

58<sup>TH</sup> ADAI DESIGN EXHIBITION

SERVED

*Fresh*

ANNUALLY

AD  
AI

AWARDS BOOK



**ALAN**  
**LEUSINK**

DUFFY  
Minneapolis, MN



**DAVE**  
**WEBSTER**

WEBSTER DESIGN  
Omaha, NE



**CARLOS**  
**ZAPATA**

DESIGN ROADIE  
Chicago, IL

# JUDGES

## STUDENT JUDGES:

**KELLY**  
**BITTNER**  
ZLR/IGNITION  
Des Moines, IA

**JASON**  
**MCARTOR**  
FARMBOY  
West Des Moines, IA

**JOHN**  
**GEARHEART**  
SPOT-ON DESIGN  
Ankeny, IA

# CAT EGO RIES

## ENTRY CATEGORIES

- |                                |        |                      |              |
|--------------------------------|--------|----------------------|--------------|
| 01 ADVERTISING DESIGN          | pg. 4  | 10 ILLUSTRATION      | pg. 92       |
| 02 ANNOUNCEMENTS & INVITATIONS | pg. 9  | 11 INTERACTIVE MEDIA | pg. 102      |
| 03 BOOK DESIGN                 | pg. 14 | 12 PHOTOGRAPHY       | pg. 109      |
| 04 COLLATERAL                  | pg. 18 | 13 POSTER DESIGN     | pg. 117      |
| 05 COMPANY LITERATURE          | pg. 22 | 14 SALES PROMOTION   | pg. 134      |
| 06 EDITORIAL DESIGN            | pg. 26 | 15 SELF-PROMOTION    | pg. 147      |
| 07 ENVIRONMENTAL GRAPHICS      | pg. 43 | 16 WEBSITE DESIGN    | pg. 151      |
| 08 IDENTITY MARK               | pg. 53 | 17 MISCELLANEOUS     | pg. 164      |
| 09 IDENTITY SYSTEM             | pg. 72 | 18 UNPUBLISHED       | (NO ENTRIES) |

**01**

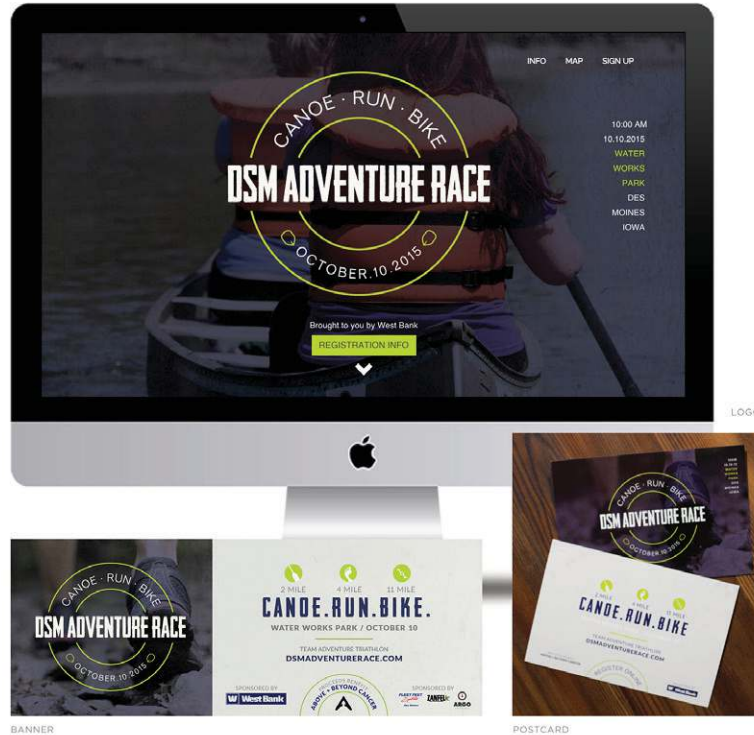
# **ADVERTISING DESIGN**

AD  
AI

# 01 ADVERTISING DESIGN



WEBSITE



BANNER

POSTCARD

**Title:**  
DSM Adventure Race Campaign

**Client:**  
DSM Adventure Race

**Firm:**  
Black Tie Creatives

**Contributors:**  
Art Director: Jenn State  
Website Development: Julian State  
and Jenn State



# 01 ADVERTISING DESIGN



**Title:**  
57th Annual ADAI Exhibition Materials

**Client:**  
Art Directors Association of Iowa

**Firm:**  
Black Tie Creatives and  
Performance Marketing

**Contributors:**  
Art Director: Jenn State  
Creative Team: Emily Hughes,  
Paul Richards, Ellie Walter, Jeff Regenold  
Copy: Julian State



## 01 ADVERTISING DESIGN



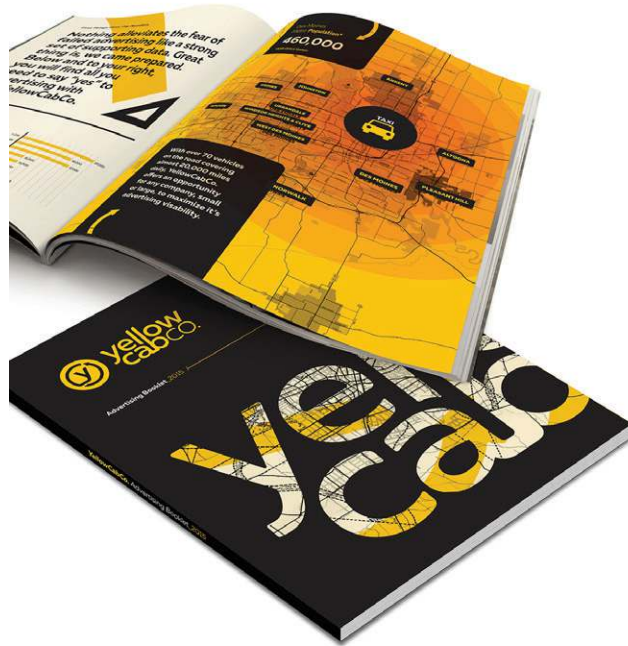
**Title:**  
Spend With Care Ad Campaign

**Client:**  
Greater Iowa Credit Union

**Firm:**  
BASEMINT

**Contributors:**  
Art Director: Andrew Maahs  
Art Director: Kelly Bittner

# 01 ADVERTISING DESIGN



**Title:**  
YellowCabCo. Ad Booklet 2015

**Client:**  
YellowCabCo.

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Art Director: Jeremiah Elbel

**02**

# **ANNOUNCEMENTS & INVITATIONS**

AI

## 02 ANNOUNCEMENTS & INVITATIONS



**Title:**  
Finley Law Firm Moving  
Announcement

**Client:**  
Finley Law Firm

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Scott Helms  
Designer: Annie Eischen



## 02 ANNOUNCEMENTS & INVITATIONS



**Title:**

substance Architecture 10 Year  
Anniversary Celebration Invitation

**Client:**

substance Architecture

**Firm:**

Connie Wilson Design

**Contributors:**

Art Director and Designer:  
Connie Wilson with Julie Severson  
Letterpress Printer: Sarah McCoy,  
The Permanent Collection  
Letterpress + Design Studio

## 02 ANNOUNCEMENTS & INVITATIONS



**Title:**  
Wendholt Wedding Invitation

**Client:**  
Jason and Megan Wendholt

**Firm:**  
Plastic A Designs

**Contributors:**  
Art Director: Jeremiah Elbel  
Design: Jeremiah Elbel  
Illustration: Jeremiah Elbel

## 02 ANNOUNCEMENTS & INVITATIONS



**Title:**  
Emily & Josh Wedding Invitations

**Student:**  
Regan Grossnickle

**School:**  
Grand View University

**Contributors:**  
Photographer: Elle Lacher

03

**BOOK DESIGN**

AD  
AI

## 03 BOOK DESIGN



**Title:**  
Needs More Fire Issue II: Haunted

**Client:**  
Little Feet On Ducks

**Firm:**  
Little Feet On Ducks

**Contributors:**  
Carl Bisenius  
Nick Hoobin  
Nick LaPole



## 03 BOOK DESIGN



**Title:**  
Ready Player One Book Cover

**Student:**  
Jenna Boures

**School:**  
Drake University





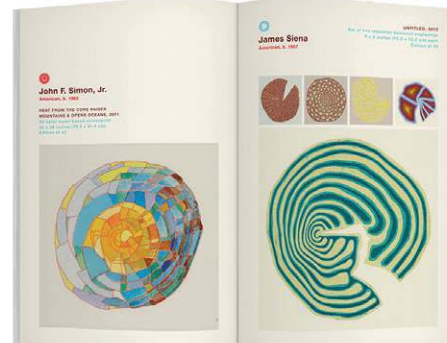
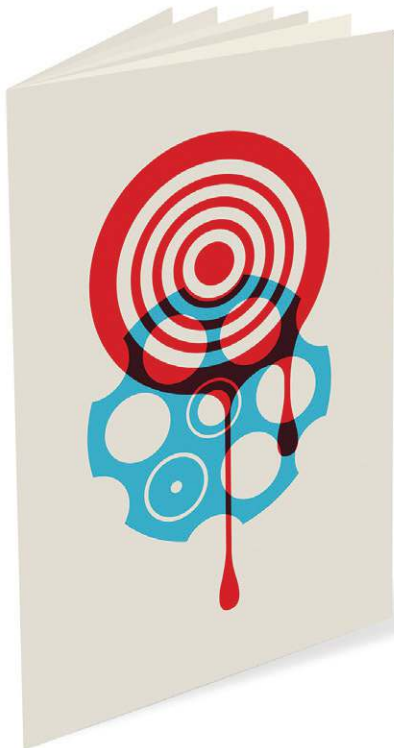
**Title:**  
Children's Book

**Student:**  
Connor Graf

**School:**  
Iowa State University

# 04 COLLATERAL

DAI



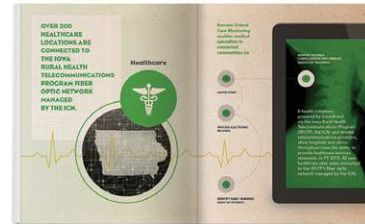
**Title:**  
Vicious Circles Exhibition Guide

**Client:**  
Steven Vail Fine Arts

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Designer: Jeremiah Elbel





**Title:**  
Broadband Matters Promo Booklet

**Client:**  
Iowa Communications Network

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Designer: Jeremiah Elbel



**Title:**  
Snowstorm

**Student:**  
Sarah Cortez

**School:**  
Iowa State University

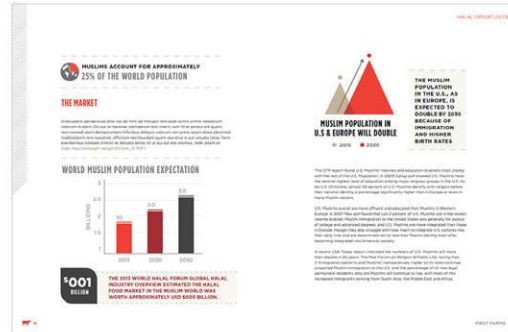


**05**

# **COMPANY LITERATURE**

**DAI**

# 05 COMPANY LITERATURE



**Title:**  
First American Farms Business Plan

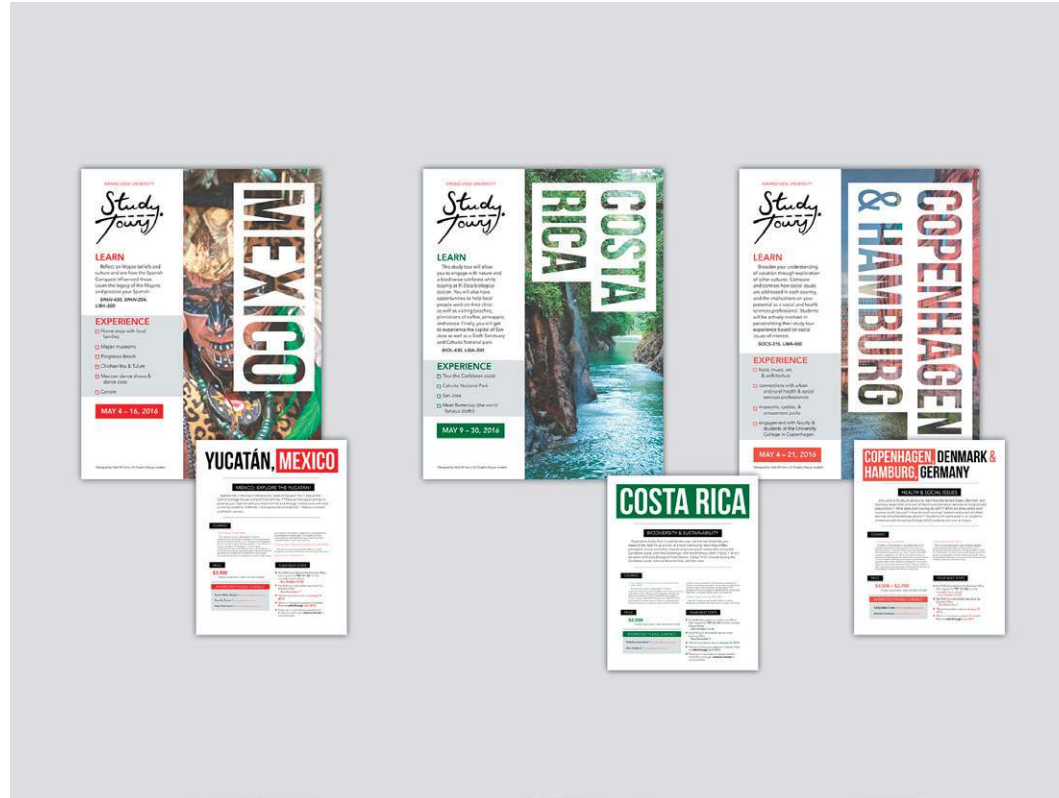
**Client:**  
First American Farms

**Firm:**  
Black Tie Creatives

**Contributors:**  
Art Director: Jenn State



## 05 COMPANY LITERATURE



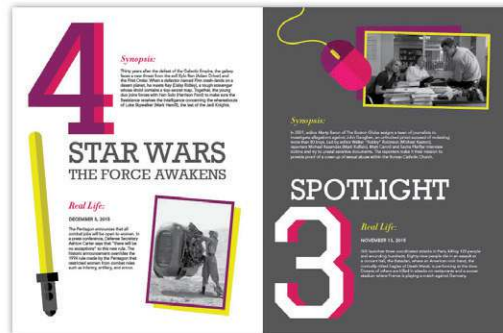
**Title:**  
GV Study Tours

**Student:**  
Madison Williams

**School:**  
Grand View University



# 05 COMPANY LITERATURE



**Title:**  
Film Annual Report

**Student:**  
Connor Graf

**School:**  
Iowa State University

06

**EDITORIAL DESIGN**

AD  
AI



**Title:**

## Flower Power

**Client:**

Meredith Corporation,  
*Cupcakes*

Firm:

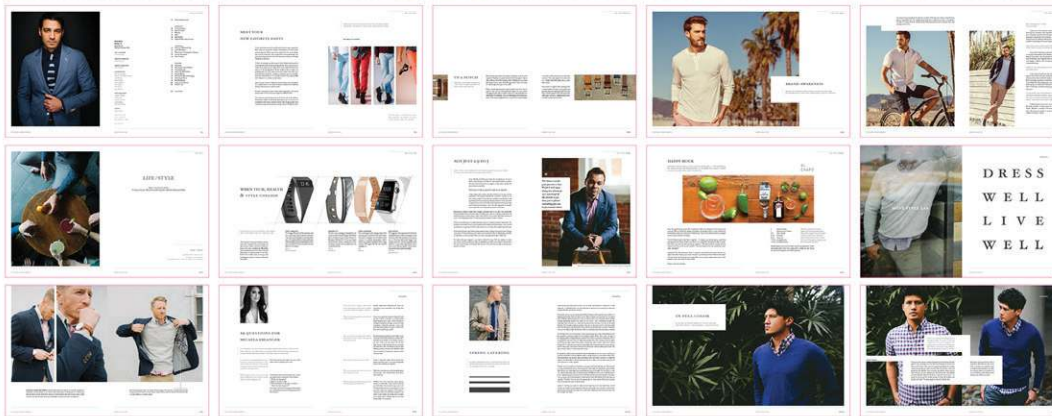
Meredith Corporation

### Contributors:

Rachel Kennedy



## 06 EDITORIAL DESIGN



**Title:**  
Spring Summer 2016 Style Guide

**Client:**  
Men's Style Lab

**Firm:**  
Eight Seven Central

**Contributors:**  
Layout & Design: Adam Ferry  
Style: Caleb Kucera



**Title:**  
Behind Closed Drawers

**Client:**  
Meredith Corporation,  
Storage Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Christy Brokens  
Brian Kramer

## 06 EDITORIAL DESIGN



**Title:**  
Cookies

**Client:**  
Meredith Corporation,  
*Fall Baking*

**Firm:**  
Meredith Corporation

**Contributors:**  
Rachel Kennedy

## 06 EDITORIAL DESIGN

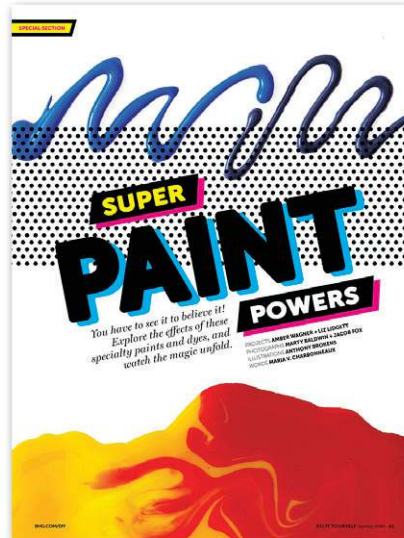


**Title:**  
Pot Pies

**Client:**  
Meredith Corporation,  
*Fall Baking*

**Firm:**  
Meredith Corporation

**Contributors:**  
Rachel Kennedy

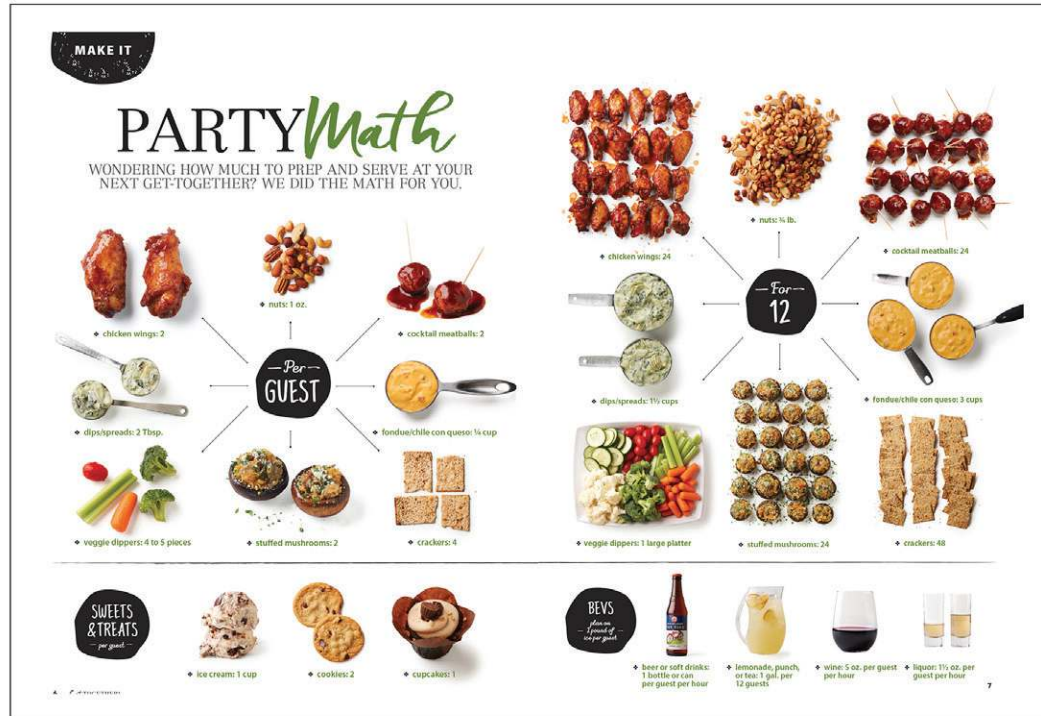


**Title:**  
Super Paint Powers

**Client:**  
Meredith Corporation,  
*Do It Yourself* Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Christy Brokens  
Anthony Brokens  
Maria Charbonneaux



**Title:**

Party Math

**Client:**

Meredith Corporation,  
Better Homes and Gardens  
*Get Together!* Magazine

**Firm:**

Meredith Corporation

**Contributors:**

Art Director: Stephanie Hunter  
Designer: Stacey Willey  
Editor: Carrie Boyd  
Photographer: Blaine Moats  
Food Stylist: Dianna Nolin



**Title:**  
The Total Package

**Client:**  
Meredith Corporation,  
*Do It Yourself Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Christy Brokens  
Maria Charbonneau



**Title:**  
Made To Order

**Client:**  
Better Homes and Gardens Special  
Interest Publications, *Before & After  
Kitchens and Baths Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Art Director: Lori Sturdivant  
Contributing Designer: Kristin Cleveland  
Photographer: Michael Partenio  
Writer: Candace Ord Manro



**Title:**  
Walk On

**Client:**  
Better Homes and Gardens Special Interest Publications, *Before & After Kitchens and Baths Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Art Director, Designer: Lori Sturdivant  
Photographer: Marty Baldwin  
Writer: Kelley Roberson



## 06 EDITORIAL DESIGN



**Title:**  
Color Scheming

**Client:**  
Meredith Corporation,  
*Refresh Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Associate Art Director: Nicole Dean Teut  
Assistant Art Director: Emily Phipps  
Editor: Jen Wilson  
Associate Editor: Laura Johnson  
Writer: Amy Palanjan  
Producer: Katie LePorte  
Photographer: Adam Albright

## 06 EDITORIAL DESIGN



**Title:**  
Work The Wall

**Client:**  
Meredith Corporation,  
Refresh Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Associate Art Director: Nicole Dean Teut  
Assistant Art Director: Emily Phipps  
Editor: Jen Wilson  
Associate Editor: Laura Johnson  
Writer: Amy Palanjian  
Producer: Katie LePorte  
Photographer: Adam Albright



## 06 EDITORIAL DESIGN

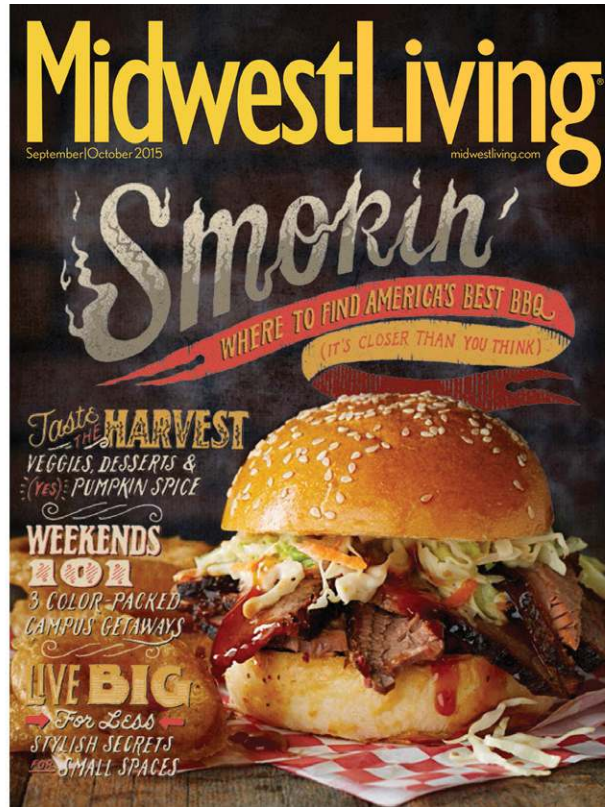


**Title:**  
Just Our Type

**Client:**  
Meredith Corporation,  
*Midwest Living* Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Creative Director: Geri Boesen  
Designer: Faith Berven  
Photographers: Ryan Donnell  
and Brad Ziegler  
Photo Editor: Tara Okerstrom-Bauer  
Writers: Amanda Glazebrook  
and Josh Hafner  
Letterpress Art: Sarah McCoy



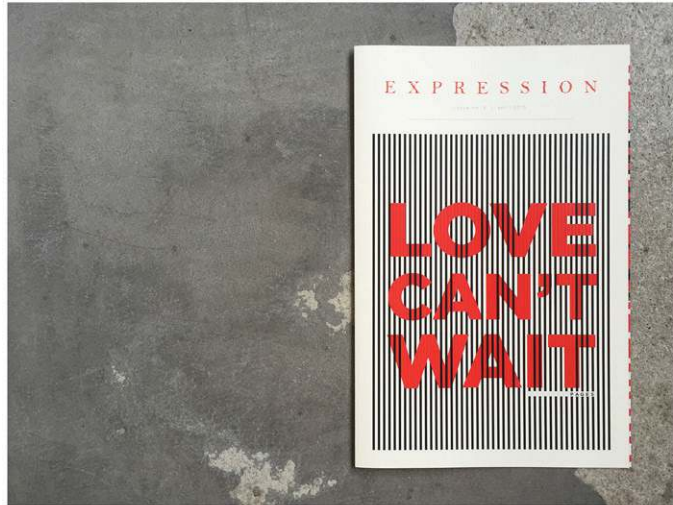
**Title:**  
*Midwest Living* October Cover

**Client:**  
Meredith Corporation,  
*Midwest Living* Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Art Director: Geri Boesen  
Designer: Faith Berven  
Editor: Hannah Agran  
Photographer: Blaine Moats  
Food Stylist: Charles Worthington  
Calligrapher: Jon Contino

## 06 EDITORIAL DESIGN



**Title:**  
Human Rights Campaign – Expression  
Newsletter

**Student:**  
Quentin Bangston

**School:**  
Iowa State University



## 06 EDITORIAL DESIGN



**Title:**  
Market: A History of the Modern Marketplace

**Student:**  
Quentin Bangston

**School:**  
Iowa State University

**07**

# **ENVIRONMENTAL GRAPHICS**

**ADD  
AI**

## 07 ENVIRONMENTAL GRAPHICS



**Title:**

Brewery Process Tour  
Environmental Graphics

**Client:**

Confluence Brewing Co.

**Firm:**

818 - a tiny design empire

**Contributors:**

Melissa Carlson  
Rachel Abel  
Paige Kleckner



## 07 ENVIRONMENTAL GRAPHICS



**Title:**  
PM/Shift Office Graphics

**Client:**  
Performance Marketing  
and SHIFT Interactive

**Firm:**  
Performance Marketing

**Contributors:**  
PM and SHIFT Creative Teams



## 07 ENVIRONMENTAL GRAPHICS



**Title:**  
Corporate Headquarters Graphics

**Client:**  
Foster Group

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Rachel Abel  
Melissa Carlson  
Paige Kleckner  
Heather Purdy  
Becca Berry

## 07 ENVIRONMENTAL GRAPHICS



**Title:**  
Story Wall

**Client:**  
Gusto Pizza Co.

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Rachel Abel  
Melissa Carlson  
Paige Kleckner  
Lu Lawrence

## 07 ENVIRONMENTAL GRAPHICS



**Title:**  
Gilroy's Kitchen + Pub + Patio  
Environmental Designs

**Client:**  
Gilroy's Kitchen + Pub + Patio

**Firm:**  
Farmboy

**Contributors:**  
Art Director: Zachary Kern  
Art Director: Jason McArtor

## 07 ENVIRONMENTAL GRAPHICS



**Title:**

Iowa State University State Fair  
Camp Cy Exhibit

**Client:**

Iowa State University

**Firm:**

Flying Hippo Branding & Digital

**Contributors:**

Art Director: Scott Helms

Designer: Cory Witt

Designer: Annie Eischen

## 07 ENVIRONMENTAL GRAPHICS

A brand experience for  
a new **pop-up** ice cream shoppe:  
**mariposa**

Brand Identity



Wall graphics



Popup store



**Title:**

Mariposa Exhibits

**Student:**

Huiwon Lim

**School:**

Iowa State University



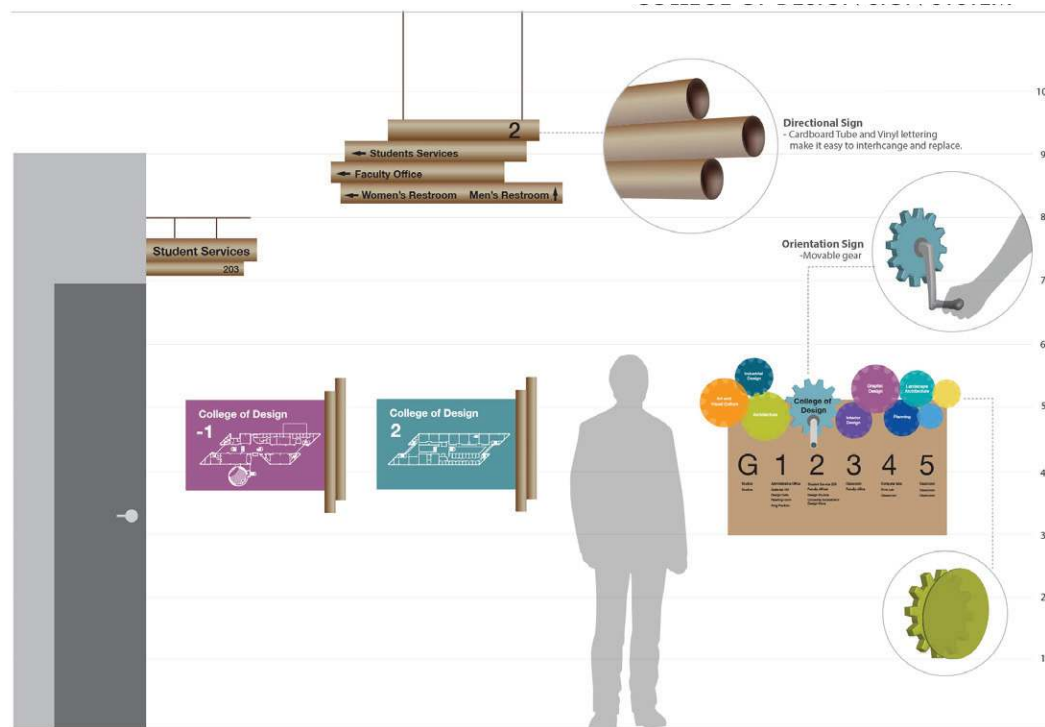
## 07 ENVIRONMENTAL GRAPHICS



**Title:**  
Kettlestone Campaign

**Student:**  
Nikki Cypser

**School:**  
DMACC



**Title:**  
College of Design Sign System

**Student:**  
Young Ju Cho

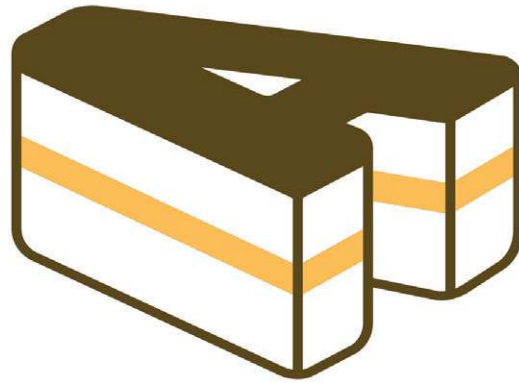
**School:**  
Iowa State University

08

**IDENTITY MARK**

AD  
AI

## 08 IDENTITY MARK



**Title:**

A Cakes Identity Mark

**Client:**

A Cakes Bakery

**Firm:**

Plastic A Designs

**Contributors:**

Creative Director: Jeremiah Elbel

Designer: Jeremiah Elbel



**BEST OF  
CATEGORY**

## 08 IDENTITY MARK



**Title:**

IMPACT Community Action Partnership Logo

**Client:**

IMPACT Community Action Partnership

**Firm:**

(c)3 Marketing

**Contributors:**

Designer: Haley Warth

Creative Director: Adam Jensen

Copywriter: April Pearson-Decklever

Account Executive: Andrea Love

Account Executive: Tiffani Brendeland

## 08 IDENTITY MARK



**Title:**

Humbrd logo

**Client:**

Humbrd

**Firm:**

F8 Creative

**Contributors:**

Art Direction, Design & Naming:  
Andy Van Engen

## 08 IDENTITY MARK



**Title:**

Good Word Restaurant Group LLC Logo

**Client:**

Good Word Restaurant Group

**Firm:**

Farmboy

**Contributors:**

Art Director: Zachary Kern

## 08 IDENTITY MARK



**Title:**  
BlackBird Investments Logo

**Client:**  
BlackBird Investments

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Eric Groves  
Art Director: Scott Helms  
Designer: Cory Witt

## 08 IDENTITY MARK

veranda  
DENTISTRY

**Title:**

Veranda Logo

**Client:**

Oral Health Clinic

**Firm:**

Flying Hippo Branding & Digital

**Contributors:**

Art Director/Designer: Scott Helms

## 08 IDENTITY MARK



**Title:**

Casa de los Monos Logo

**Client:**

Casa de los Monos

**Firm:**

Juicebox Interactive

**Contributors:**

Strategist: Dale Bentlage

Designer: Kathryn Sutton

## 08 IDENTITY MARK



### Title:

The Mine Logo

### Client:

Iowa State University Department  
of Engineering

### Firm:

Flying Hippo Branding & Digital

### Contributors:

Art Director: Scott Helms  
Designer: Annie Eischen

## 08 IDENTITY MARK



**Title:**

Stormza Brewing Logo

**Client:**

Stormza Brewing

**Firm:**

Plastic A Designs

**Contributors:**

Creative Director: Jeremiah Elbel

Designer: Jeremiah Elbel

## 08 IDENTITY MARK



**Title:**

Pianeta Ciambella

**Student:**

Renae Meines

**School:**

Iowa State University



**BEST OF  
CATEGORY**

## 08 IDENTITY MARK



**Title:**

Alcohol Logo

**Student:**

Quentin Bangston

**School:**

Iowa State University



## 08 IDENTITY MARK



**Title:**

Sitka

**Student:**

Phil Kruzan

**School:**

Grand View University



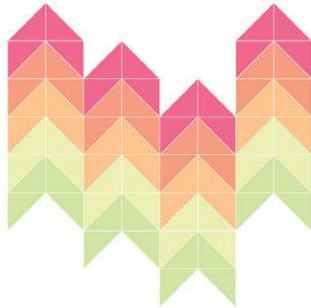
## 08 IDENTITY MARK



**Title:**  
Hoyt Sherman Place Identity

**Student:**  
Kelly Pullen

**School:**  
Iowa State University



# The Clever Quilter

**Title:**

The Clever Quilter

**Student:**

Amy Mathews

**School:**

Drake University

Study  
Tours.

**Title:**

GV Study Tours

**Student:**

Madison Williams

**School:**

Grand View University

## 08 IDENTITY MARK



**Title:**

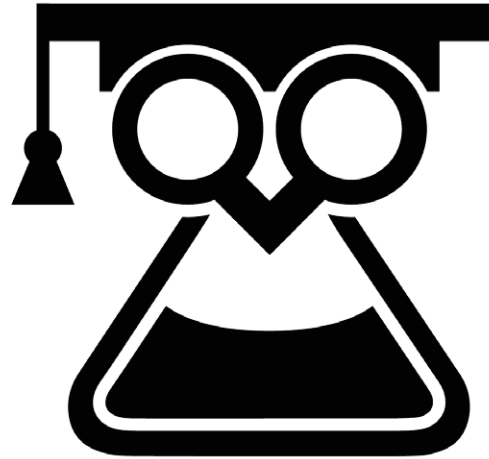
Exotic Pets Logo

**Student:**

Parker Friedrichsen

**School:**

DMACC



**ONE HUNDRED K  
IN TEN**

**Title:**

One Hundered K in Ten Logo

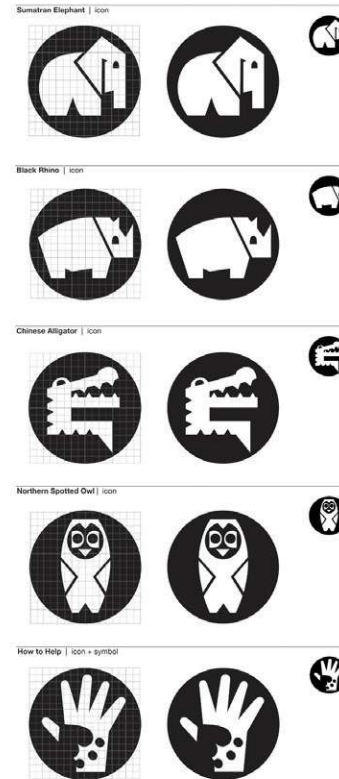
**Student:**

Brennan Scott

**School:**

Iowa State University

## Endangered Species Pictograms Ashton Temple



**Title:**  
Endangered Species Pictogram Set

**Student:**  
Ashton Temple

**School:**  
Iowa State University

09

# IDENTITY SYSTEM

AD  
AI

## 09 IDENTITY SYSTEM



**Title:**  
Moar Tacos Identity

**Client:**  
Moar Tacos

**Firm:**  
Eight Seven Central

**Contributors:**  
Design: Uciel Medina



## 09 IDENTITY SYSTEM



**Title:**  
Gilroy's Kitchen + Pub + Patio  
Identity System

**Client:**  
Gilroy's Kitchen + Pub + Patio

**Firm:**  
Farmboy

**Contributors:**  
Art Director: Zachary Kern  
Art Director: Jason McArtor



## 09 IDENTITY SYSTEM



**Title:**  
Des Moines Beer Week Identity System

**Client:**  
Des Moines Beer Week

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Melissa Carlson  
Rachel Abel  
Paige Kleckner  
Chandler Johannsen  
Lu Lawrence

# 09 IDENTITY SYSTEM



**Title:**  
Iowa Taproom Identity System

**Client:**  
Iowa Taproom

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Melissa Carlson  
Rachel Abel  
Phil Kruzan Jr.  
Paige Kleckner

## 09 IDENTITY SYSTEM



**Title:**  
First American Farms Collateral

**Client:**  
First American Farms

**Firm:**  
Black Tie Creatives

**Contributors:**  
Art Directors: Jenn State and Julian State

## 09 IDENTITY SYSTEM



**Title:**  
Blackbird Business Card

**Client:**  
Blackbird Investments

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Scott Helms  
Designer: John Anderson

## 09 IDENTITY SYSTEM



**Title:**  
Veranda Identity System

**Client:**  
Veranda Dentistry

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Scott Helms  
Designer: Sarah Van Berkum

## 09 IDENTITY SYSTEM



**Title:**  
Stormza Brewing Identity System

**Client:**  
Stormza Brewing

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Art Director: Jeremiah Elbel

## 09 IDENTITY SYSTEM



**Title:**  
YellowCabCo. Identity System

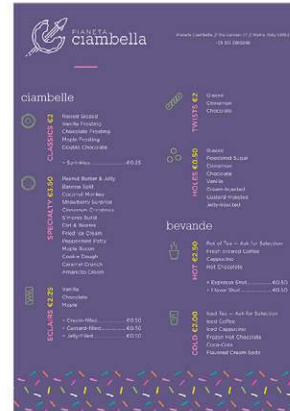
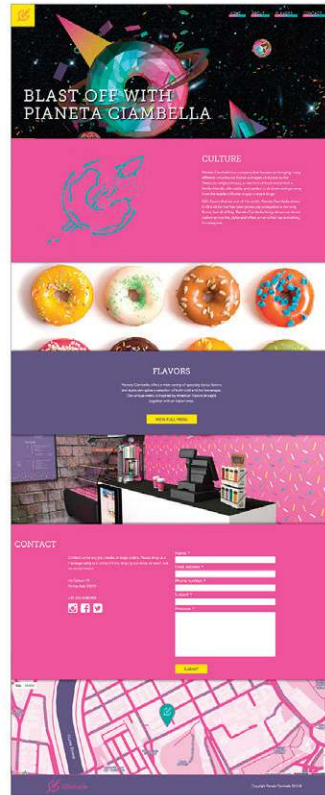
**Client:**  
YellowCabCo.

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Art Director: Jeremiah Elbel

## 09

## IDENTITY SYSTEM



## Pianeta Ciambella

**Student:**  
Renae Meines

**School:**  
Iowa State University



## BEST OF CATEGORY



## BEST OF SHOW

## 09 IDENTITY SYSTEM



**Title:**  
Black Diamond Identity

**Student:**  
Abigail Goodenow

**School:**  
Iowa State University



## 09 IDENTITY SYSTEM

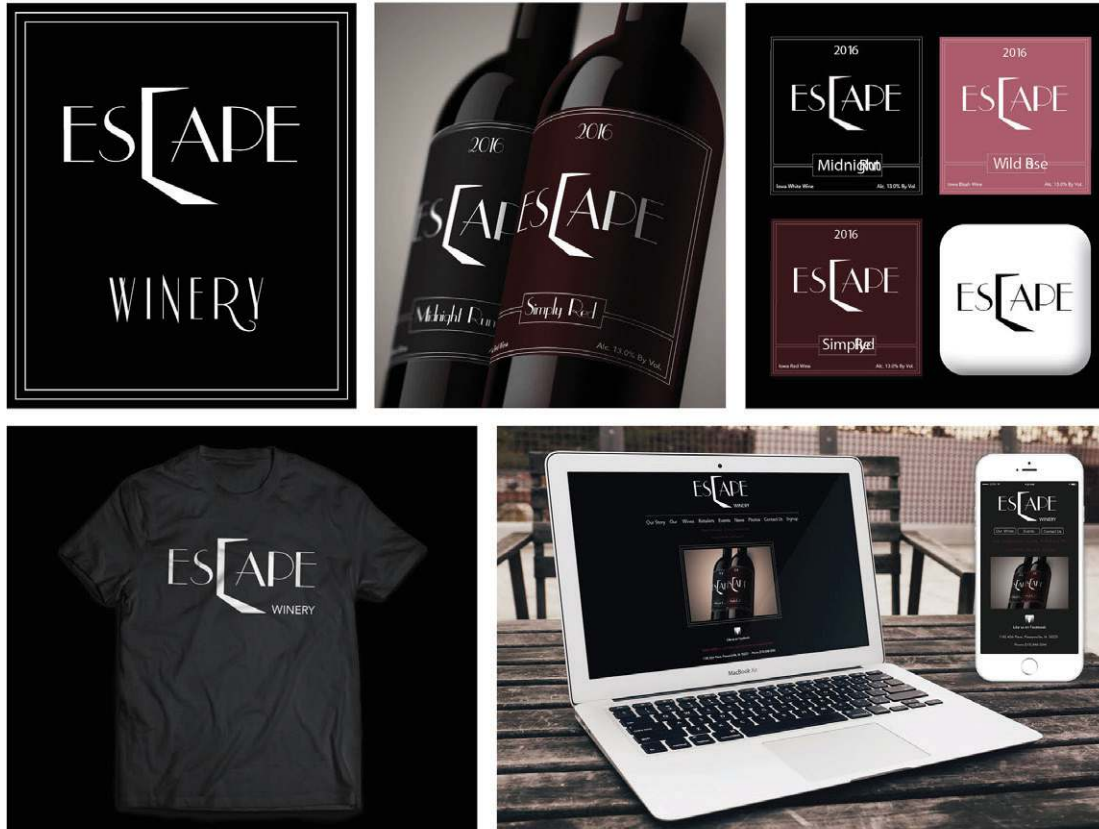


**Title:**  
Aurora Film Festival Identity System

**Student:**  
Alex Flatness

**School:**  
Iowa State University

## 09 IDENTITY SYSTEM

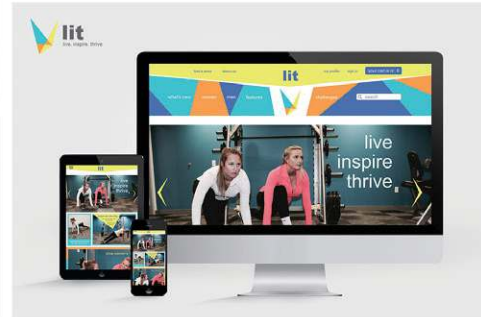
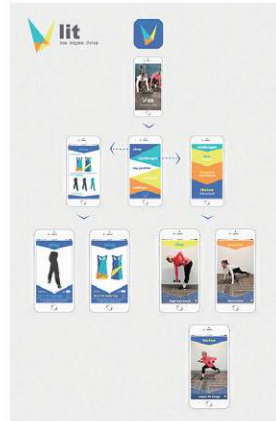


**Title:**  
Escape Winery Branding

**Student:**  
Jason West

**School:**  
DMACC

## 09 IDENTITY SYSTEM



**Title:**  
Lit Athletica

**Student:**  
Alison Knutson

**School:**  
Iowa State University

## 09 IDENTITY SYSTEM



**Title:**  
Comunidae Identity System

**Student:**  
Quentin Bangston

**School:**  
Iowa State University

## 09 IDENTITY SYSTEM



**Title:**  
Old Town Historic District Identity System

**Student:**  
Caroline Brosius

**School:**  
Iowa State University

# 09 IDENTITY SYSTEM



**Title:**  
Noodle Zoo Rebranding

**Student:**  
Carley Downing

**School:**  
DMACC

## 09 IDENTITY SYSTEM

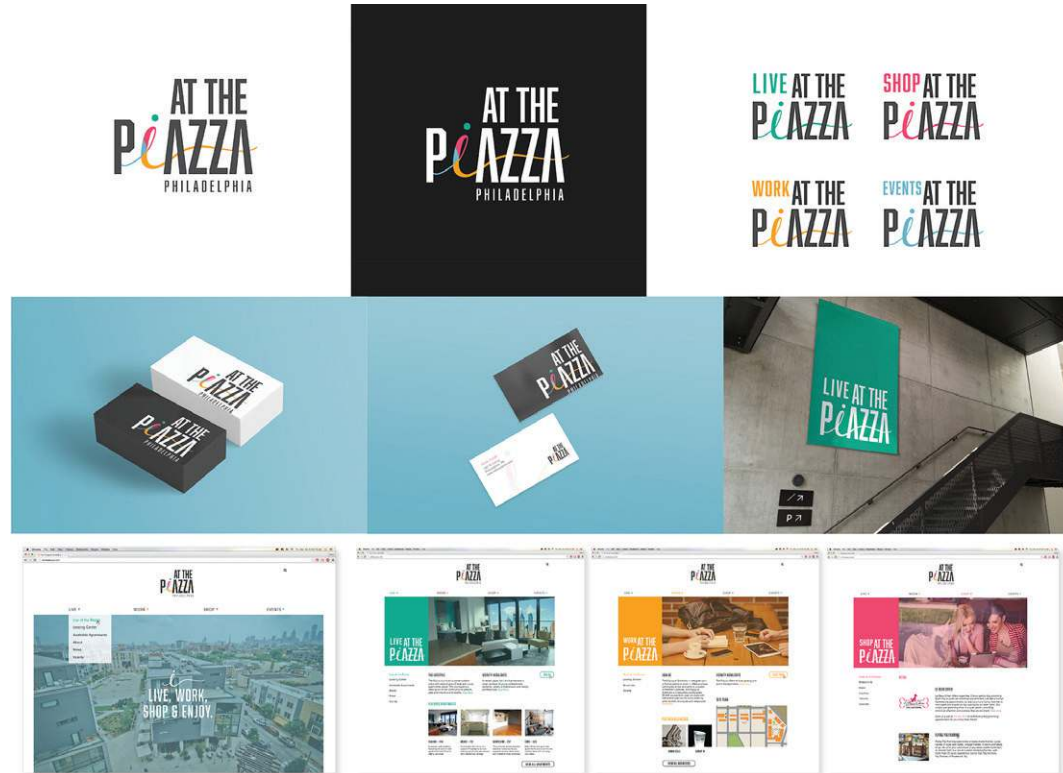


**Title:**  
Ian Sawyer Painting Company Rebranding

**Student:**  
Gabe Pennequin

**School:**  
DMACC

## 09 IDENTITY SYSTEM



**Title:**  
At the Piazza Philadelphia

**Student:**  
Jieun Youn

**School:**  
Iowa State University

10

ILLUSTRATION

AD  
AI

## 10 ILLUSTRATION



**Title:**  
Healthy Meals in Minutes  
"10-Minute Breakfasts"

**Client:**  
Meredith Corporation,  
*Diabetic Living Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Creative Director: Michelle Bilyeu  
Art Director: Nikki Sanders  
Designer: Wendy Musgrave



# 10 ILLUSTRATION



**Title:**  
2016 BASEMINT Calendar Illustrations

**Client:**  
BASEMINT

**Firm:**  
BASEMINT

**Contributors:**  
Illustrator: Andrew Maahs  
Illustrator: Kelly Bittner

## 10 ILLUSTRATION



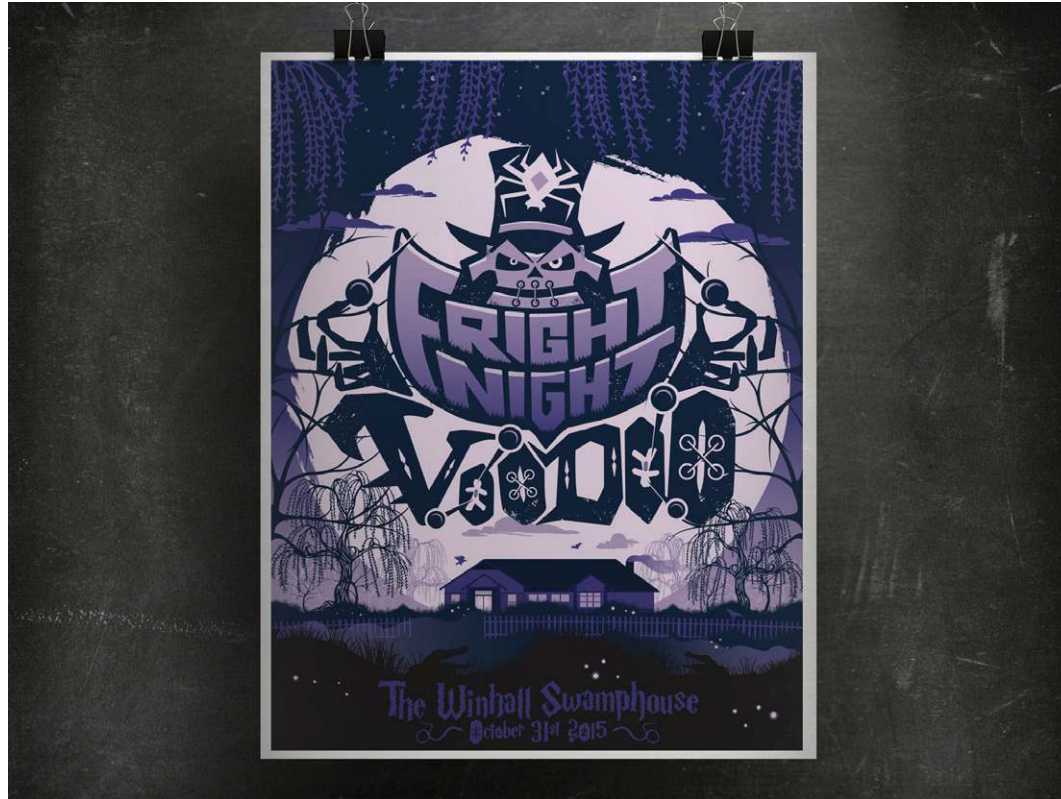
**Title:**  
Favorite Fighter Poster Illustrations

**Client:**  
Fighting Burrito

**Firm:**  
BASEMINT

**Contributors:**  
Illustrator: Andrew Maahs  
Illustrator: Kelly Bittner

## 10 ILLUSTRATION



**Title:**

Fright Night VooDoo Poster Illustration

**Client:**

Fright Night

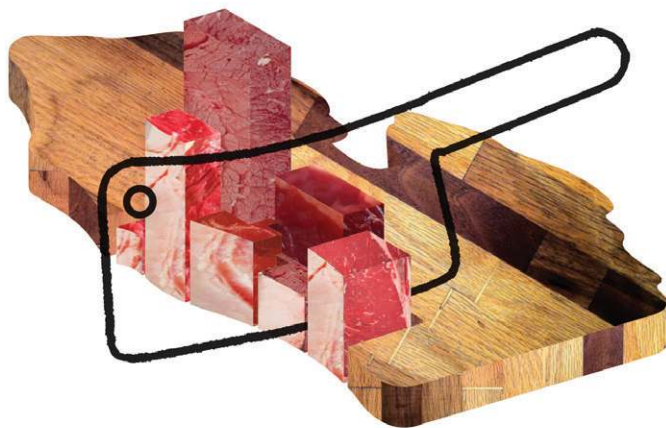
**Firm:**

Farmboy

**Contributors:**

Art Director: Zachary Kern

## 10 ILLUSTRATION



**Title:**  
Michigan Meat

**Client:**  
Plastic A Designs

**Firm:**  
Plastic A Designs

**Contributors:**  
Creative Director: Jeremiah Elbel  
Art Director: Jeremiah Elbel

## 10 ILLUSTRATION



**Title:**  
Good Vibes Yoga

**Student:**  
Charles Wandag

**School:**  
DMACC

  
**BEST OF  
CATEGORY**

## 10 ILLUSTRATION



**Title:**  
Major Lazor "Get Free"

**Student:**  
Dalton Barnabo

**School:**  
Grand View University

## 10 ILLUSTRATION



**Title:**

Emerald Open Back

**Student:**

Kate Roth

**School:**

Iowa State University

## 10 ILLUSTRATION



**Title:**

Sun

**Student:**

Yuuki Matsuyama

**School:**

DMACC

**11**

# **INTERACTIVE MEDIA**

AD  
AI

# 11 INTERACTIVE MEDIA



**Title:**  
The Nitrogen Cycle Digital Infographic

**Client:**  
College of Ag and Life Sciences,  
Iowa State University

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Scott Helms  
Designer: Annie Eischen  
Developer: Shawn Lyyken

<http://stories.cals.iastate.edu/nitrogen/>

<http://stories.cals.iastate.edu/nitrogen/>

## 11 INTERACTIVE MEDIA



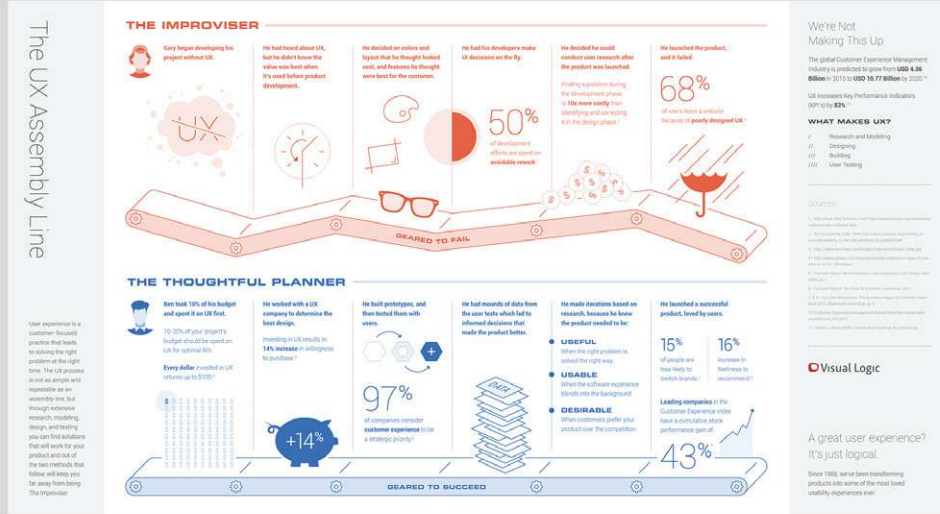
<http://stories.cals.iastate.edu/nitrogen/>

**Title:**  
President's Holiday Card

**Client:**  
Iowa State University

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Scott Helms  
Designer: Ryan Nieland  
Developer: David Woolf



**Title:**  
Visual Logic Inbound Marketing Materials

**Client:**  
Visual Logic

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Eric Groves  
Designer: John Anderson  
Writer: Caroline Altenber



**Title:**

Happy Holidays from Otten Johnson

**Client:**

Otten Johnson Robinson Neff + Ragonetti

**Firm:**

Juicebox Interactive

**Contributors:**

Strategist: Dale Bentlage

Lead Animator: Justin Sirois

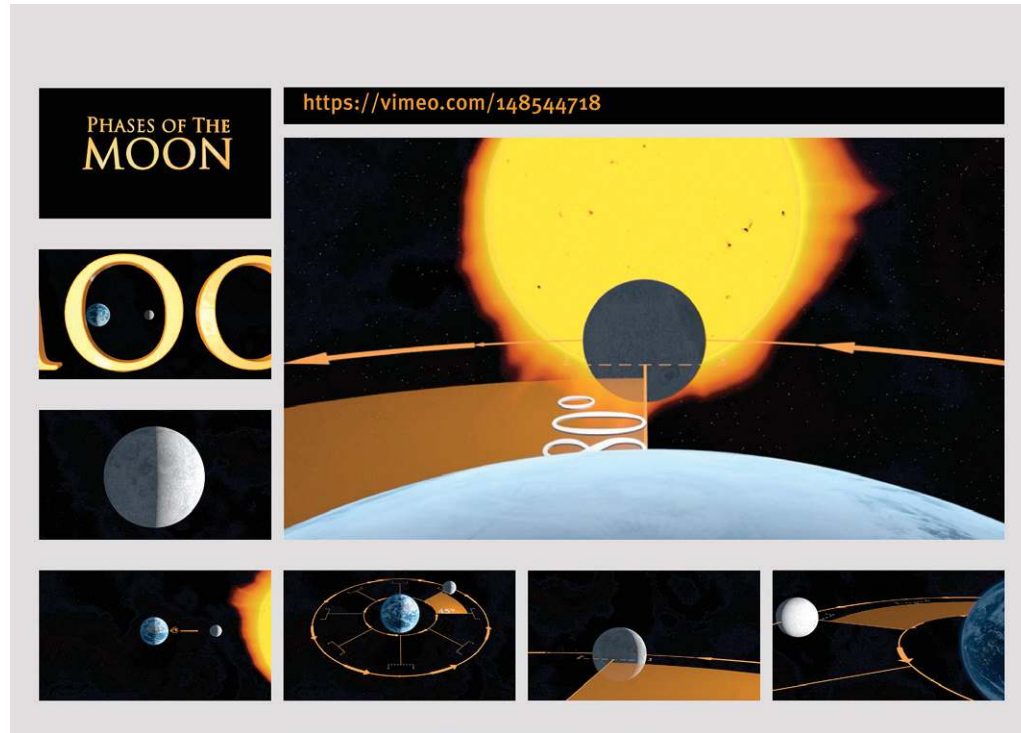
Director of Marketing: Heather Baker,  
Otten Johnson

Videographer: Blake Rubenstein

Videographer: Alex Delmonico

<http://www.ottenjohnson.com/news-events-resources/news-content/otten-johnson-holiday-card-2015>

## 11 INTERACTIVE MEDIA



<https://vimeo.com/148544718>

**Title:**  
Phases Of The Moon

**Student:**  
Hesham Hassan

**School:**  
Iowa State University

# 11 INTERACTIVE MEDIA



**Title:**  
InfoEra Interactive Magazine

**Student:**  
Hesham Hassan

**School:**  
Iowa State University

12

**PHOTOGRAPHY**

DRAFT

## 12 PHOTOGRAPHY



**Title:**

Smoke on the River

**Client:**

Meredith Corporation,  
*Midwest Living Magazine*

**Firm:**

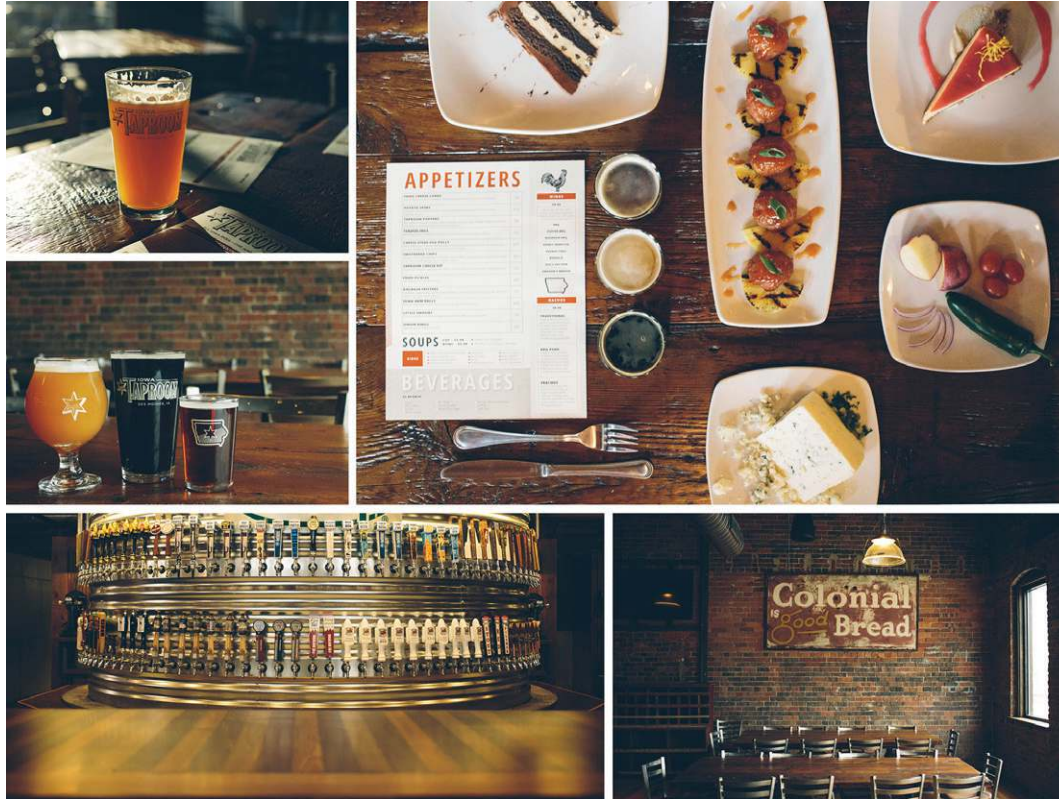
Meredith Corporation

**Contributors:**

Designer: Geri Boesen  
Photographer: Nate Luke  
Photo Editor: Tara Okerstrom-Bauer  
Writer: Trevor Meers



## 12 PHOTOGRAPHY



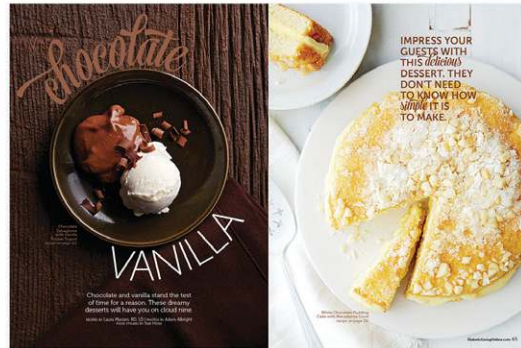
**Title:**  
Iowa Taproom Website Photography

**Client:**  
Iowa Taproom

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Paige Kleckner  
Melissa Carlson  
Rachel Abel  
Phil Kruzan Jr.

# 12 PHOTOGRAPHY



**Title:**  
DLSpring 2016 "Chocolate Vanilla"

**Client:**  
Meredith Corporation,  
*Diabetic Living Magazine*

**Firm:**  
Meredith Corporation

**Contributors:**  
Creative Director: Michelle Bilyeu  
Designer: Lauren Northness  
Photographer: Adam Albright



## 12 PHOTOGRAPHY



**Title:**

DLWinter 2015 "Cozy Spiced Desserts"

**Client:**

Meredith Corporation,  
*Diabetic Living Magazine*

**Firm:**

Meredith Corporation

**Contributors:**

Art Director, Designer: Nikki Sanders  
Photographer: Jason Donnelly



**Title:**

Into the Woods

**Client:**

Meredith Corporation,  
*Midwest Living Magazine*

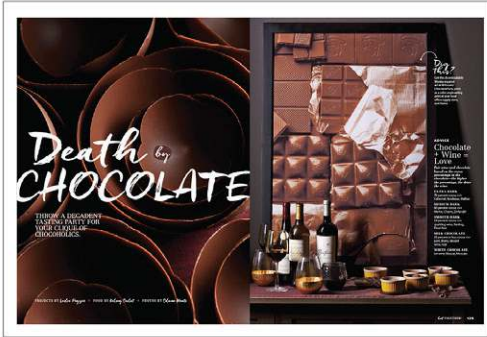
**Firm:**

Meredith Corporation

**Contributors:**

Creative Director: Geri Boesen  
Designer: Faith Berven  
Photographer: Blaine Moats  
Producers: Hannah Agran, Luann Brandsen  
and Tara Okerstrom-Bauer  
Food stylist: Charles Worthington

# 12 PHOTOGRAPHY



**Title:**  
Death by Chocolate

**Client:**  
Better Homes & Gardens  
*Get Together!* Magazine

**Firm:**  
Meredith Corporation

**Contributors:**  
Art Director: Stephanie Hunter  
Editor: Carrie Boyd  
Photographer: Blaine Moats  
Food Stylist: Kelsey Bulat

## 12 PHOTOGRAPHY



**Title:**

Bud Light

**Student:**

Shane Thomas

**School:**

DMACC

  
**BEST OF  
CATEGORY**

13

**POSTER DESIGN**

AD  
AI

## 13 POSTER DESIGN



**Title:**  
Favorite Fighter Posters

**Client:**  
Fighting Burrito

**Firm:**  
BASEMINT

**Contributors:**  
Art Director: Andrew Maahs  
Art Director: Kelly Bittner



## 13 POSTER DESIGN



**Title:**

Needs More Fire Issue 2: Haunted Poster

**Client:**

Little Feet on Ducks

**Firm:**

Little Feet on Ducks

**Contributors:**

Designer: Carl Bisenius



## 13 POSTER DESIGN



Title:

Save Cable Poster

**Client:**

## Little Feet on Ducks

Firm:

## Little Feet on Ducks

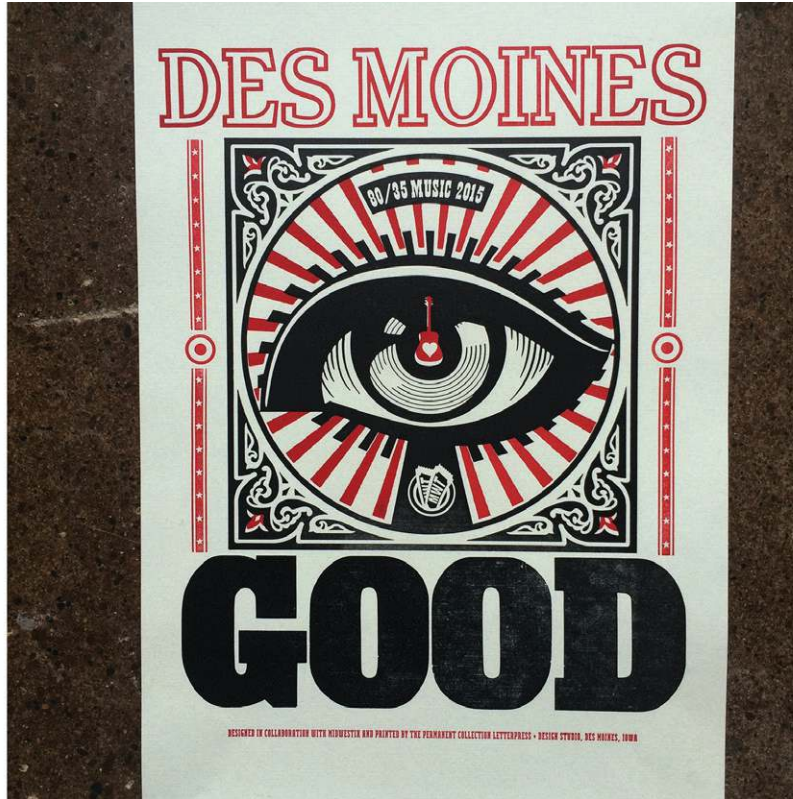
### Contributors:

Illustrator: Nick LaPole

Designer: Nick Hoobin

Designer: Carl Bisenius

## 13 POSTER DESIGN



**Title:**  
80/35 VIP Poster

**Client:**  
Midwest Tix

**Firm:**  
The Permanent Collection  
Letterpress + Design Studio

**Contributors:**  
Designer: Sarah McCoy, The Permanent  
Collection Letterpress + Design Studio  
Designer: Heather Hanson, Midwest Tix  
Letterpress Printer: Sarah McCoy,  
The Permanent Collection Letterpress  
+ Design Studio

## 13 POSTER DESIGN



**Title:**  
Art Center Posters

**Student:**  
Spencer Brown

**School:**  
DMACC



## 13 POSTER DESIGN



**Title:**

The 27th Letter

**Student:**

Mackenzie Geary

**School:**

Iowa State University

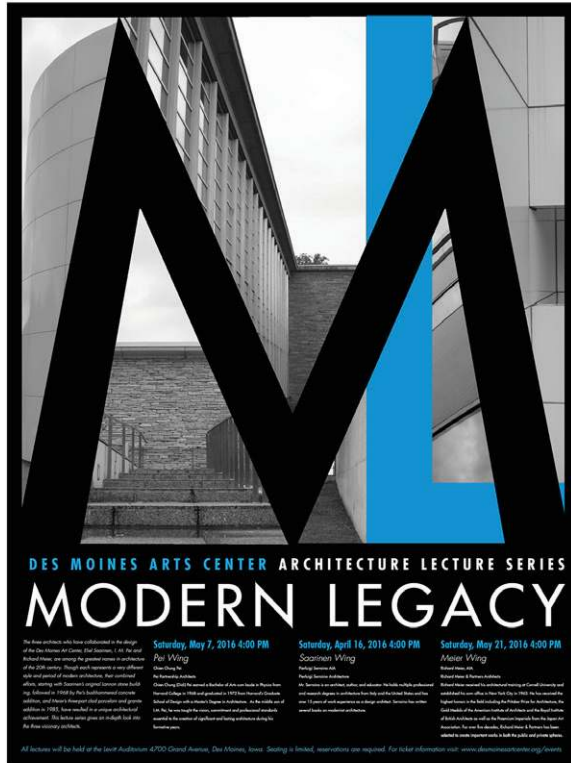
## 13 POSTER DESIGN



**Title:**  
Point Line Plane Poster Series

**Student:**  
Abigail Goodenow

**School:**  
Iowa State University



**Title:**  
Des Moines Art Center Architecture  
Lecture Series Poster

**Student:**  
Gabe Pennequin

School:  
DMACC

## 13 POSTER DESIGN



**Title:**

The 27th Letter

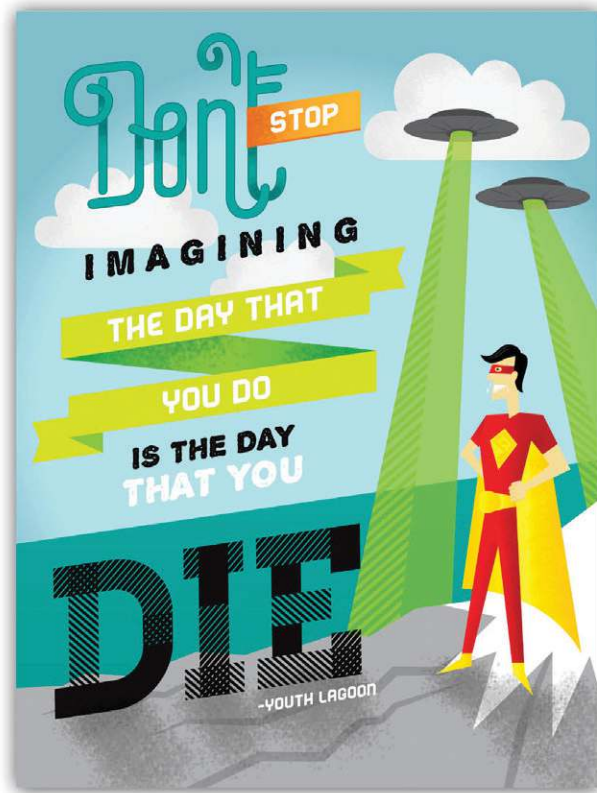
**Student:**

Abigail Goodenow

**School:**

Iowa State University

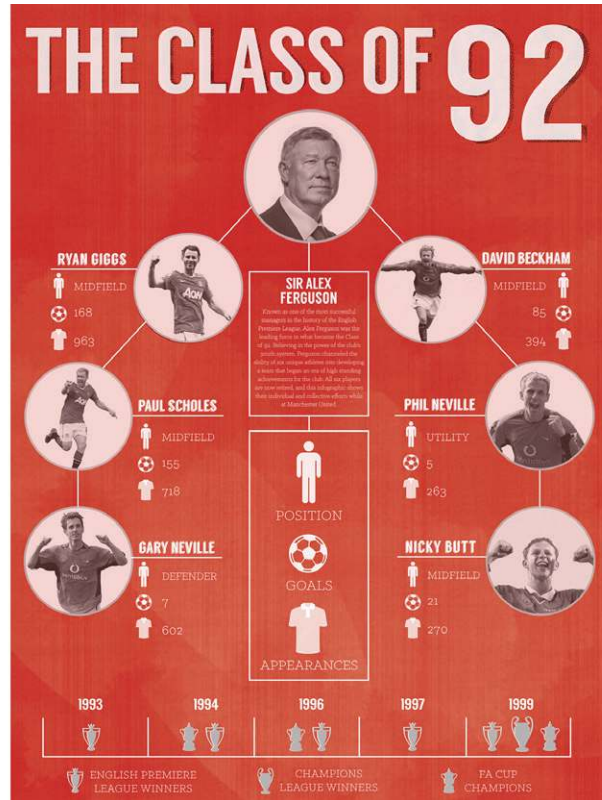
## 13 POSTER DESIGN



**Title:**  
Youth Lagoon Poster

**Student:**  
Connor Graf

**School:**  
Iowa State University



**Title:**  
Class of 92 Poster

**Student:**  
Elle Lacher

**School:**  
Grand View University

## 13 POSTER DESIGN



**Title:**  
DIY

**Student:**  
Bonnie Le Page

**School:**  
Iowa State University

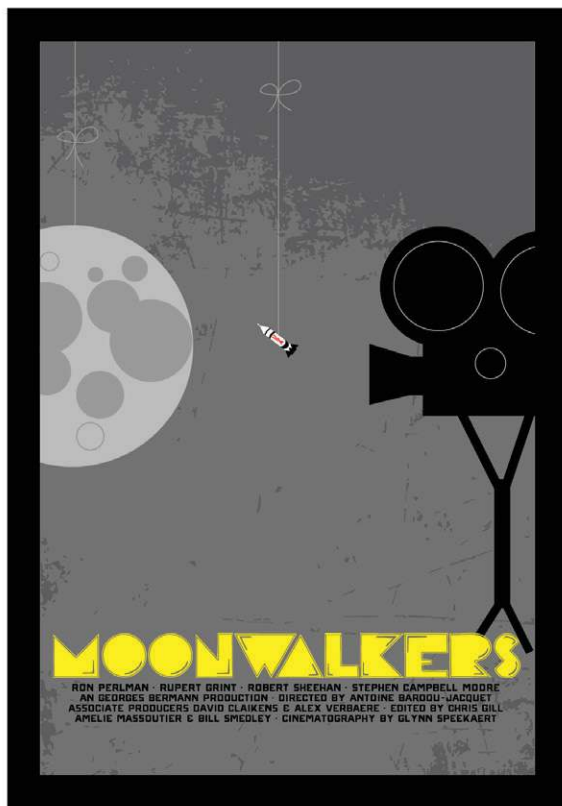


**Title:**  
Ciambelle Sono Arte

**Student:**  
Renae Meines

**School:**  
Iowa State University

## 13 POSTER DESIGN



**Title:**  
Moonwalkers

**Student:**  
Miranda Jones

**School:**  
DMACC

## 13 POSTER DESIGN

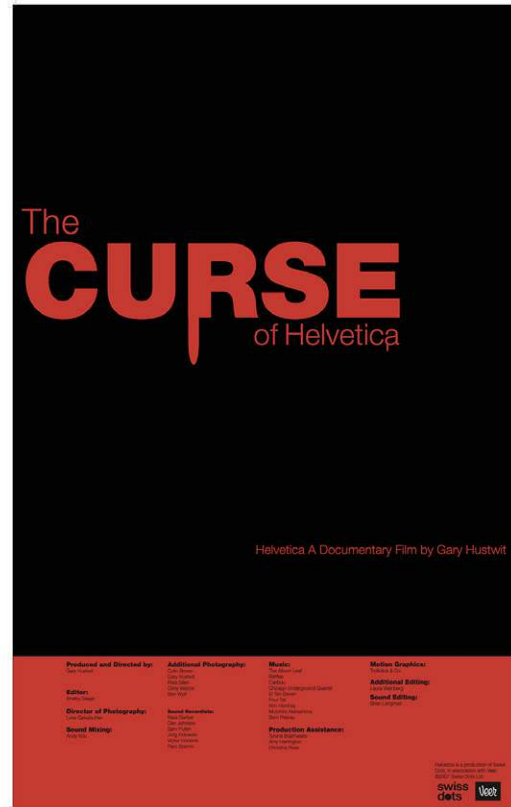


**Title:**  
Film Festival Seven Psychopaths Poster

**Student:**  
Parker Friedrichsen

**School:**  
DMACC

# 13 POSTER DESIGN



**Title:**

Helvetica Poster

**Student:**

Monica Ryneearson

**School:**

DMACC

**14**

**SALES  
PROMOTION**

AD  
AI

# 14 SALES PROMOTION



**Title:**

Distribution Assets

**Client:**

Boone Valley Brewing Co.

**Firm:**

Eight Seven Central

**Contributors:**

Art Direction & Sculpting: Adam Ferry

Illustration: Curtis Poortinga

Design: Caleb Kucera

Screen Printing: Mercedes Potter

Assembly: Levi Biel



## 14 SALES PROMOTION



**Title:**  
Belgian-Style Series Labels

**Client:**  
Confluence Brewing Co.

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Melissa Carlson  
Rachel Abel  
Paige Kleckner

## 14 SALES PROMOTION



**Title:**

Des Moines Beer Week  
Collaboration Beer

**Client:**

Des Moines Beer Week

**Firm:**

818 - a tiny design empire

**Contributors:**

Melissa Carlson  
Rachel Abel  
Paige Kleckner  
Chandler Johannsen

## 14 SALES PROMOTION



**Title:**  
Iowa Taproom Packaging

**Client:**  
Iowa Taproom

**Firm:**  
818 - a tiny design empire

**Contributors:**  
Melissa Carlson  
Rachel Abel  
Phil Kruzan  
Paige Kleckner

# 14 SALES PROMOTION



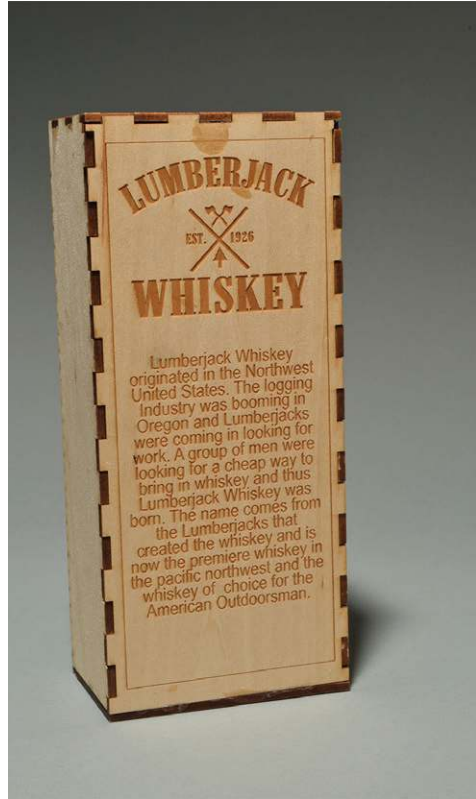
**Title:**  
Health eCareers Trading Cards

**Client:**  
Health eCareers

**Firm:**  
Performance Marketing

**Contributors:**  
Art Director: Emily Hughes  
Illustration: Jim Swanson  
Copy: Stan Himes  
Print Production: Tom West

## 14 SALES PROMOTION



**Title:**  
Lumberjack Whiskey

**Student:**  
Ben Dighton

**School:**  
Iowa State University



# 14 SALES PROMOTION



**Title:**  
Eden Packaging  
**Student:**  
Carley Downing  
**School:**  
DMACC

## 14 SALES PROMOTION



**Title:**  
Volcanic Hot Sauce

**Student:**  
Juan Alvarenga

**School:**  
DMACC

## 14 SALES PROMOTION



**Title:**  
Halsa Fruit Candies Packaging

**Student:**  
Quentin Bangston

**School:**  
Iowa State University

## 14 SALES PROMOTION



**Title:**  
Eden Packaging

**Student:**  
Faith Crane

**School:**  
DMACC

## 14 SALES PROMOTION



**Title:**  
Blind Tiger Mustard Packaging

**Student:**  
Jason West

**School:**  
DMACC



Blind Tiger (a causal term used for a speak easy) is a selection of specialty mustards that embrace the history of "Prohibition" using bottles similar to how alcohol was packaged during the 1920's.

## 14 SALES PROMOTION



**Title:**  
Voglia Cioccolato Package Design

**Student:**  
Kelly Pullen

**School:**  
Iowa State University



# 15 SELF- PROMOTION

ADD  
AI

## 15 SELF-PROMOTION



**Title:**  
2016 BASEMINT Calendar

**Client:**  
BASEMINT

**Firm:**  
BASEMINT

**Contributors:**  
Art Director: Andrew Maahs  
Art Director: Kelly Bittner



## 15 SELF-PROMOTION



**Title:**  
PM Holiday Card

**Client:**  
Performance Marketing

**Firm:**  
Performance Marketing

**Contributors:**  
Art Director: Emily Hughes  
Illustration: Jeff Regenold and Jim Swanson  
Copy: PM Creative Team  
Print Production: Tom West

## 15 SELF-PROMOTION



**Title:**  
Rippke Design Self Promo - Ribbon Cutting

**Client:**  
Rippke Design

**Firm:**  
Rippke Design

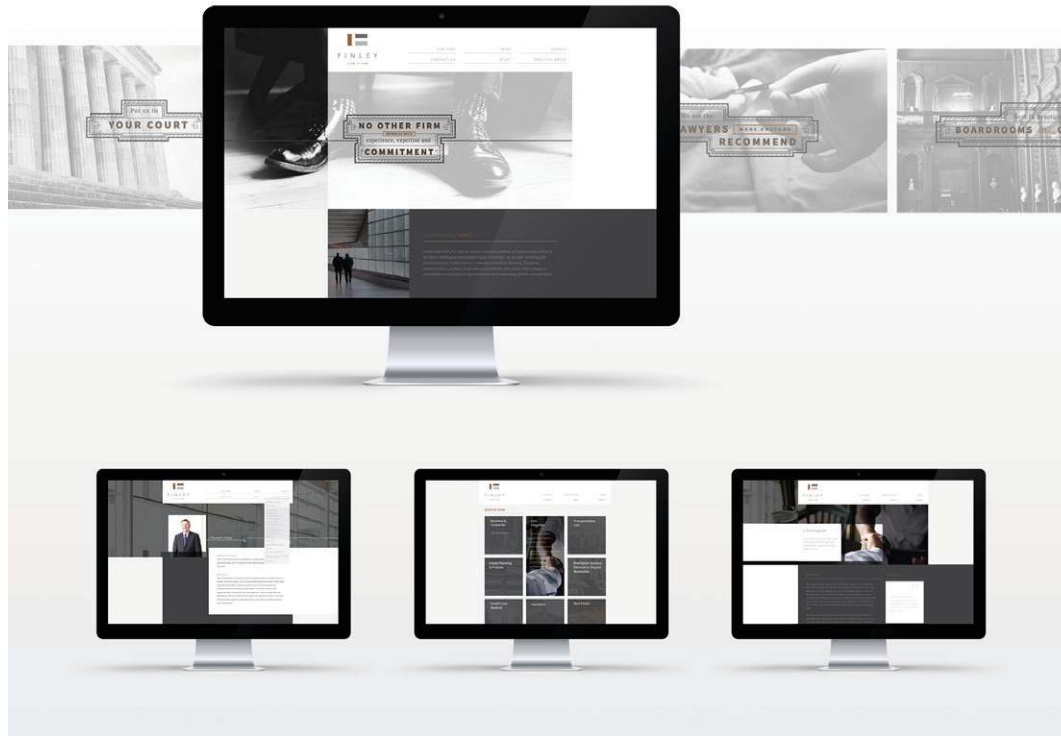
**Contributors:**  
Nathan Rippke  
Ashley Rippke  
Kate Heiser

16

**WEBSITE DESIGN**

AD  
AI

## 16 WEBSITE DESIGN



<http://www.finleylaw.com/>

**Title:**  
Finley Law Firm Website

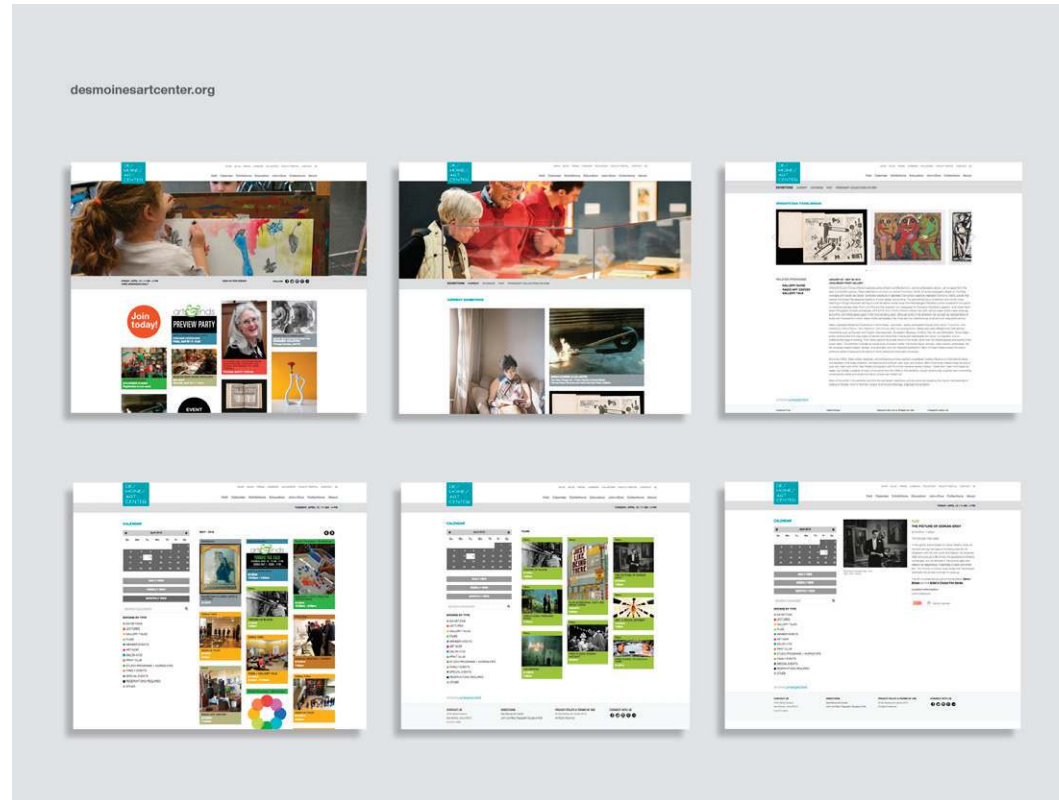
**Client:**  
Finley Law Firm

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Directors: Scott Helms & Ryan Rogness  
Designer: Annie Eischen  
Developer: Michael Kang



## 16 WEBSITE DESIGN



<http://www.desmoinesartcenter.org/>

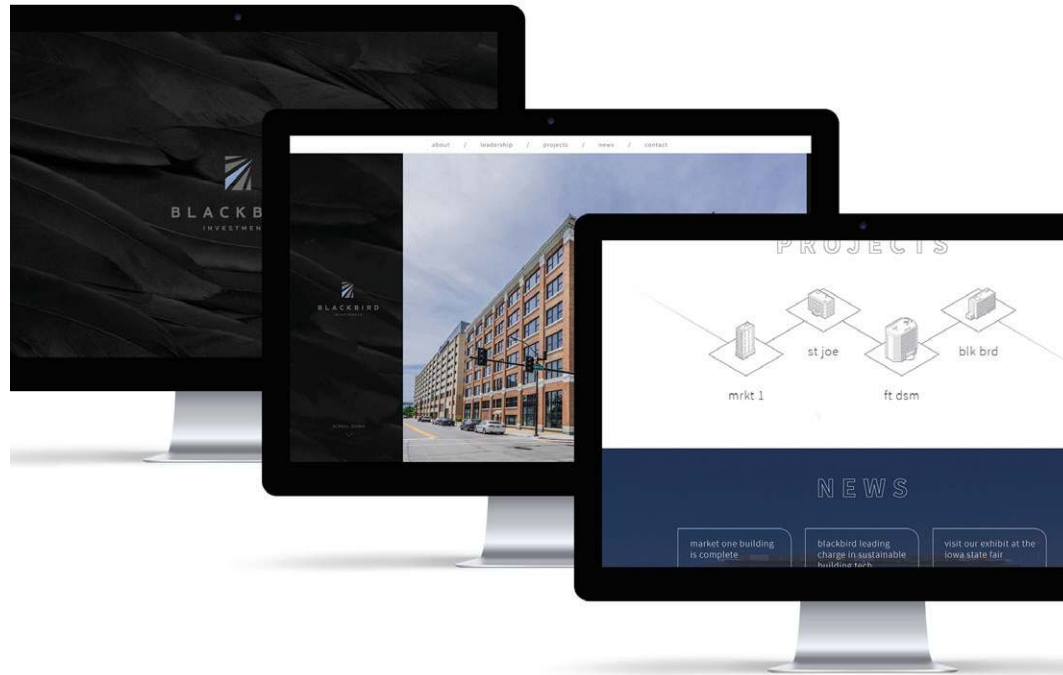
**Title:**  
Des Moines Art Center Website

**Client:**  
Des Moines Art Center

**Firm:**  
Connie Wilson Design

**Contributors:**  
Art Director and Design: Connie Wilson  
Web Development: Spinutech  
Writers: Christine Doolittle  
and Megan Bannister  
Photographer: Rich Sanders

## 16 WEBSITE DESIGN



**Title:**

Blackbird Website

**Client:**

Blackbird Investments

**Firm:**

Flying Hippo Branding & Digital

**Contributors:**

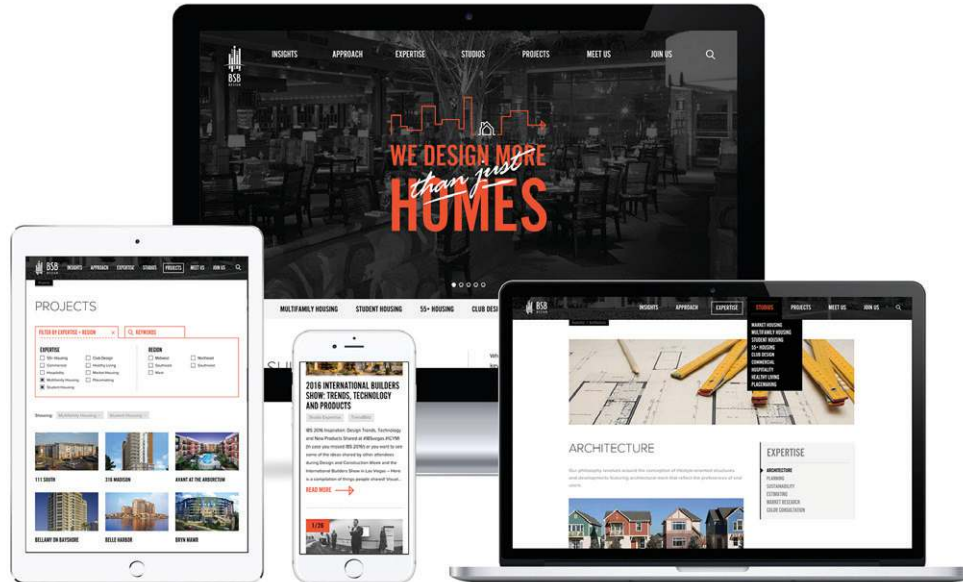
Art Director: Eric Groves

Designer: John Anderson

Developer: David Woolf

<http://blackbirdinvest.com/>

## 16 WEBSITE DESIGN



**Title:**  
BSB Architecture Website

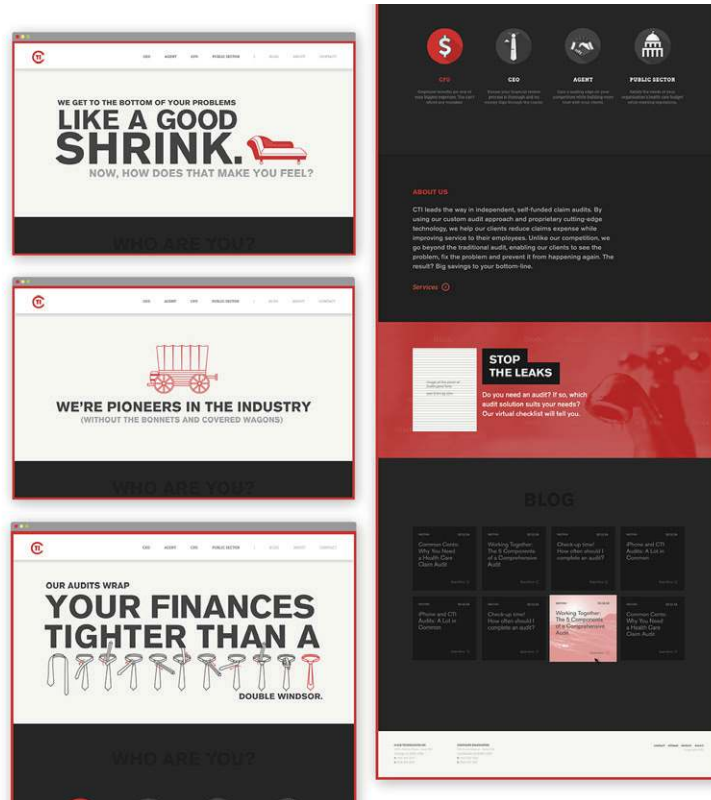
**Client:**  
BSB Design

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Eric Groves  
Designer: John Anderson  
Developer: David Woolf

<http://www.bsbdesign.com/>

# 16 WEBSITE DESIGN



<http://claimtechnologies.com/>

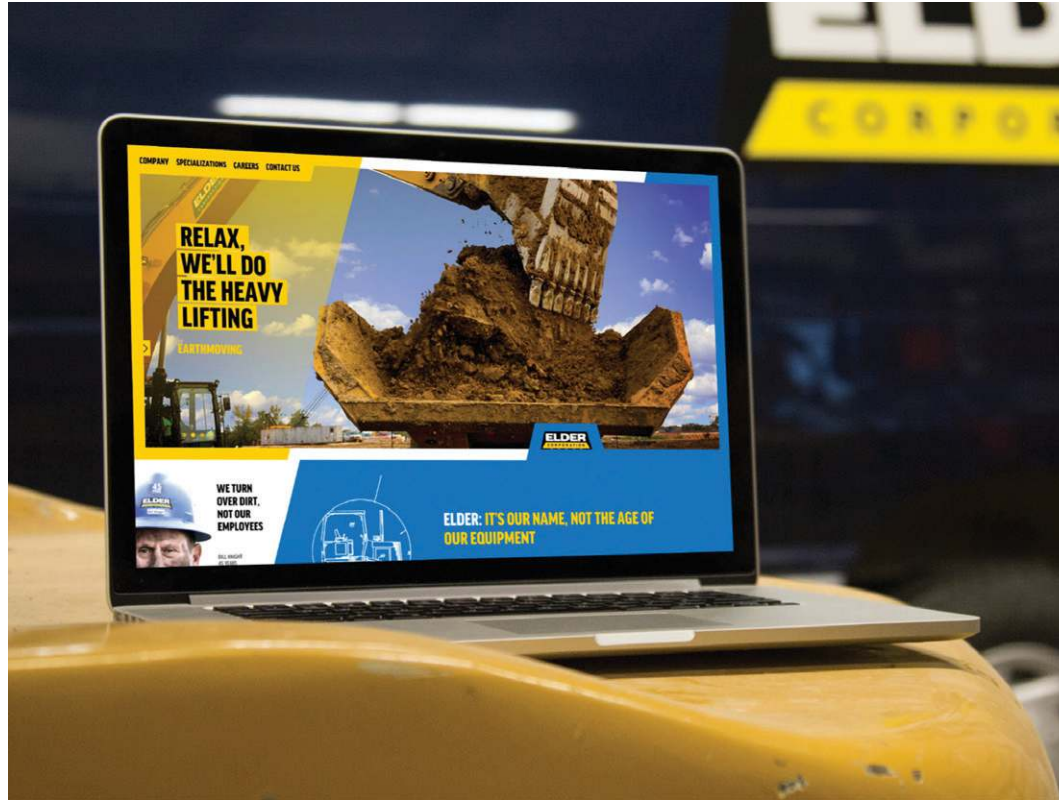
**Title:**  
Claims Technology Inc Website

**Client:**  
Claims Technology Inc

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Art Director: Eric Groves  
Designer: Annie Eischen  
Developer: David Woolf  
Producer: Brad Argo  
Cinematographers: Jeff Felton & Brian Fiser

## 16 WEBSITE DESIGN



<http://www.eldercorp.com/>

### Title:

Elder Corp Website

### Client:

Elder Corp

### Firm:

Flying Hippo Branding & Digital

### Contributors:

Art Director: Eric Groves

Designer: John Anderson

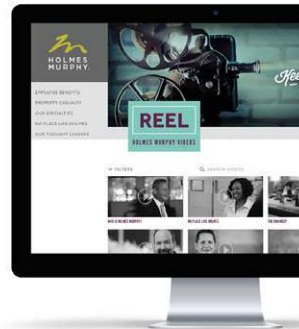
Photo Art Director: Annie Eischen

Producer: Brad Argo

Cinematographers: Jeff Felton & Brian Fiser

Developer: David Woolf

## 16 WEBSITE DESIGN



**Title:**  
Holmes Murphy Website

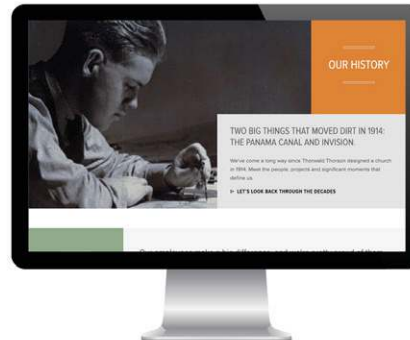
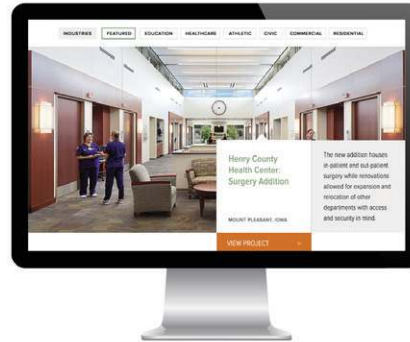
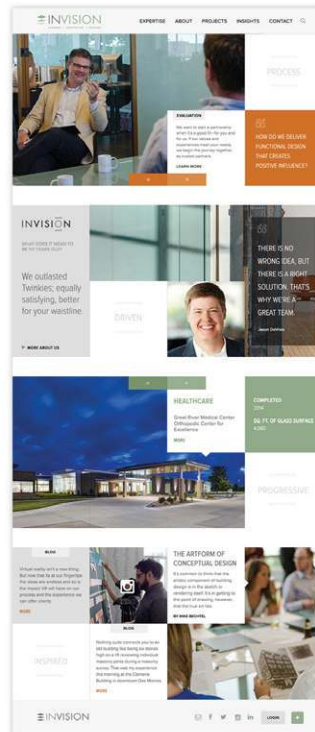
**Client:**  
Holmes Murphy

**Firm:**  
Flying Hippo Branding & Digital

**Contributors:**  
Creative Director: Eric Groves  
Designer: Cory Witt  
Developer: David Woolf

<http://www.holmesmurphy.com/>

# 16 WEBSITE DESIGN



**Title:**  
INVISION Architecture Website

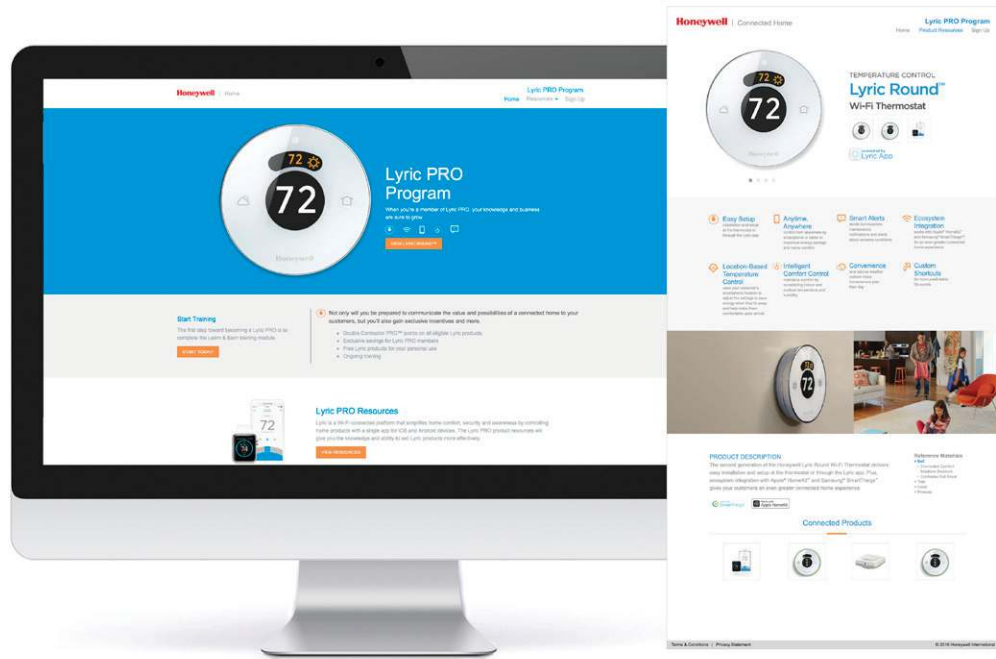
**Client:**  
INVISION Architecture

**Firm:**  
Juicebox Interactive

**Contributors:**  
Strategist: Dale Bentlage  
Art Director/Designer: Jaclyn Nail  
Designer: John Anderson  
Technology Director: Kevin VandeKrol  
Senior Developer: Tyler Abbott

<http://www.invisionarch.com/>

# 16 WEBSITE DESIGN



<https://forwardthinking.honeywell.com/lyricpro>

**Title:**  
Honeywell Lyric PRO Website

**Client:**  
Honeywell

**Firm:**  
Performance Marketing

**Contributors:**  
Art Director: Jenn State  
Developer: Wade Thompson

## 16 WEBSITE DESIGN



<http://www.verandadentistry.com/>

**Title:**

Veranda Website

**Client:**

Veranda Dentistry

**Firm:**

Flying Hippo Branding & Digital

**Contributors:**

Art Director: Eric Groves

Art Director: Scott Helms

Designer: John Anderson

Developer: Shawn Lykken

## 16 WEBSITE DESIGN



<http://thepickerknows.com/>

**Title:**  
The Picker Knows Website

**Client:**  
The Picker Knows

**Firm:**  
Webspec Design

**Contributors:**  
Project Manager: Celeste Gomez  
Designer: Kenny Miesner  
Developer: Riley Hawbaker  
SEO Strategist: Caroline Lynch

## 16 WEBSITE DESIGN



<http://experience-legame.com/>

**Title:**  
Legame: Venice Biennale 2015

**Student:**  
Renae Meines

**School:**  
Iowa State University



**17**

**MISCELLANEOUS**

AD  
AI

## 17 MISCELLANEOUS



**Title:**  
CF Circus T-Shirt Series

**Client:**  
CrossFit 8035

**Firm:**  
Eight Seven Central

**Contributors:**  
Illustration & Design: Skyler Prenosil  
Screen Printing: Jake Pease



## 17 MISCELLANEOUS



**Title:**  
2016 Iowa Craft Brew Festival

**Client:**  
Iowa Brewers Guild

**Firm:**  
BASEMINT

**Contributors:**  
Art Director: Andrew Maahs  
Art Director: Kelly Bittner

## 17 MISCELLANEOUS



**BROW BROW**  
3D Printed Designer Toys



**Title:**

Brow Brows

**Client:**

Little Feet On Ducks

**Firm:**

Little Feet On Ducks

**Contributors:**

Character Design: Nick LaPole

3D Modeling and Texturing: Nick Hoobin

Design: Carl Bisenius, Nick Hoobin and

Nick LaPole

## 17 MISCELLANEOUS



**Title:**  
Head of the Des Moines Regatta

**Student:**  
Madison Williams

**School:**  
Grand View University



## THANK YOU

The 58th Annual ADAI Design Exhibition continues our new direction — combining both student and professional work into a single event. This unique opportunity gives us all insight into the amazingly fresh, unique and awe-inspiring work that's created right here in our great state. ADAI would like to thank you, our judges and the exhibition crew for their hard work and dedication in making this event a success.





**ARTDIRECTORSIOWA.ORG**