First, I selected the rectangle tool, and then I made a rectangular box. Then, within the contextual task bar, I selected text to image. The prompt I put in is: sun with bright flashes of yellow and orange, and I clicked generate. I selected one of the choices that was generated. I moved it to the area with the clouds and the words Songs of the Garden. Then I went to object -> arrange and send to back. Then I went to object -> fitting -> content-aware fit.

Skills Learned: Distinguish between vector and bitmap graphics, manage imported graphic files using the Links panel, import Adobe Photoshop and Adobe Illustrator graphics using different techniques, use various sizing and fitting techniques, work with different types of dropped backgrounds, adjust the appearance of graphics by manipulating paths and layers, create an anchored graphics frame that flows with text, wrap text around graphics, fill type with a graphic, create and use libraries of objects, work with generative AI features.

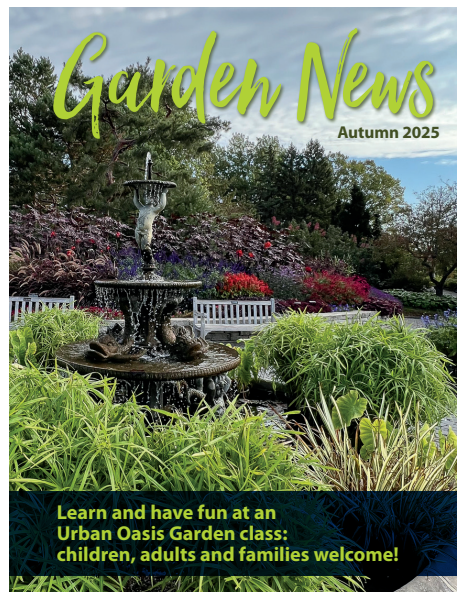
Chapter 12: Edible Blossoms



Revisions: I followed the steps and made changes to the document. First, I clicked on the text that says bistro and bar. Then I went to the effects panel and clicked on text to make an effect for the text only. I clicked on the FX and then went to transparency. I added an outer glow effect and made the settings: blending mode is lighten, technique is precise, opacity is 75%, size is 0.125 inches, and noise and spread are both 0%. Then I clicked on satin to apply that effect, and I made the settings: mode is luminosity, opacity is 50%, size is 0.125 inches, angle is 120 degrees, and distance is 0.125 inches. Then I pressed ok to solidify the changes.

Skills Learned: Change the opacity of objects drawn in InDesign, apply transparency settings to imported graphics, apply transparency settings to text, apply blending modes to overlapping objects, apply feathering effects to objects, add a drop shadow to text, apply multiple effects to an object, copy effects between objects, apply an effect to one layer of a Photoshop file, edit and remove effects.

Chapter 13: Garden News



Revisions: I followed the steps and made changes to the document. First, I went to Window -> Links. I clicked on the link: yellowflower.ai, and I clicked edit original. On the Illustrator document, I clicked the effect and then artistic, and I selected the palette knife effect and applied it to the flower. I clicked file -> save, then went to InDesign. Then on the links panel, I went go to link to make sure the changes were saved.

Skills Learned: Check a document for potential printing issues and fix them, manage the colors used in a document, confirm that an InDesign file and all of its elements are ready for printing, preview a document onscreen before printing, create different Adobe PDFs for proofing and for press, create an Adobe PDF preset for press-ready PDFs, print a proof of a document, create a print preset to streamline the printing process, assemble all necessary files for printing or delivery to a service provider or commercial printer, export graphics for the web and other digital destinations, export pages for social media.

Chapter 14: Lavender Flyer

Are You Interested in Volunteering?

We're always looking for volunteers to join our team!

If you are interested in volunteering, please fill out this form and our volunteer coordinator will contact you.

Whatever your interest or talent, from teaching to garden maintenance, we will help find a fit for you in one of the Garden's volunteer programs. Training is available in many of our volunteer areas. We hope to hear from you soon.

First Name:

Last Name:

Address:

City: State: ZIP:

Email Address:

Click to submit your information

Submit

In what way are you best able to help?

☐ Education



☐ Garden maintenance

☐ Financial donation

☐ Yes, I would like to receive your quarterly newsletter.

Please send me your newsletter in the following format:

Print Publication: Standard Mail

Revisions: I followed the steps and made changes to the document. First, I selected the box under the words: first name. Then I clicked on the tab: buttons and forms. I changed the font to copper black and the font size to 12. I did the same for the last name. Then I selected the submit button, and under the buttons and forms tab, I added the action of clearing the form so that the form would be cleared after they submitted it.

Skills Learned: Set up a workspace for forms, add and configure various form field types, learn the differences between the types of form fields, prebuilt form elements, set the tab order of form fields, add a Submit button to a form, export an Adobe PDF (Interactive) file with form fields, test your form in Adobe Acrobat Reader.

Chapter 15: Garden News



Revisions: I followed the changes and made edits to the document. First, I selected the circle labeled 'days to harvest'. Then I went to Window -> Interactive -> Animation. On the preset I selected grow large. For events, I selected on-page click. For the duration, I put 1.25 seconds, and for the number of play times, I put 2. Then I put the speed to ease in.

Skills Learned: Create a new document for mobile delivery, create animations using a motion preset and a motion path, configure the timing of multiple animations, create buttons that trigger various actions, create several animated objects including a pop-up caption and an animated bar graph, preview animations and interactivity within InDesign, add a movie, a sound, and a slideshow, export a fixed-layout EPUB and preview it in a viewing app, use the Publish Online feature.

Adobe InDesign Application Assignments

Project 1: Creative Resume

Front Page

Hannah Senatore | Digital Marketing Innovator

I bring emotional resonance to every concept I touch, crafting messages that connect deeply while staying rooted in purpose.

(704) 773-4299 hsenatore04@gmail.com www.linkedin.com/in/hannah-senatore

I am a driven digital marketer with a passion for growing new business opportunities and creating campaigns that genuinely connect. My background combines research, advertising, content creation, and hands-on experience in collaborative marketing, which gives me a well-rounded approach grounded in both creativity and strategy. I am interested in collaboration, innovation, and the constant evolution of the digital space, and I love bringing those elements into every project I take on.

Skills Showcase

Creative Tools

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva

Design Skills

- Image editing, photo editing, color correction, precision drawing tools, layer and object management, brand storytelling, style adaptation

Digital Marketing Skills

- SEO, Keywords, Ad Targeting, consumer behavior analysis, campaign planning, KPI definition and performance tracking, data visualization

Analytics/Strategy Skills

- Microsoft Excel, ANOVA, T-tests, pivot tables, A/B testing, UGC strategy and amplification, trend tracking, social listening

Course Projects

Used Adobe Firefly, Copilot, and ChatGPT to generate creative concepts for brand campaigns

Integrated Marketing Plan | Canva
Partnered with peers to design marketing initiatives across multiple channels for White Oak Lavender Farm. Skills learned: team collaboration and project management, strategic messaging and brand positioning, creative storytelling and visualization through the Canva platform, and consumer persona development.

Consultation Project | Microsoft Powerpoint + Word
Analyzed Alo Yoga's marketing approach and collaborated on a strategic presentation recommending improvements. Skills include: focus group facilitation persona development, team-based consulting, data interpretation, primary and secondary research, brand diagnosis and strategy, consumer behavior analysis.

Social Media Marketing Plan | Microsoft Powerpoint
Implementing real-world social media marketing strategies in collaboration with our client, Wears Woody. Skills learned: social media calendar planning, social media analytics and performance measurement, marketing research and social media audits, copyrighting for digital and social platforms, brand development, content creation.

Check out my personal website that contains more information about my portfolio as well as my interests outside of my education.

Education and Certifications

BBA in Marketing
Digital Marketing Concentration

Adobe Certified Professional (Photoshop, Illustrator, InDesign) • HubSpot (Social Media, Digital Marketing, SEO, Email Marketing) • Google (Ads Search, Analytics) • Hootsuite (How to Use, Social Media Marketing) • LinkedIn Learning (Transform Your Personal Brand, Writing Ad Copy, Graphic Design Fundamentals: Layout and Composition, Ideas that Resonate, Brand Design Fundamentals)

Back Page

Adobe Illustrator Projects

Adobe Photoshop Projects

Canva Marketing Plan Projects

Reflection: AI recommended refining my resume summary to emphasize measurable outcomes and industry keywords, such as CTR improvement, multi-channel campaigns, and KPI tracking. I kept these suggestions because they elevated the professionalism of my application. I also adopted the Targeted Experience Snapshot layout to connect my resume to the internship role, showcasing relevant skills and tools. I chose not to include overly casual language or redundant project details to maintain clarity and focus. Ethically, AI can support the marketing design process by enhancing accessibility, streamlining ideation, and amplifying diverse perspectives—so long as it's used transparently, avoids bias, and respects intellectual property.

Prompt #1: Rewrite my resume summary for a Digital Marketing Coordinator role using a professional yet creative tone. Focus on measurable outcomes and industry keywords.

Output #1: **Digital Marketing Coordinator | Strategic Storyteller & Performance Optimizer**

I'm a results-driven digital marketer with a passion for crafting campaigns that resonate and convert. With hands-on experience in SEO, paid media, content creation, and consumer behavior analysis, I've led multi-channel initiatives that increased engagement by up to 40% and improved CTRs across social platforms. My approach blends emotional storytelling with data-backed strategy—whether I'm building personas, optimizing KPIs, or visualizing performance dashboards. I thrive in collaborative environments and bring a toolkit that includes Adobe Creative Suite, Google Ads, HubSpot, and advanced Excel analytics. Let's turn insights into impact and strategy into standout brand moments.

Prompt #2: Rewrite my skillset section for a Digital Marketing Internship role using a professional and concise tone. Focus on creative and digital skills.

Output #2: **Creative & Design Tools**

- Adobe Photoshop, Illustrator, InDesign
- Canva, Adobe Firefly
- Image editing, color correction, precision drawing, brand storytelling

Digital Marketing & Content Strategy

- SEO, keyword research, ad targeting
- Campaign planning, KPI tracking, consumer behavior analysis
- Social media calendar creation, content development, platform optimization

Analytics & Performance

- Microsoft Excel (pivot tables, A/B testing, ANOVA, T-tests)
- Data visualization, trend tracking, social listening
- UGC strategy and amplification

Strategic Thinking & Collaboration

- Persona development, brand positioning
- Cross-functional teamwork, project management
- Creative ideation using AI tools (Copilot, ChatGPT)

Prompt #3: Suggest a layout improvement that connects my resume with the job listing of the digital marketing internship.

Output #3:

Layout Improvement: "Targeted Experience Snapshot" Section

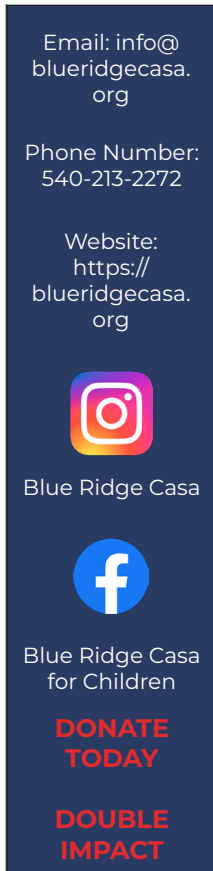
Add a new section right after your summary called:

Targeted Experience Snapshot: PulteGroup Marketing Internship

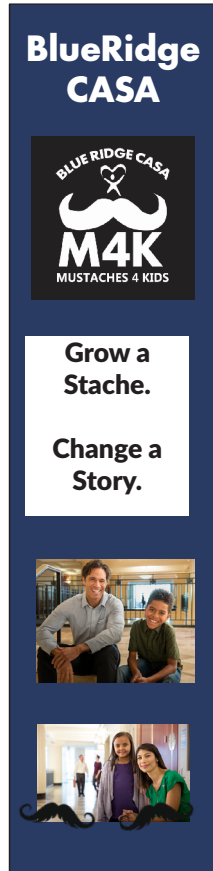
This section acts like a mini cover letter built into your resume. It shows recruiters you've read the listing and already see how your skills match their needs. Here's how to structure it:

Project 2: Nonprofit Tri-Fold Brochure

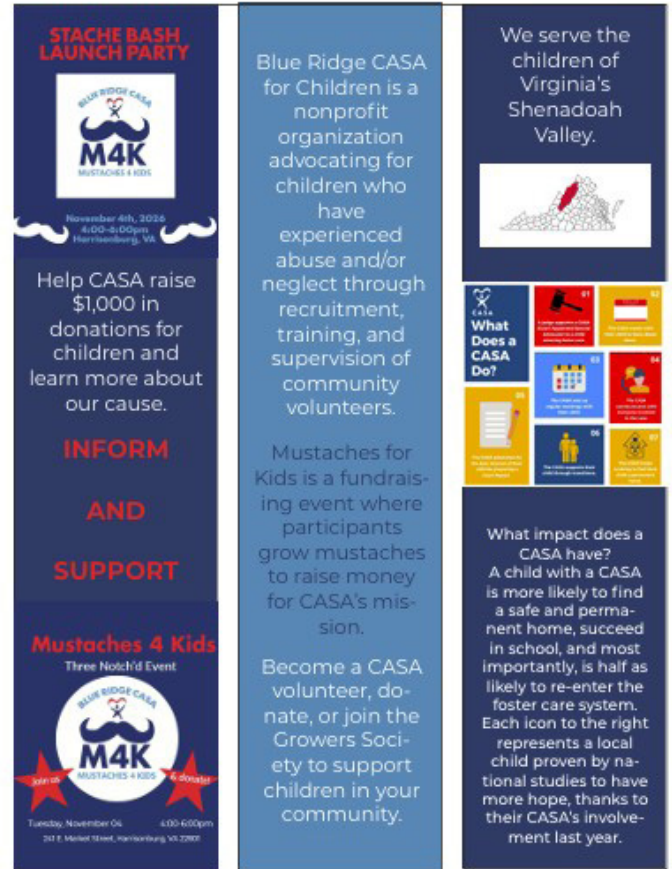
Back Cover



Front Cover



Inside Panels



Reflection: The title for this project is Grow a Stache, Grow a Voice: Informational Packet for Blue Ridge CASA. The description for this project is that it is designed to promote our nonprofit, Blue Ridge CASA, and its event, Mustaches 4 Kids. The goal was to create a visually engaging and emotionally resonant piece that invites community members to support the nonprofit's goals. The target audience includes socially conscious adults in the local community. The design choices that appealed to them include bold typography, which makes the elements stand out, a minimalist layout, professional time but also warm and approachable. My approach and inspiration were from Blue Ridge CASA's materials, as well as the material we had worked on in our project. Tools and techniques I used in InDesign included the typography tool, rectangle tool, color tool, and place tool. The revisions I made based on self-reflection were to make the call to action stand out more, so I made the call to action at the bottom right bigger, and I made it all caps. My revised version is stronger because it conveys the call to action more effectively.

Adobe InDesign Quick Create Assignments

Quick Create 1: Hannah Senatore

Objective: Design a professional business card for yourself using the logo and slogan you have created in previous assignments. This exercise focuses on branding, hierarchy, and working with small-format layouts.

Hannah Senatore

JMU 2026

Creative Storyteller | Brand Developer | Digital Marketing Strategist

Bachelor of Business Administration in Marketing
Concentration in Digital Marketing

Strategic by Nature

Expressive by Design



Facebook @ hannahsenatore

Instagram: @hannahsenatore04

Website: <https://hannahsenatore.com/>

Linkedin: <https://www.linkedin.com/in/hannah-senatore/>

Dancing Dukes *Recital*



COME SUPPORT DANCING DUKES!!
THE THEME IS SHOWBIZ
ATTENDANCE IS FREE

Location: Wilson
Date: 11/16/2025
Time: 2:00 pm

Quick Create 2: Dance Recital Event

Objective: Design a one-page event poster (8.5" x 11") for a nonprofit, business, or campus event. This project focuses on layout design, hierarchy, and readability while encouraging students to create visually engaging promotional materials.

Quick Create 3: Cover and About me Page

Objective: Create a the cover page and about me page (8.5" x 11") for your portfolio using InDesign. The focus is on balancing text and visuals to create a professional, ad-ready layout.

Content and Copywriting Activities

Activity #1: Post Like a Pro

Summary: This project focuses on crafting tailored social media posts that align smoothly with existing campaigns. Each post should be written with persuasive techniques and guided by the 7 Ps of Content Development to ensure clarity, resonance, and impact. Posts may be designed in Canva for visual appeal, with more advanced Adobe projects scheduled later. After creating each post, you'll apply the 7-Step Content Writing Process by answering reflective questions that evaluate strategy, audience fit, and effectiveness.

Activity #2 (Part 1): Ad Lib Magic

Summary: This project challenges you to design a single social media advertisement for any company, choosing the platform and format that best fits the brand. The ad should be concise, persuasive, and visually aligned with the company's identity. To guide the process, you'll apply the Template Writing Checklist (3.4) — ensuring the content is featured clearly, sized appropriately for the channel, short yet impactful, and crafted to spark audience response. The ad must reflect the brand's voice, highlight a pain point, and present a solution, while also being versatile enough to repurpose. Finally, visuals should reinforce both the message and the brand's personality.

Activity #2 (Q3): Click, Play, Engage

Summary: This project invites you to design an interactive campaign that goes beyond traditional posts, using formats such as interactive videos, games, apps, VR experiences, or other immersive storytelling tools. The goal is to create a dynamic experience that actively involves the audience, sparking curiosity and participation rather than passive scrolling. You'll explain the concept in detail, outlining how it works, what makes it engaging, and how it connects to the brand's message. As part of the deliverable, you'll also provide a thumbnail or app mock-up to visually represent the campaign and showcase its interactive appeal.

Activity #3 (Part 1): Share More Than a Coke

Summary: This project explores Coca-Cola’s iconic “Share a Coke” campaign and expands it through a creative brief using Template 5.1. You’ll adapt the campaign into a new medium, retarget it toward a different VALS audience, and add an interactive component such as a coupon or TikTok challenge. Alongside these extensions, you’ll identify Coca-Cola’s unique selling point (USP) and recommend the most effective tactics—like posters, social ads, or radio spots—to maximize reach and engagement.

Activity #3 (Part 2): Flavor Meets Fun

Summary: This project combines two creative advertising approaches. First, you’ll craft an ad for a Mexican restaurant that highlights its uniqueness strategy (#12 from Chapter 6), showcasing what sets the brand apart. Then, you’ll design a humor-driven billboard (#25 from Chapter 6) for a TV reality show, using wit and playful messaging to grab attention and entertain audiences. Together, these tasks demonstrate how different strategies can be applied across mediums to engage consumers in memorable ways.

Activity #4 (Part 2): Voices that Move

Summary: This project explores the power of audio storytelling by pairing a brand with a celebrity voice for a radio campaign, crafting opening lines that capture attention and align with the brand’s identity. It also includes writing both a :30 and a condensed :10 radio spot for a charitable organization, reflecting on the challenges of maintaining emotional resonance while shortening the message.

Activity #5 (Part 2 Q3 & 4): Slogans Reimagined

Summary: This project reimagines famous brand slogans with fresh taglines and creates a new company slogan using creative techniques like onomatopoeia, interrogative statements, challenges, or reason-why messaging to show how short phrases can capture identity and persuade audiences.

Activity #6 (Part 1): Headlines That Speak

Summary: This project focuses on crafting headlines that connect with audiences in different ways. First, you'll create a humorous or playful headline for a brand, showing how wit can strengthen identity. Next, you'll write an empathetic headline that reflects consumer needs and emotions. Then, you'll analyze an ad that demonstrates consumer understanding and expand its concept by developing two additional headlines to build a cohesive campaign.

Activity #6 (Part 2 Q4 & 5): Laughs on the Move

Summary: This project begins with finding an example of a humorous transit message and then extends the idea by creating a related ambient ad for the same company. The goal is to build a unified campaign theme that uses humor across different formats, ensuring consistency while adapting the message to new environments.

Activity #7 (Part 1 Q1, 4, & 5): Snackable Strategy

Summary: This project blends professional identity with creative design. First, you'll craft a personal slogan that captures your skills in under ten words. Next, you'll write kid-focused cereal box copy that uses playful language and interactive elements to engage young audiences. Finally, you'll design a self-promotion concept—like the Candy Box Portfolio—where fun packaging showcases your creative process, campaign stages, and unique personas in a memorable, tangible way.

Activity #7 (Part 2 Q3, 4, & 5): Expanding Campaigns

Summary: This project continues Hotel Tango's military-themed branding by writing new package copy under the slogan "Distilled with Discipline." It also extends Mount Sinai's "Another day. Another breakthrough." campaign with fresh ad and radio spot concepts. Finally, you'll select a client and develop an integrated campaign idea that unifies messaging across multiple platforms, demonstrating consistency, creativity, and strategic reach.

Rebranding Project



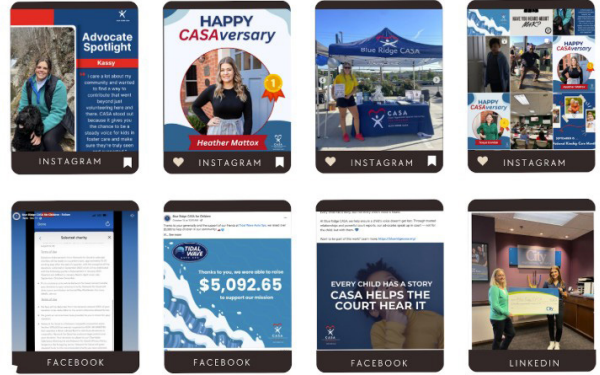
PRINT COLORS



WEB COLORS

TYPOGRAPHY

Geometric 415 Lite
Geometric 415 Medium
Geometric 415 Black



Blue Ridge CASA Mustache 4 Kids Event Brand Style Guide

Color Palette

HEX: #00478 RGB: 0, 71, 136 CMYK: 100, 50, 50, 0	HEX: #EE2E22 RGB: 238, 46, 34 CMYK: 10, 80, 90, 0	HEX: #4A90E2 RGB: 74, 146, 226 CMYK: 63, 25, 10, 0	HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
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Typography

Heading: Futura Bold

Subheading: Lato

Body: Glacial Indifference

Use a bold font such as Futura Bold to capture viewers attention. Lato provides a modern and professional type. The font Glacial Indifference is readily for long text showing an authentic and professional tone.



Logo Guidelines

To maintain legibility, the logo should never appear smaller than 1.25 inches wide or tall in print or 150 pixels wide or tall on screen.

Maintain clear space equal to the height of the mustache in the logo.

Correct Use



Do utilize the correct color scheme



Do utilize the black and white color scheme



Do utilize a reversed black and white color scheme

Incorrect Use



Don't change the color scheme



Don't add effects or filters such as drop shadows



Don't add different color backgrounds that are not black or white

Imagery

Photography

- Use bright, bold and colorful imagery aligning with a kid-friendly atmosphere.
- Utilize both candid and posed photos to represent themes of joy, connection, philanthropy and family.
- Branded photos should use natural lighting with no filters.
- The use of mustaches as a prop is encouraged, as well as including Blue Ridge CASA branding materials.



Iconography

All icons should relate to happiness, nonprofit and family values. Mustaches are appropriate as an icon for this event and should be filled when used.

- Stroke weight: Medium
- Style: Filled
- Shape: Organic
- Color Usage: Brand accent colors



Mustaches 4 Kids

Three Notch'd Event



Join us **& donate!**

Tuesday, November 04 **4:00-6:00pm**
 241 E. Market Street, Harrisonburg, VA 22801

Blue Ridge Casa for Children

Mustaches for Kids

Blue Ridge CASA for Children is a nonprofit organization advocating for children who have experienced abuse and/or neglect through recruitment, training, and supervision of community volunteers.

Email: info@blueridgecasa.org
 Phone number: 540-213-2272
<https://blueridgecasa.org/>


 @Blue Ridge Casa
  @Blue Ridge Casa for Children
 

DONATE TODAY

Every abused and neglected child will have
 a trained volunteer advocating for their best interest.

Currently, there are over 300 children in our service area waiting for a CASA.

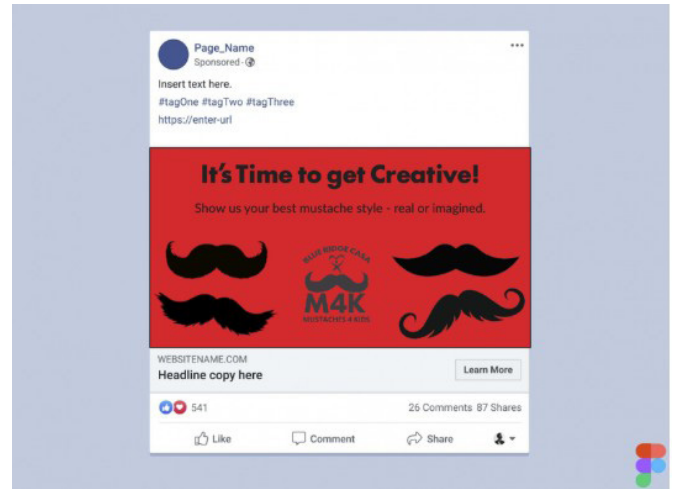
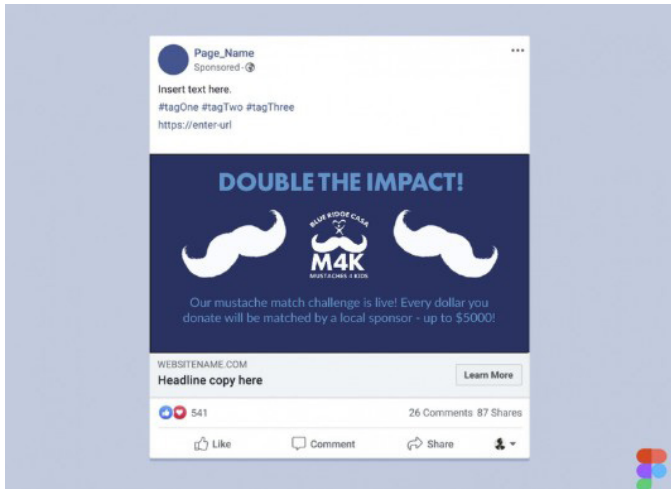
VOLUNTEER TO MAKE A DIFFERENCE

FRONT



BACK





LANDING PAGE



Mustaches 4 Kids X Blue Ridge CASA

Mustaches 4 Kids is a philanthropic event where mustaches can make a difference. Partnered with Blue Ridge CASA, a nonprofit organization located across the Shenandoah Valley advocating for neglected and abused children, the goal is to raise money for children in a fun way.

Join our mission to benefit children within the community by registering to grow your 'stache or donate to support another grown!

[DONATE](#)

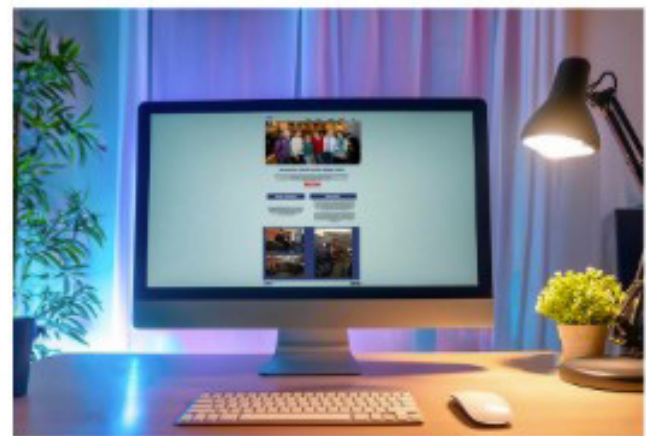
Mission Statement

Blue Ridge-CASA for Children is a nonprofit organization advocating for children who have experienced abuse and/or neglect through recruitment, training, and supervision of community volunteers.

Testimonials

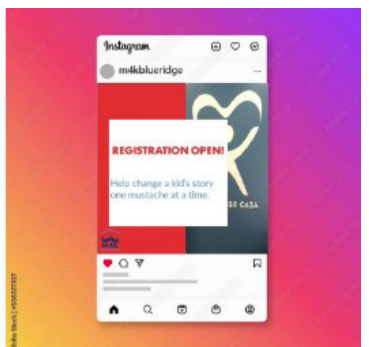
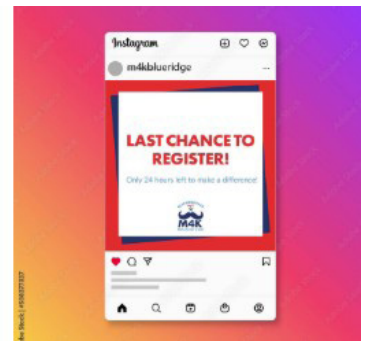
"After entering adulthood, I feel deep gratitude for the family and community that loved, cared, and advocated for my safety as a child. I became a volunteer with Blue Ridge CASA with hopes that the children I came feel safe, happy, and loved and the adults in the child's life feel supported and encouraged." - Sarah of Harrisonburg, VA

"I believe we each have a responsibility to all the children in our community that family life can be so similar that we often don't exercise that responsibility. Being a CASA gives me the opportunity to support kids in my community during one of the hardest times they're likely to experience." - Sydney of Staunton, VA



LAST CHANCE TO REGISTER!

Only 24 hours left to make a difference!



Grow a Stache, Change the Story



**JOIN THE MOVEMENT**

Grow a Stache, Change the Story



**JOIN THE MOVEMENT**

Grow a Stache, Change a Story

Join the movement to support children across Shenadoah Valley!



**Mustaches 4 Kids**
Three Notch'd Event



Join us!

Tuesday, November 04 4:00-6:00pm
24 E. Market Street, Harrisonburg, VA 22901

Donate or Register Today!

info@blueridgecasa.org
540-213-2272
blueridgecasa.org

Instagram:
Blue Ridge Casa

Facebook:
Blue Ridge Casa for Children

STACHE BASH LAUNCH PARTY



November 4th, 2026
4:00-6:00pm
Harrisonburg, VA



Conclusion

by Hannah Senatore

Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.

SIP. SPARK. STRATEGIZE.