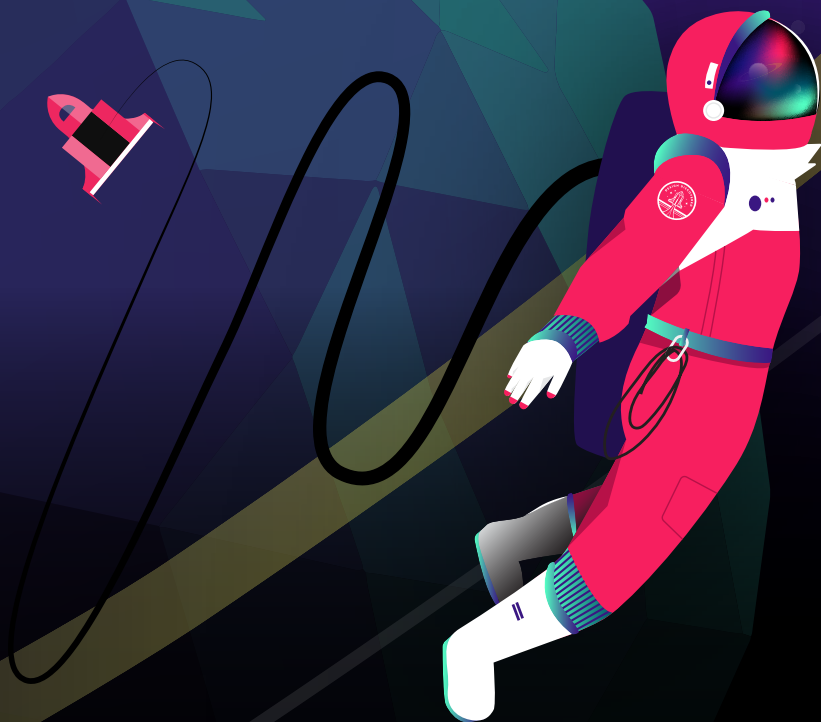


AWARDS BOOK

DESIGN DISCOVERED



59TH ADAI DESIGN EXHIBITION 04.21.17

← MEET THE JUDGES

1957 was definitely a year of firsts. The first satellite was launched into orbit, the first dog was sent to outer space, and the Art Directors Association of Iowa was formed to unite professional and talented artists across the state. Fast-forward six decades, and ADAI is pleased to announce the “lift off” of the 59th ADAI Design Exhibition: Design Discovered.

Our selected judges were tasked with curating a design exhibition of celestial heights. Accolades are awarded to the most superior Iowa-based design work of the year.

DESIGN DISCOVERED.

JOHN
HAYDEN



Agent
Lincoln, NE

SHANAN
GALLIGAN



Swink
Madison, WI

MICHAEL
BRALEY



Braley Design
Lexington, KY

STUDENT JUDGES

Jeff Warren

Two Rivers Marketing

Jaclyn Nail

Juicebox Interactive

Jason Ploog

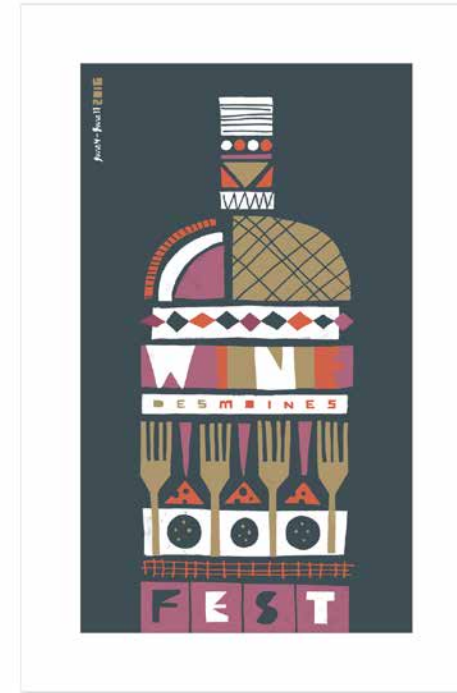
Red Dot Advertising

CATEGORIES

- 07^ADVERTISING DESIGN
- 17^ANNOUNCEMENTS & INVITATIONS
- 22^BOOK DESIGN
- 30^COLLATERAL
- 35^COMPANY LITERATURE
- 37^EDITORIAL DESIGN
- 47^ENVIRONMENTAL GRAPHICS
- 55^IDENTITY MARK
- 77^IDENTITY SYSTEM
- 88^ILLUSTRATION
- 101^SOCIAL MEDIA CAMPAIGN
- 103^VIDEO SPOT
- 109^PHOTOGRAPHY
- 114^POSTER DESIGN
- 134^SALES PROMOTION
- 140^SELF-PROMOTION
- 148^WEBSITE DESIGN
- 158^MISCELLANEOUS
- 166^UNPUBLISHED

Poster Design

BEST OF SHOW



BEST of SHOW

TITLE

2017 Winefest Poster

CLIENT

Des Moines Wine
Festival Foundation

FIRM

BASEMINT

CONTRIBUTORS

Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs

Student BEST OF SHOW



TITLE

127 Hours

STUDENT

Taylor Whipple

SCHOOL

DMACC

“It’s human nature to stretch, to go, to see, to understand. Exploration is not a choice, really; it’s an imperative.”

— Michael Collins

ADVERTISING DESIGN



TITLE
The Cloris Awards
Campaign

CLIENT
Des Moines Social Club
& DSM Playhouse

FIRM
Farmboy

CONTRIBUTORS
Art Director: Jason McArtor
Art Director: Zachary Kern



TITLE
Slightly Off Center

CLIENT
Ames Convention
and Visitors Bureau

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Director/Designer:
Scott Helms
Designer: John Anderson



TITLE
ADAI Exhibition
Call for Entries

CLIENT
ADAI

FIRM
Owen Design

CONTRIBUTORS
Art Director & Designer: Chad Owen
Writers: Chad Owen, Paul Richards

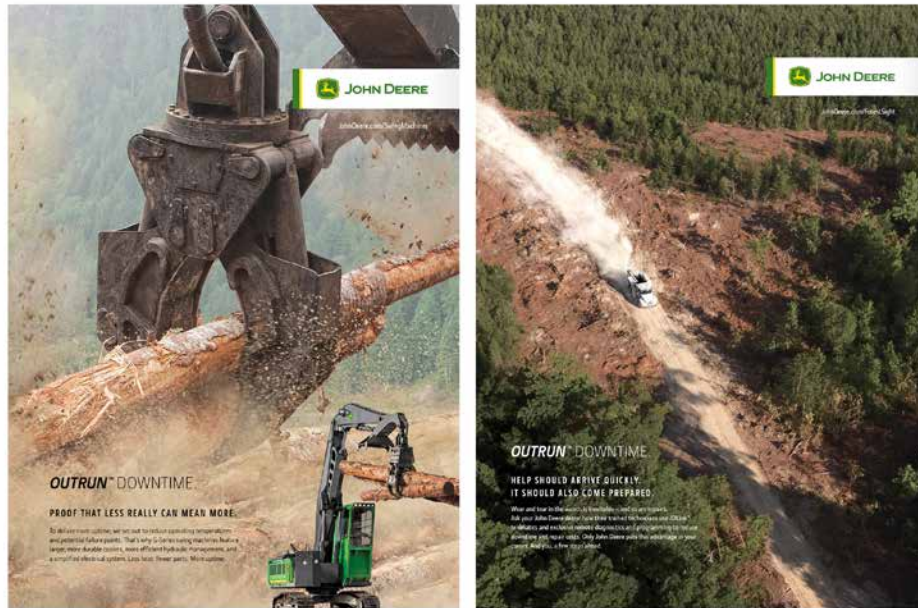


TITLE
My Time to Change
Campaign

CLIENT
YSS

FIRM
Red Dot Advertising

CONTRIBUTORS
Art Directors:
Jason Ploog
Jenn State
Red Dot Creative Team
Photography: Bill Nellans

**TITLE**

OUTRUN™ Campaign

CLIENT

John Deere Forestry

FIRM

FUEL

CONTRIBUTORS

Creative Directors: Scott Ford,
Jason Cherry, Justin McDermott
Designers: Bill Bollman, Pat Prior,
John Allen, Grant Cushman,
Rhiannon Rasmussen, Rachael Bair
Writer: Bill Eckloff
Photographer: Charles Blackburn



**BEST of
CATEGORY**

TITLE

Infinitea Identity System

STUDENT

Megan Parisot

SCHOOL

University of Northern Iowa



TITLE
The Salty Pineapple

SCHOOL
Iowa State University

STUDENT
Shelby Brindley



TITLE
Reclaiming Refuge

SCHOOL
Iowa State University

STUDENT
Madison Finney



TITLE
ROOTS & RYE

STUDENT
Megan Kalb

SCHOOL
Iowa State University

**“To be glad of life,
because it gives you the
chance to love and to
work and to play and to
look up at the stars.”**

— Henry Van Dyke

**ANNOUNCEMENTS &
INVITATIONS**



TITLE
Reclaimed Invite

CLIENT
Reclaimed

FIRM
The Permanent Collection
Letterpress + Design Studio

CONTRIBUTORS
Art Director: Sarah McCoy
Designer/letterer/illustrator:
Sarah McCoy
Letterpress printer:
Sarah McCoy



TITLE
Holiday Card

CLIENT
Project7 Design

FIRM
Project7 Design

CONTRIBUTORS
Project7 Design Team



TITLE
Diamond Anniversary
Invitation

CLIENT
Delbert and Diane Jones

FIRM
Rippke Design

CONTRIBUTORS
Art Director: Ashley Rippke
Designer: Shelby Brindley




**BEST of
CATEGORY**

TITLE
Portfolio Day Invite

SCHOOL
DMACC

STUDENTS
Hannah Rollins
Bethany Thompson
Missy Jones

“I had the ambition to not only go farther than man had gone before, but to go as far as it was possible to go.”

— Captain Cook



TITLE
Legacy Bridge Book Design

CLIENT
Legacy Bridge

FIRM
Red Dot Advertising

CONTRIBUTORS
Art Director:
Chresten Jensen
Red Dot Creative Team

BOOK DESIGN



TITLE
Alchemy Exhibition Book

CONTRIBUTORS
Design: Connie Wilson
Writer: Laura Burkhalter

CLIENT
Des Moines Art Center

FIRM
Connie Wilson Design

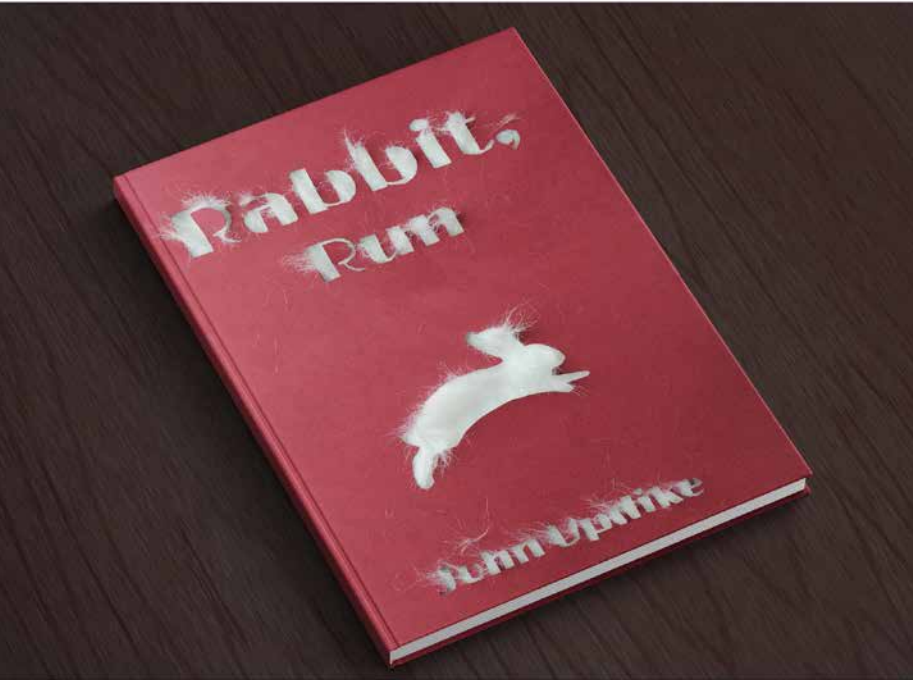


TITLE
Vivian Maier and Whose Streets? Exhibition Book

CONTRIBUTORS
Design: Connie Wilson
Writer: Alison Ferris

CLIENT
Des Moines Art Center

FIRM
Connie Wilson Design



TITLE
Handmade Rabbit
Run Cover

SCHOOL
DMACC

STUDENT
Taylor Eckstrom



TITLE
Tales From the Break Room

SCHOOL
University of Northern Iowa

STUDENT
Cecilia Hotzler



TITLE
Sobremesa

STUDENT
Maggie Goldhammer

SCHOOL
Grand View University



TITLE
KNIVES

STUDENT
Janey Graveman

SCHOOL
University of Northern Iowa

“So let us then try to climb the mountain, not by stepping on what is below us, but to pull us up at what is above us, for my part at the stars; amen.”

— M.C. Escher

COLLATERAL

4



**BEST of
CATEGORY**

TITLE
FRINGE 2016
Costume Catalog

CLIENT
FRINGE

FIRM
818 - a tiny design empire

CONTRIBUTORS
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Ryan Morrison
Guy Tensen



TITLE
TCS Gift & Catering Catalog

CLIENT
The Cheese Shop

FIRM
Eight Seven Central

CONTRIBUTORS
Art Director & Designer: Uciel Medina
Photographer (Studio Preservation):
Nicole Lorenson



TITLE
Power Plant Brochure

CLIENT
Iowa State University
Power Plant

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction:
Scott Helms
Art Direction: Annie Eischen
Design: Tang Xiong



TITLE
Furniture Catalog

CLIENT
Windsor Smith

FIRM
Project7 Design

CONTRIBUTORS
Art Directors:
Bridget Drendel + Karin Edwards
Writer: Karin Edwards

“Every generation
has the obligation to
free men’s minds for a
look at new worlds...to
look out from a higher
plateau than the last
generation..”

— Ellison S. Onuzuka

05

COMPANY LITERATURE



TITLE
Pet Partners Newsletter

STUDENT
Megan Anderson

SCHOOL
Iowa State University



“Of all investments into the future, the conquest of space demands the greatest efforts and the longest-term commitment...but it also offers the greatest reward: none less than a universe..”

— Daniel Christlein

EDITORIAL DESIGN



TITLE
Tangled Up In Blue

CLIENT
Midwest Living

FIRM
Midwest Living

CONTRIBUTORS
Creative Director:
Kylee Kriznanic
Designer:
Tara Okerstrom-Bauer
Crafter: Kim Hutchison
Photo Editor:
Tara Okerstrom-Bauer
Photographers:
Victoria Pearson, Rick Lozier
Writer: LuAnn Brandsen
Illustrator: Jean Wilson



TITLE
The Landing Magazine
High Tide

CLIENT
John Deere Forestry

FIRM
FUEL

CONTRIBUTORS
Designers: Bill Bollman,
Pat Prior, John Allen,
Grant Cushman, Rhiannon
Rasmussen, Rachael Bair
Writer: Kevin Orfield
Photographer:
Michael Newell



TITLE
Bridge To Adventure

CLIENT
Pure Michigan

FIRM
Meredith Travel Marketing
Content Studio

CONTRIBUTORS
Creative Director: Kylee Krizmanic
Designer: Ananda Spadt
Photographers:
Aaron Peterson, Jason Lindsey
Writer: Tina Lassen
Illustrator: Ananda Spadt

TITLE
Central Parks

CLIENT
Midwest Living

FIRM
Midwest Living

CONTRIBUTORS
Creative Director:
Kylee Krizmanic
Designer: Kylee Krizmanic
Photo Editor:
Tara Okerstrom-Bauer
Photographers:
Bob Stefko, Per Breiehagen,
Aaron Peterson,
Tony Demin, John Noltner
Writer: Trevor Meers



TITLE
Now Playing

CLIENT
Midwest Living

FIRM
Midwest Living

CONTRIBUTORS
Creative Director: Kylee Krizmanic
Designer: Kylee Krizmanic
Photo Editor: Tara Okerstrom-Bauer
Photographer: Ryan Donnell, Ackerman+Gruber
Writer: Amanda Glazebrook




**BEST of
CATEGORY**

TITLE
No Boundaries

SCHOOL
Iowa State University

STUDENT
Mariah Cates



TITLE

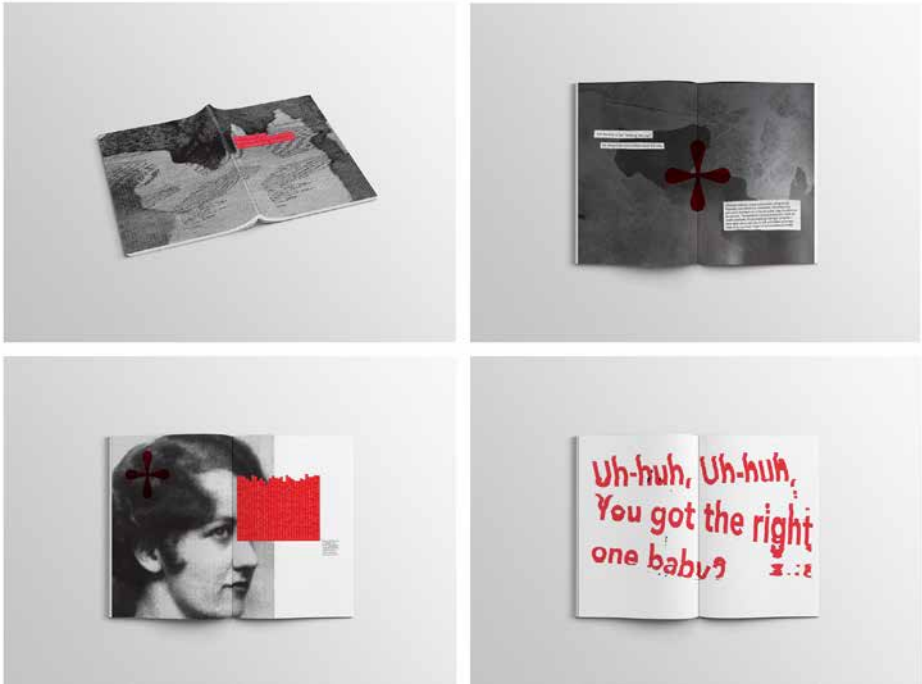
Art Crimes

STUDENT

Abby Goodenow

SCHOOL

Iowa State University



TITLE

The Rules of Typography
According to (Crackpots)
Experts

STUDENT

Hannah Brus

SCHOOL

Iowa State University



TITLE

!Ya Basta!

STUDENT

Maggie Goldhammer

SCHOOL

Grand View University

“Two things inspire me
to awe — the starry
heavens above and the
moral universe within.”

— Albert Einstein

ENVIRONMENTAL
GRAPHICS



TITLE
Flying Hippo
Environmental Designs

CLIENT
Flying Hippo
Branding & Digital

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction:
Eric Groves, Scott Helms
Design: Annie Eischen,
John Anderson, Cory Witt



TITLE
Elevate Signage & Menu

CLIENT
La Mie

FIRM
Eight Seven Central

CONTRIBUTORS
Art Director + Designer:
Adam Ferry
Interior Design:
Ryan Staiert Interior Design



TITLE

Department of Mechanical
Engineering Environmental
Wall Branding

CLIENT

Iowa State University
Department of
Mechanical Engineering

FIRM

Flying Hippo
Branding & Digital

CONTRIBUTORS

Creative Direction: Scott Helms
Design: Annie Eischen
Project Management: Kristin Killian



TITLE

Veranda Signage

CLIENT

Veranda Dentistry

FIRM

Flying Hippo
Branding & Digital

CONTRIBUTORS

Creative Direction: Eric Groves
Design: Cory Witt
Project Management:
Rachel Shalla



TITLE
Hy-Vee Royals Outdoor

CONTRIBUTORS
Hy-Vee Team at Meyocks

CLIENT
Hy-Vee

FIRM
Meyocks



TITLE
Blu Toro Exterior Sign

CONTRIBUTORS
Creative Director:
Chris Conyers
Senior Art Director:
Jana Rogness

CLIENT
Blu Toro Restaurant

FIRM
The Design Group



TITLE
Outlets of Des Moines

STUDENT
Lucas Thul

SCHOOL
DMACC

“We have lingered long enough on the shores of the cosmic ocean. We are ready at last to set sail for the stars.”

– Carl Sagan

IDENTITY MARK



TITLE
Fowl Words

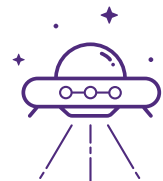
CLIENT
Good Word
Restaurant Group

FIRM
Farmboy

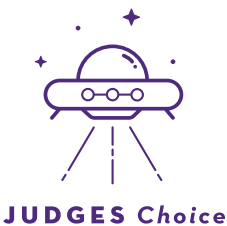
CONTRIBUTORS
Art Director: Zachary Kern



**BEST of
CATEGORY**



JUDGES Choice



JUDGES Choice

TITLE
Central Presbyterian
Church

CLIENT
Central Presbyterian
Church

FIRM
The Design Group

CONTRIBUTORS
Creative Director:
Chris Conyers
Senior Art Director:
Heather von Brown
Senior Art Director:
Jana Rogness



TITLE

Battle Tiger

CLIENT

Spencer Community
School District

FIRM

F8 Creative

CONTRIBUTORS

Art Direction & Design: Jason Vulk
Research & Strategy:
Greg Rasch, Jason Vulk,
Andy Van Engen
Creative Direction: Joe Weber,
Chris Baker



TITLE

Penmob Logo

CLIENT

Penmob App

FIRM

Avidity Creative

CONTRIBUTORS

Art Director: Adam Feller



TITLE

Veenker Rebrand

CLIENT

Veenker Memorial Golf

FIRM

Flying Hippo
Branding & Digital

CONTRIBUTORS

Creative Director/Designer:
Scott Helms



TITLE

ISU Dining WhirlyBirds

CLIENT

Iowa State University
ISU Dining

FIRM

Flying Hippo
Branding & Digital

CONTRIBUTORS

Creative Direction:
Scott Helms
Design: John Anderson



TITLE

Motor Grader 50th Anniversary Mark

CLIENT

John Deere Construction and Forestry

FIRM

FUEL

CONTRIBUTORS

Creative Director: Jason Cherry
Designers: Bill Bollman,
Pat Prior, Paige Winters,
John Allen, Grant Cushman



TITLE

Good Shift Logo

CLIENT

Good Shift

FIRM

Red Dot Advertising

CONTRIBUTORS

Art Director:
Chresten Jensen
Red Dot Creative Team



TITLE

Blu Toro

CLIENT

Blu Toro Restaurant

FIRM

The Design Group

CONTRIBUTORS

Creative Director: Chris Conyers
Senior Art Director: Jana Rogness



TITLE

Bubba

CLIENT

Bubba Restaurant

FIRM

The Design Group

CONTRIBUTORS

Creative Director:
Chris Conyers
Senior Art Director:
Heather von Brown



TITLE

Jakfoto Films Logo

CLIENT

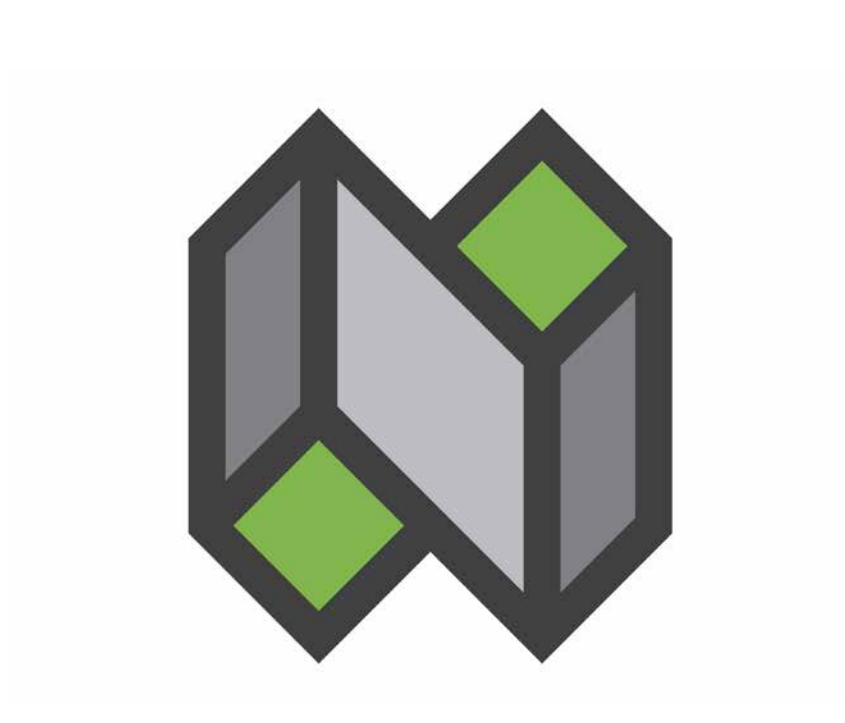
Jakfoto Films

FIRM

Rippke Design

CONTRIBUTORS

Art Director: Ashley Rippke
Designer: Shelby Brindley



TITLE

Northwest Steel Logo

CLIENT

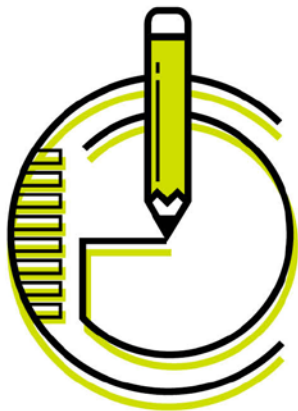
Northwest Steel

FIRM

Avidity Creative

CONTRIBUTORS

Art Director: Adam Feller



CONNOR GRAF
graphic design | illustration

TITLE
Self Identity

STUDENT
Connor Graf

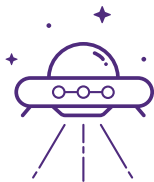
SCHOOL
Iowa State University



**BEST of
CATEGORY**



LOVEGG
free range eggs



JUDGES Choice

TITLE
Lovegg Logo

STUDENT
Hannah Brus

SCHOOL
Iowa State University



TITLE
Porque Logo

STUDENT
Marc Brault

SCHOOL
DMACC



TITLE
Wink

STUDENT
Ellen Titman

SCHOOL
Iowa State University



TITLE

Scenic Route Logo

STUDENT

Ronnie Miller

SCHOOL

DMACC



TITLE

Ankeny Theatre Logo

STUDENT

Lucas Thul

SCHOOL

DMACC



TITLE
Grilled Logo mark
and Logotype

SCHOOL
DMACC

STUDENT
Taylor Whipple



TITLE
Take A Hike Logo

SCHOOL
Iowa State University

STUDENT
Megan Anderson



TITLE	STUDENT
Busy Bean Logo	Janey Graveman
SCHOOL	
University of Northern Iowa	

“Man must rise above the Earth – to the top of the atmosphere and beyond— for only thus will he fully understand the world in which he lives.”

— Socrates

IDENTITY SYSTEM



TITLE
Tiny Acre Farms Identity

CLIENT
Tiny Acre Farms

FIRM
Cassie Tangney Design

CONTRIBUTORS
Art Director/Designer:
Cassie Tangney



TITLE
Lion Bridge Brewing Co.
Identity System

CLIENT
Lion Bridge Brewing Co.

FIRM
818 - a tiny design empire

CONTRIBUTORS
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Chandler Subra
Phil Kruzan



TITLE
Spencer Schools Identity

CLIENT
Spencer Community School District

FIRM
F8 Creative

CONTRIBUTORS
Art Direction & Design: Jason Vulk
Research & Strategy: Greg Rasch, Andy Van Engen, Jason Vulk
Creative Direction: Joe Weber, Chris Baker



TITLE
Marshalltown Identity System

CLIENT
Marshalltown Regional Partnership

FIRM
Flying Hippo Branding & Digital

CONTRIBUTORS
Creative Direction: Scott Helms
Design: Annie Eischen

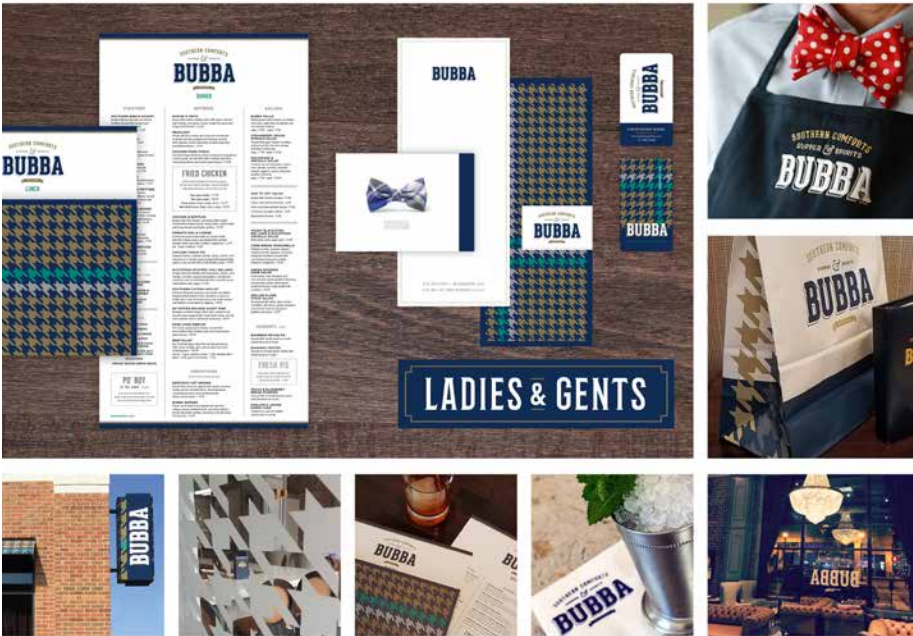


TITLE
Aurora Coffee Co.
Identity System

CLIENT
Aurora Coffee Co.

FIRM
FUEL

CONTRIBUTORS
Designers: Bill Bollman,
Pat Prior, John Allen,
Grant Cushman, Rhiannon
Rasmussen, Rachael Bair,
Jacy Rittmer
Writer: Bill Eckloff
Photographer: John Thomas



TITLE
Bubba

CLIENT
Bubba Restaurant

FIRM
The Design Group

CONTRIBUTORS
Creative Director:
Chris Conyers
Senior Art Director:
Jana Rogness
Senior Art Director:
Heather von Brown



TITLE
Scenic Route Identity

SCHOOL
DMACC

STUDENT
Ronnie Miller


**BEST of
CATEGORY**


JUDGES Choice




**BEST of
CATEGORY**

TITLE
Lovegg Identity System

SCHOOL
Iowa State University

STUDENT
Hannah Brus



TITLE
Refugee Watch

SCHOOL
Iowa State University

STUDENT
Katlyn Brouwer



TITLE
Wink

SCHOOL
Iowa State University

STUDENT
Ellen Titman

“We find, therefore, under this orderly arrangement, a wonderful symmetry in the universe, and a definite relation of harmony in the motion and magnitude of the orbs, of a kind that is not possible to obtain in any other way.”

— Johannes Kepler

10 ILLUSTRATION



**BEST of
CATEGORY**

TITLE
2017 Basemint
Calendar Illustrations

CLIENT
BASEMINT

FIRM
BASEMINT

CONTRIBUTORS
Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs

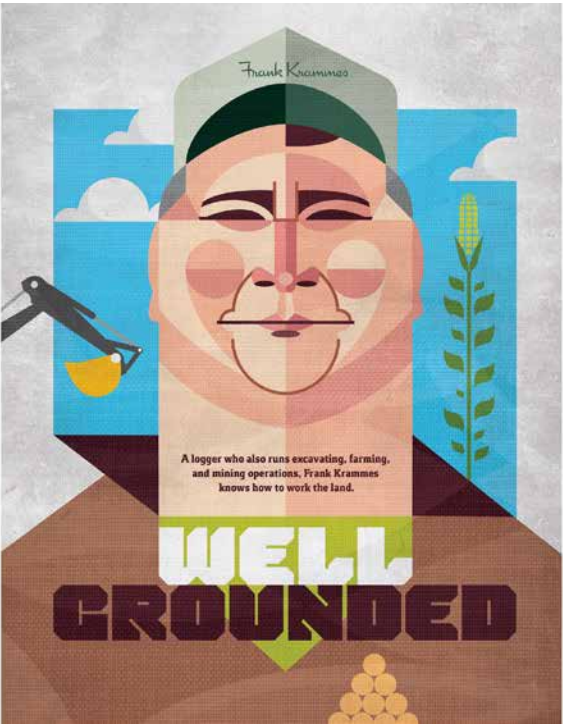


TITLE
Locally Grown
T-Shirt Illustrations

CLIENT
Locally Grown Clothing Co.

FIRM
818 - a tiny design empire

CONTRIBUTORS
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Chandler Subra



TITLE
Well Grounded Illustration

CLIENT
John Deere Forestry

FIRM
FUEL

CONTRIBUTORS
Creative Directors:
Jason Cherry
Justin McDermott
Heather Hartley
Designers:
Bill Bollman, Pat Prior,
John Allen, Rhiannon
Rasmussen, Rachael Bair,
Grant Cushman



TITLE
Space Bounty

CLIENT
Hoarding Dragon Games

FIRM
Shift Interactive

CONTRIBUTORS
Art Direction & Illustration:
Wade Thompson
App Development:
Chris Wagner
Musician: CJ Howard



**BEST of
CATEGORY**

JUDGES Choice

TITLE
America the Strange

SCHOOL
University of Northern Iowa

STUDENT
Janey Graveman



TITLE
Iguana Colored
Pencil Illustration

SCHOOL
DMACC

STUDENT
Marc Brault



TITLE
Lovegg Illustration
Packaging

SCHOOL
Iowa State University

STUDENT
Hannah Brus



OAKLAND | OGDEN | OREGON

TITLE
Damian Lillard -
The Letter O Illustration

SCHOOL
DMACC

STUDENT
Austin Richards



TITLE
Five Color Illustration

SCHOOL
DMACC

STUDENT
Rachel Rong



TITLE
Car Key Illustration

SCHOOL
DMACC

STUDENT
Lucas Thul



TITLE
Skull Match

SCHOOL
DMACC

STUDENT
Taylor Whipple



TITLE
Cloak & Dagger T-Shirt

SCHOOL
DMACC

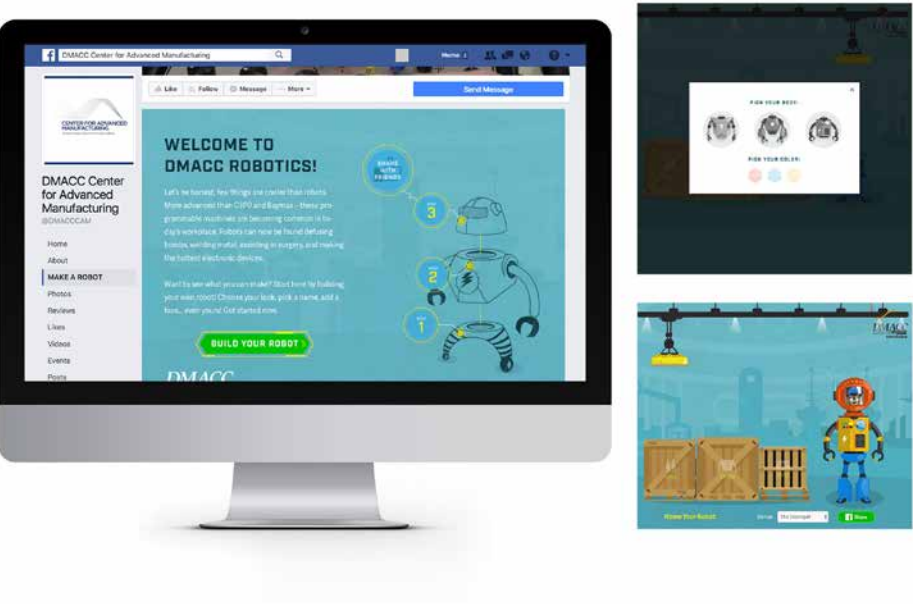
STUDENT
Brian Sandoval

“The boundary condition
of the universe is that it
has no boundary.”

— Stephen Hawking

SOCIAL MEDIA
CAMPAIGN

<https://www.facebook.com/DMACCCAM/app/1100033346702881/>



TITLE

DMACC Robotics
Facebook App

CLIENT

DMACC Center for
Advanced Manufacturing

FIRM

Shift Interactive

CONTRIBUTORS

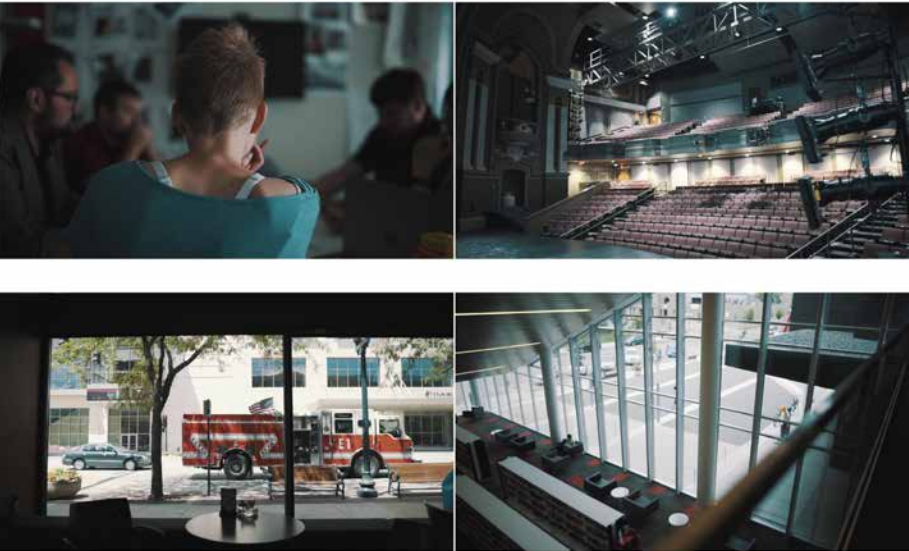
Designer: Roman Serebryakov
Developers: Roman Serebryakov
& Chris Wagner

“It is difficult to say what
is impossible, for the
dream of yesterday is
the hope of today and
reality of tomorrow.”

— Robert Goddard

VIDEO SPOT

<https://vimeo.com/177985097>



TITLE
Build Back Better

CLIENT
OPN Architects -
Cedar Rapids

FIRM
Sam Fathallah -
Filmmaker & Photographer

CONTRIBUTORS
Director, Videographer
and Editor: Sam Fathallah



TITLE
Dance Again Video

CLIENT
Flying Hippo
Branding & Digital

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction:
Eric Groves
Director of Photography /
Editor: Brian Fiser
Videographers:
Jeff Felton
Brian Fiser

<https://youtu.be/KYxjS72RvRM>



TITLE
OUTRUN Campaign
Launch Video

CLIENT
John Deere Forestry

FIRM
FUEL

CONTRIBUTORS
Creative Directors:
Scott Ford, Jason Cherry,
Justin McDermott, Meghan Khoury
Designers: Bill Bollman, Pat Prior,
John Allen, Grant Cushman
Writer: Bill Eckloff
Videographers: Terry Sinclair,
Adam Crowley, Todd Dacquist



TITLE
Otten Johnson Holiday Card

CLIENT
Otten Johnson Robison
Neff + Ragonetti

FIRM
Juicebox Interactive

CONTRIBUTORS
Creative Strategist:
Dale Bentlage
Illustrator: Kathryn Sutton
Animator: Justin Sirois
Director of Marketing,
Otten Johnson:
Heather Baker



TITLE

Iowa Brew Tour Commercial

SCHOOL

DMACC

STUDENT

Instructor: Steve Schott
Director: Aaron Bandy
Directors of Photography:
Semiu Hodza/Scott Nemmers
Editor: Samuel Tithazam
Graphics: Zachary Oldham
Script: Steven Connors
Locations: Simon Pendleton

“The night is even more richly coloured than the day... And without my expiating on this theme, it should be clear that putting little white dots on a blue-black surface is not enough.”

— Vincent Van Gogh

13

PHOTOGRAPHY



TITLE
FRINGE 2016 Website
Photography

CLIENT
FRINGE

FIRM
818 - a tiny design empire

CONTRIBUTORS
Photographer: Ryan Morrison
Dancer: Jacque LeWarne
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner



TITLE
FRINGE 2016 Catalog
Photography

CLIENT
FRINGE

FIRM
818 - a tiny design empire

CONTRIBUTORS
Photographer: Ryan Morrison
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Guy Tensen



TITLE
Now Playing

CLIENT
Midwest Living

FIRM
Midwest Living

CONTRIBUTORS
Creative Director: Kylee Krizmanic
Designer: Kylee Krizmanic
Photo Editor: Tara Okerstrom-Bauer
Photographer:
Ryan Donnell, Ackerman+Gruber
Writer: Amanda Glazebrook



**BEST of
CATEGORY**

TITLE
Grandma's Hands

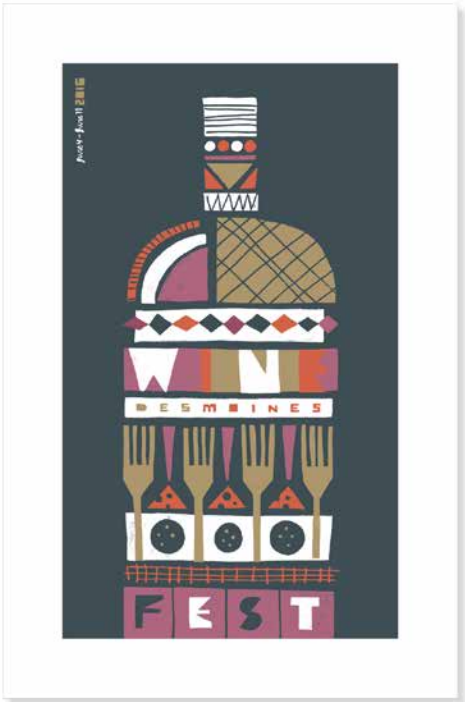
SCHOOL
DMACC

STUDENT
Bethany Thompson

“Today the stars and
tomorrow the galaxies.
No force exists in the
Universe that can stop us.”

— James P. Hogan

14 POSTER DESIGN



**BEST of
CATEGORY**



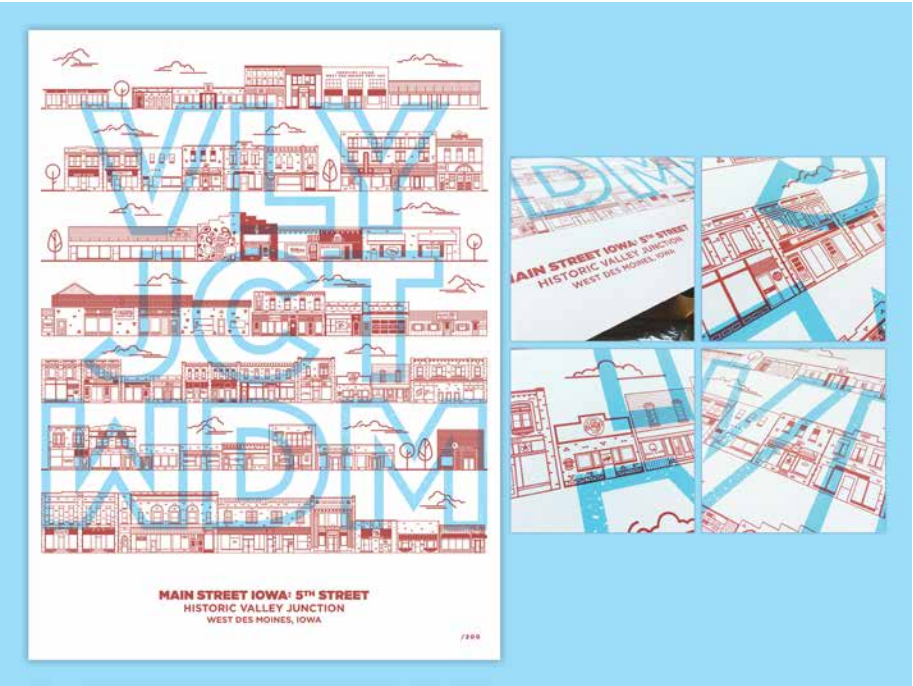
BEST of SHOW

TITLE
2017 Winefest Poster

CLIENT
Des Moines Wine
Festival Foundation

FIRM
BASEMINT

CONTRIBUTORS
Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs



TITLE
Valley Junction
Commemorative Poster

CLIENT
Historic Valley Junction

FIRM
Farmboy

CONTRIBUTORS
Art Director: Zachary Kern

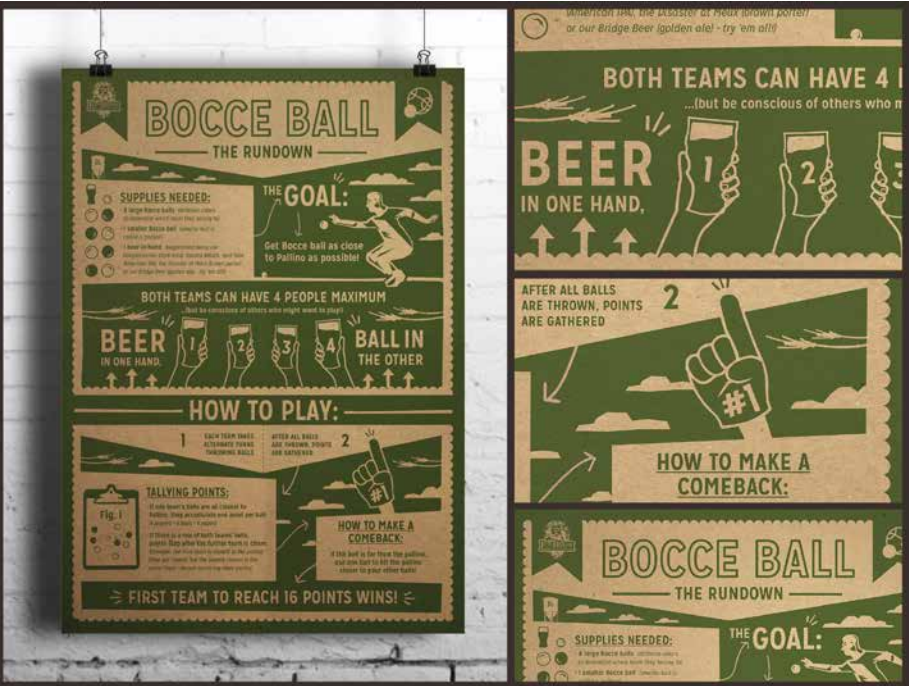


TITLE
Lion Bridge Brewing Co.
Beer Style Poster Series

CLIENT
Lion Bridge Brewing Co.

FIRM
818 - a tiny design empire

CONTRIBUTORS
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Chandler Subra

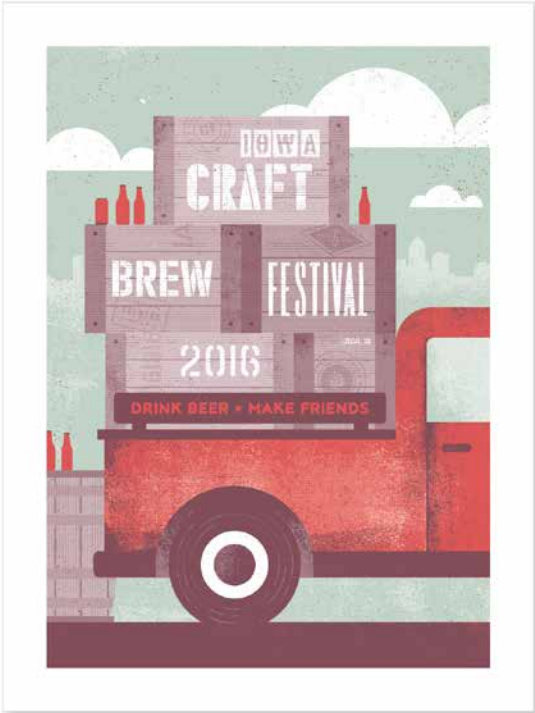


TITLE
Lion Bridge Brewing Co.
Bocce Ball Poster

CLIENT
Lion Bridge Brewing Co.

FIRM
818 - a tiny design empire

CONTRIBUTORS
Creative Team:
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Chandler Subra



TITLE
2017 Craft Brew
Festival Poster

CLIENT
Iowa Brewers Guild

FIRM
BASEMINT

CONTRIBUTORS
Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs

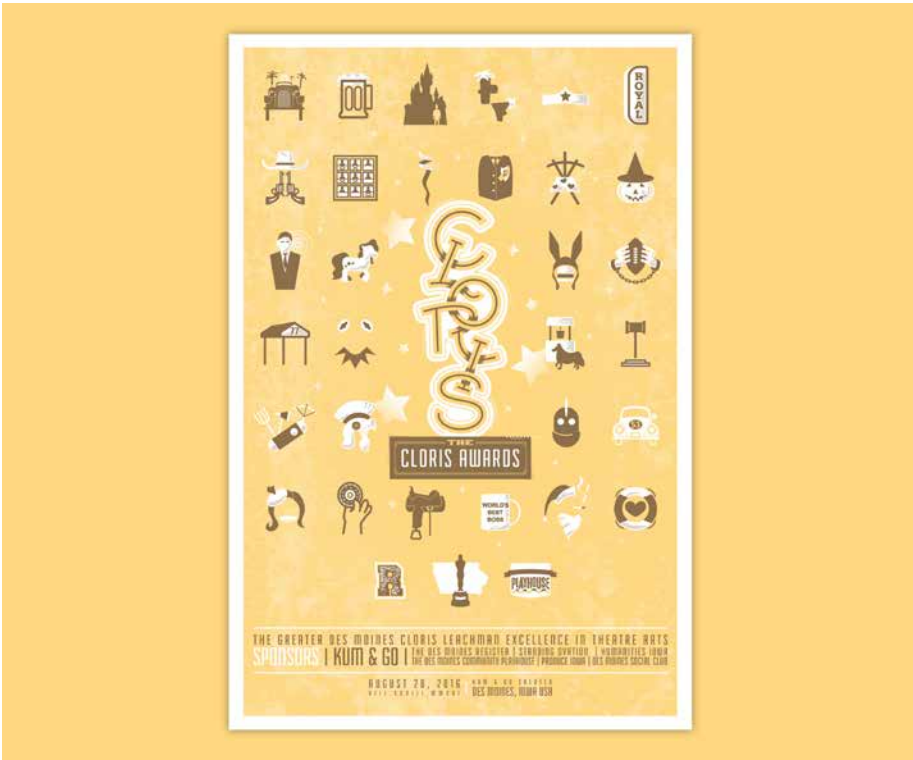


TITLE
Johnnyswim:
Let It Matter Tour Poster

CLIENT
Cassie Tangney Design

FIRM
Cassie Tangney Design

CONTRIBUTORS
Art Director/Designer:
Cassie Tangney



TITLE
Legacy Of An Icon Poster

CLIENT
The Cloris Awards &
The Des Moines Social Club

FIRM
Farmboy

CONTRIBUTORS
Art Director: Zachary Kern
Art Director: Jason McArtor



TITLE
Ride Steel

CONTRIBUTORS
Art Direction & Design: Chad Owen
Printing: Eight Seven Central

CLIENT
Pedal Art

FIRM
Owen Design



TITLE
Hinterland Music Festival
Limited Edition Poster

CONTRIBUTORS
Art Director, Designer,
+ Printer: Sarah McCoy

CLIENT
Hinterland Music Festival

FIRM
The Permanent Collection
Letterpress + Design Studio



TITLE
127 Hours

SCHOOL
DMACC

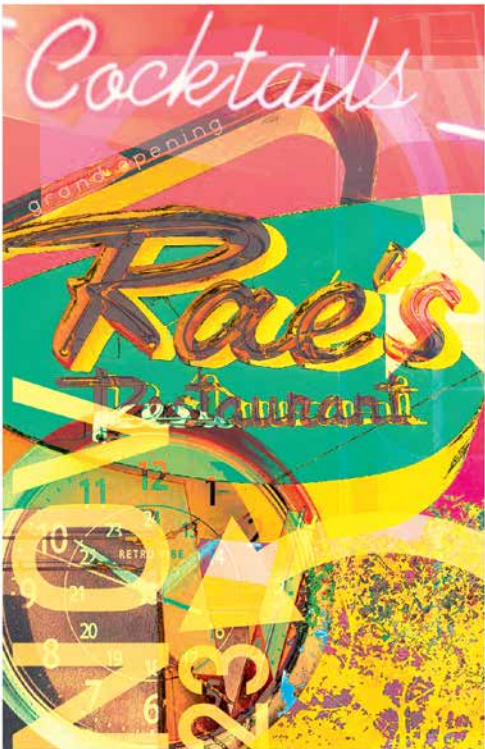
STUDENT
Taylor Whipple



**BEST of
CATEGORY**



**BEST of SHOW
STUDENT**



TITLE
Rae's Cafe Greasy
Spoon Poster

SCHOOL
Iowa State University

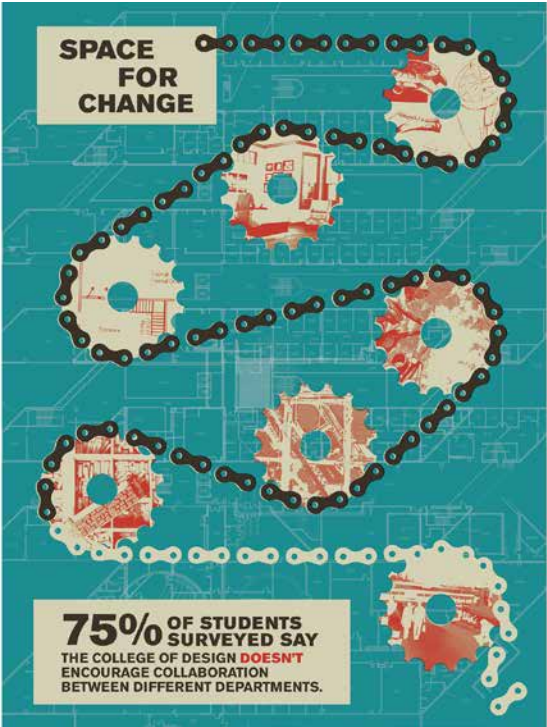
STUDENT
Shelby Brindley



TITLE
Modern Legacy

SCHOOL
DMACC

STUDENT
Taylor Eckstrom



TITLE
Space for Change Poster

SCHOOL
Iowa State University

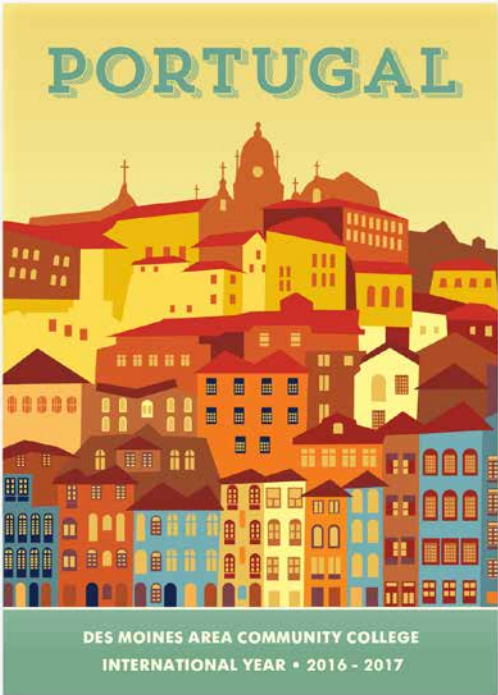
STUDENTS
Brittany Ouellette
Alison Schwartzhoff
Kayla Hipsher
Chris Gearhart



TITLE
Design Disruptors Poster

STUDENT
Jessica Thomas

SCHOOL
Iowa State University



TITLE
Portugal Poster

STUDENT
Ronnie Miller

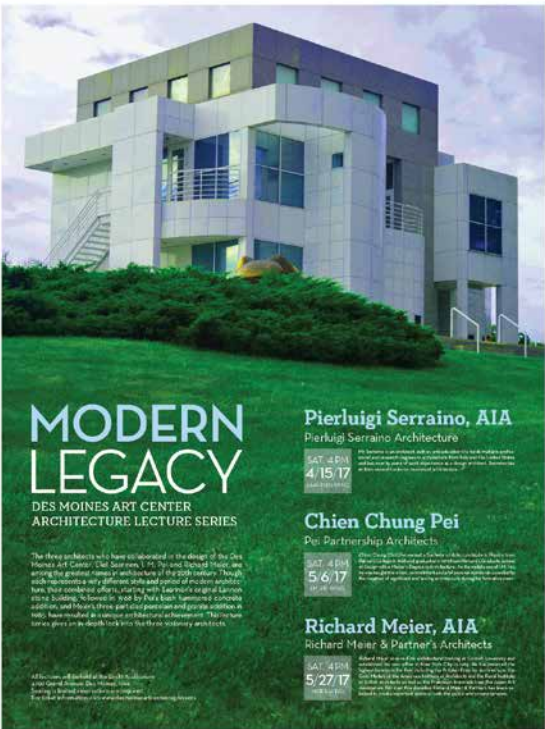
SCHOOL
DMACC



TITLE
Get Out the Vote Poster

STUDENT
Ronnie Miller

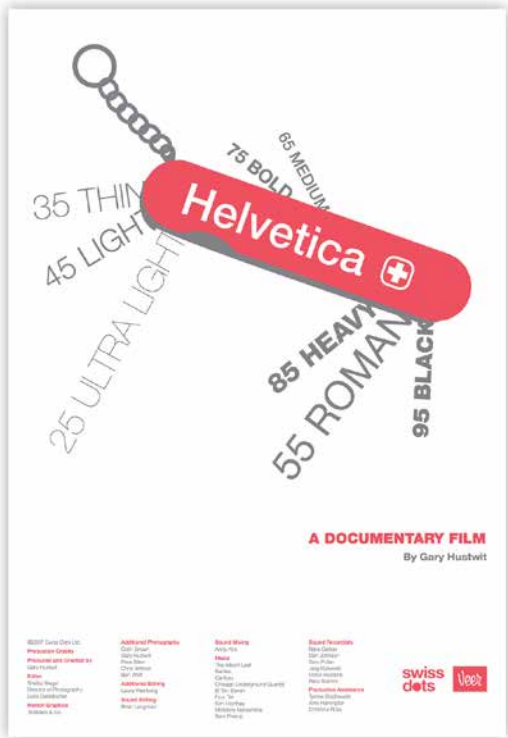
SCHOOL
DMACC



TITLE
Hierarchy Poster

STUDENT
Kendalyn Mulvey

SCHOOL
DMACC



TITLE
Helvetica Movie Poster

STUDENT
Lucas Thul

SCHOOL
DMACC



TITLE
Twirly Cone

STUDENT
Hailey Padgett

SCHOOL
Iowa State University

“Our passionate preoccupation with the sky, the stars, and a God somewhere in outer space is a homing impulse. We are drawn back to where we came from.”

— Eric Hoffer



TITLE

Lion Bridge Brewing Co.
Biere De Garde Label

CLIENT

Lion Bridge Brewing Co.

FIRM

818 - a tiny design empire

CONTRIBUTORS

Creative Team:
Melissa Carlson
Rachel Abel
Paige Kleckner

15 SALES PROMOTION



TITLE
BVB 2016 Distribution Assets

CLIENT
Boone Valley Brewing Co.

FIRM
Eight Seven Central

CONTRIBUTORS
Art director, Designer,
& Fabricator: Adam Ferry
Illustrator: Curtis Poortinga
Production Support:
Andrew Willoughby



TITLE
Til The Cows Come Home

CLIENT
Hy-Vee

FIRM
Meyocks

CONTRIBUTORS
Hy-Vee Team at Meyocks



TITLE
Grain Packaging

SCHOOL
Iowa State University

STUDENT
Kelli Meyer



TITLE
Seek the Light
Album Packaging

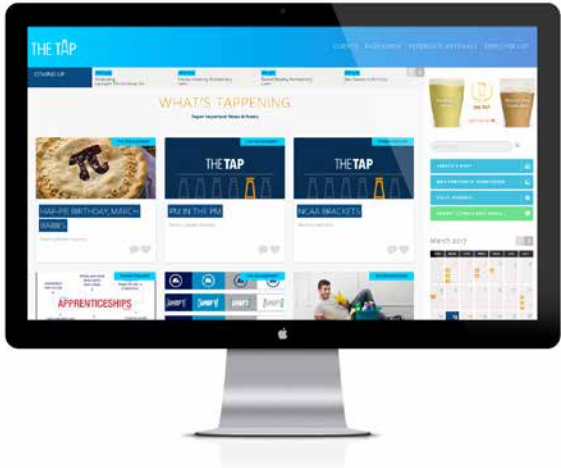
SCHOOL
DMACC

STUDENT
Taylor Whipple

“Unknowningly, we plow
the dust of stars, blown
about us by the wind,
and drink the universe
in a glass of rain.”

— Ihab Hassan

16 SELF-PROMOTION



**BEST of
CATEGORY**

TITLE

“The Tap” Online Wiki
& Digital Signage

CLIENT

Shift Interactive &
Performance Marketing

FIRM

Shift Interactive

CONTRIBUTORS

Design & Development:
Natan Chawalitcheewin
Rena Meines
Roman Serebryakov
Matt Smith
Wade Thompson



TITLE
Self Promo

CONTRIBUTORS
Akili Design Team

CLIENT
Akili Design

FIRM
Akili Design



TITLE
2017 Basemint Calendar

CONTRIBUTORS
Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs

CLIENT
BASEMINT

FIRM
BASEMINT



TITLE
Red Dot Spread the Red
Calendar

CLIENT
Red Dot Advertising

FIRM
Red Dot Advertising

CONTRIBUTORS
Red Dot Creative Team



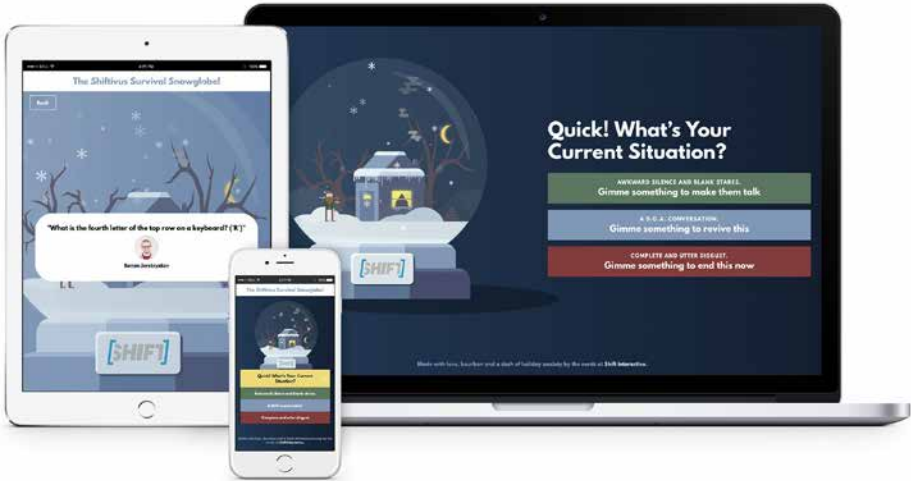
TITLE
Rippke Design
Grand Opening

CLIENT
Rippke Design

FIRM
Rippke Design

CONTRIBUTORS
Art Director: Ashley Rippke
Designer: Shelby Brindley

<http://holiday2016.shiftdsm.com>



TITLE
Shiftivus Survival
Snowglobe

CLIENT
Shift Interactive

FIRM
Shift Interactive

CONTRIBUTORS
Designer: Renae Meines
Developers: Renae Meines,
Matthew Smith, Justin Stevens
Content: Jaclyn Albrecht



TITLE
Webspec Cookie Shoppe
Holiday Campaign

CLIENT
Webspec Design

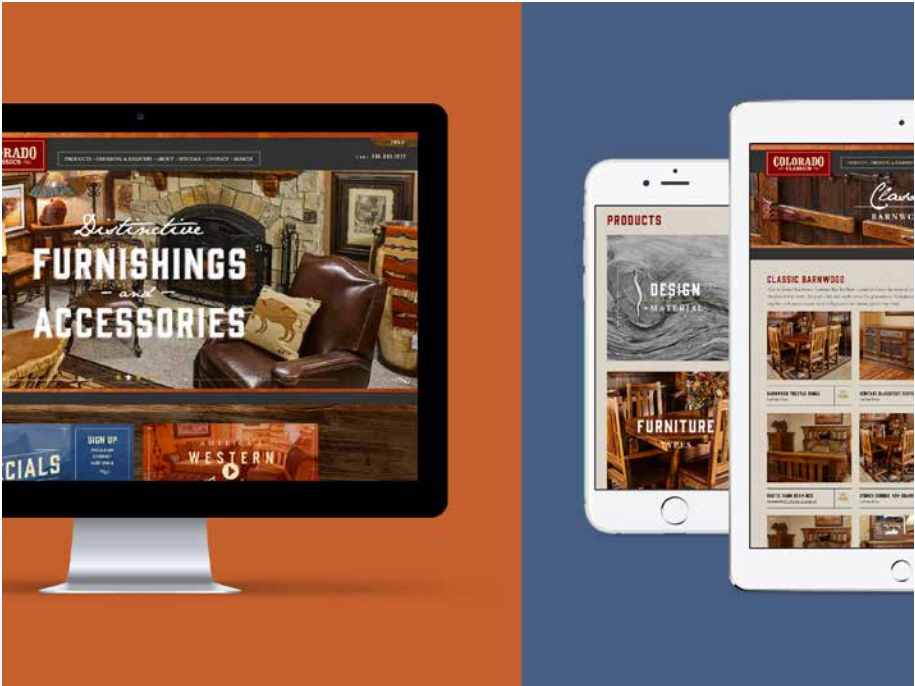
FIRM
Webspec Design

CONTRIBUTORS
Project Manager: Alex Karei
Designer: Kenny Miesner
Developer: Nick Hoobin
Content Coordinator:
Erin Lamb

“If you want to see a picture painted as only the hand of God can paint, go with me to Saturn.”

— John H. Thayer

WEBSITE DESIGN

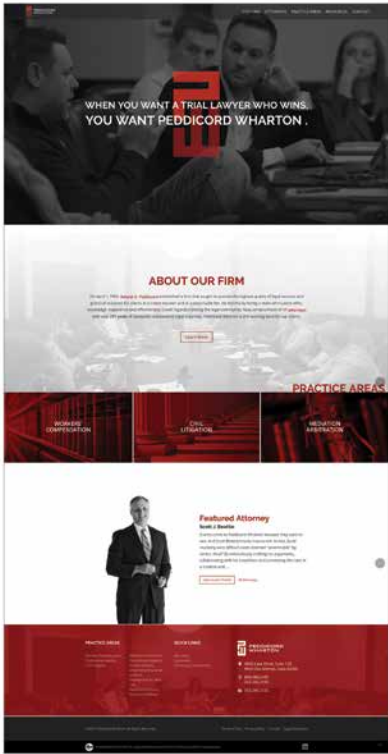



**BEST of
CATEGORY**

TITLE
Colorado Classics
Website
CLIENT
Colorado Classics

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction:
Eric Groves
Design: Cory Witt
Development: Shawn Lykke

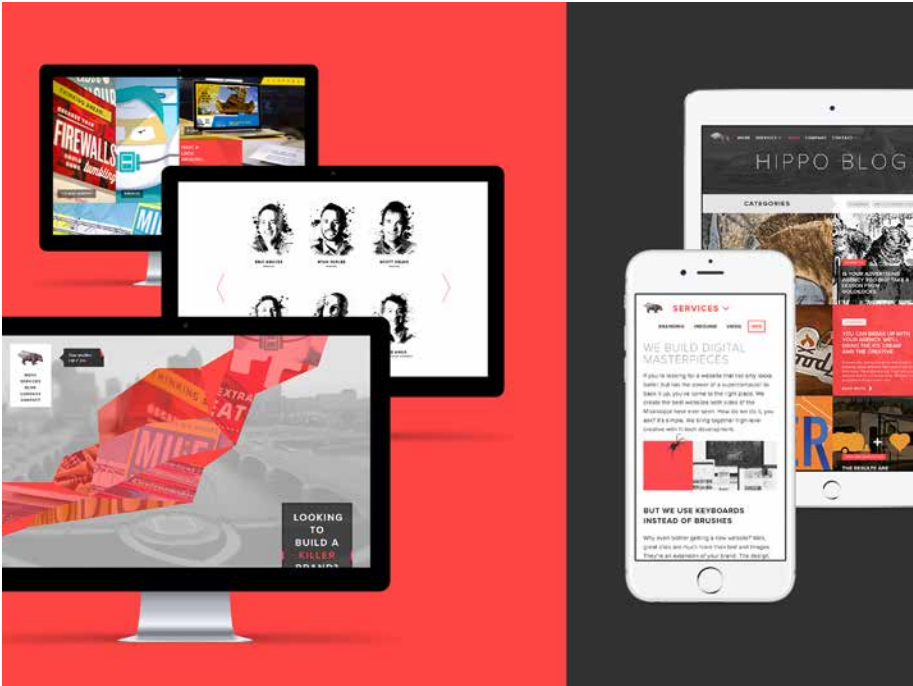


TITLE
Peddicord Wharton Website

CLIENT
Peddicord Wharton

FIRM
Applied Art & Technology

CONTRIBUTORS
Web Design & Development: RJ Nay
Web Development: Alex Keller

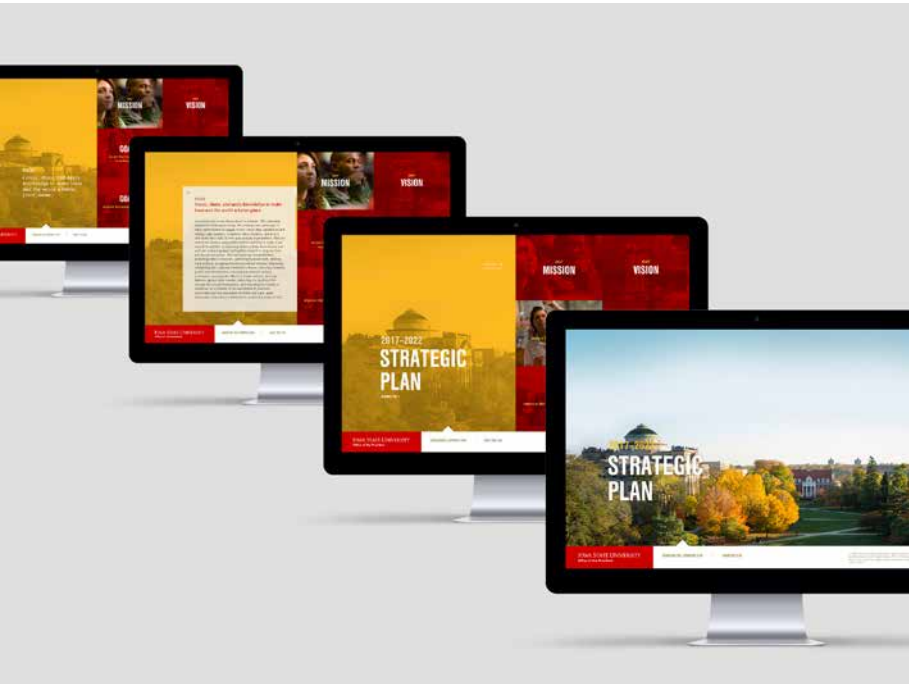


TITLE
Flying Hippo Website

CLIENT
Flying Hippo Branding & Digital

FIRM
Flying Hippo Branding & Digital

CONTRIBUTORS
Creative Direction: Eric Groves
Scott Helms
Design: John Anderson
Development: David Woolf

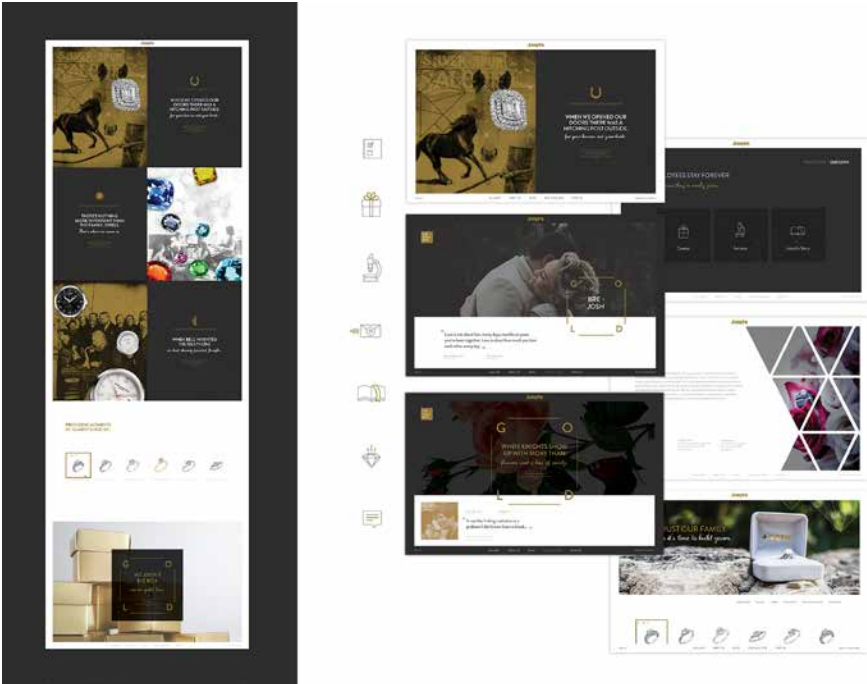


TITLE
Iowa State University
Strategic Plan

CLIENT
Iowa State University
Office of the President

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction: Scott Helms
Design: Cory Witt
Development: David Woolf
Project Management: Kristin Killian

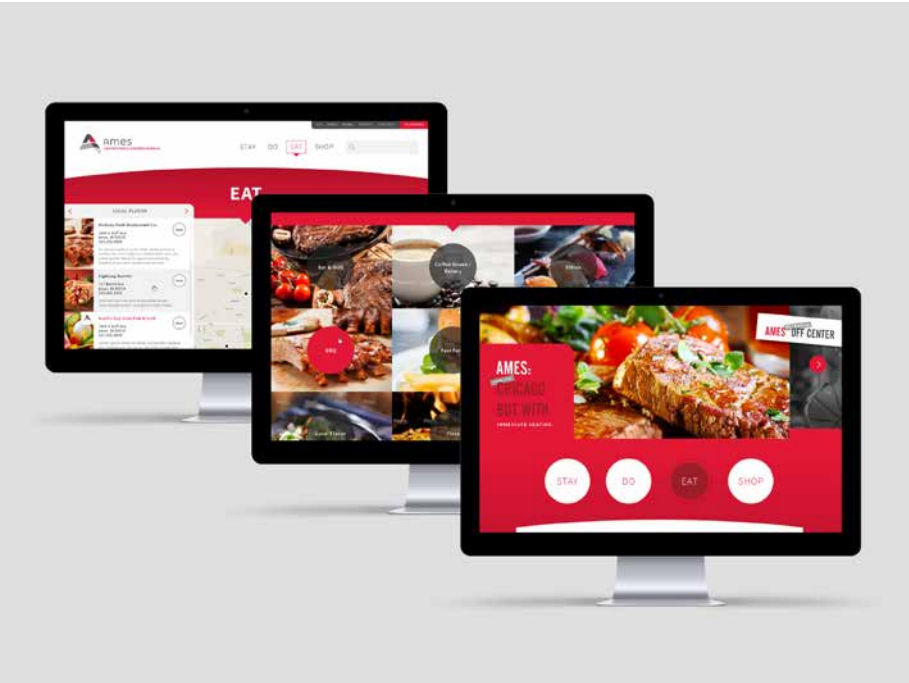


TITLE
Josephs Jewelers
Website

CLIENT
Josephs Jewelers

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction: Eric Groves
Design: Annie Eischen
Photo & Illustration:
Annie Eischen
Development: David Woolf



TITLE
Think Ames Website

CLIENT
Ames Convention
and Visitor Bureau

FIRM
Flying Hippo
Branding & Digital

CONTRIBUTORS
Creative Direction: Scott Helms
Design: John Anderson
Development:
David Woolf
Shawn Lykken

www.AuroraCoffeeCo.com

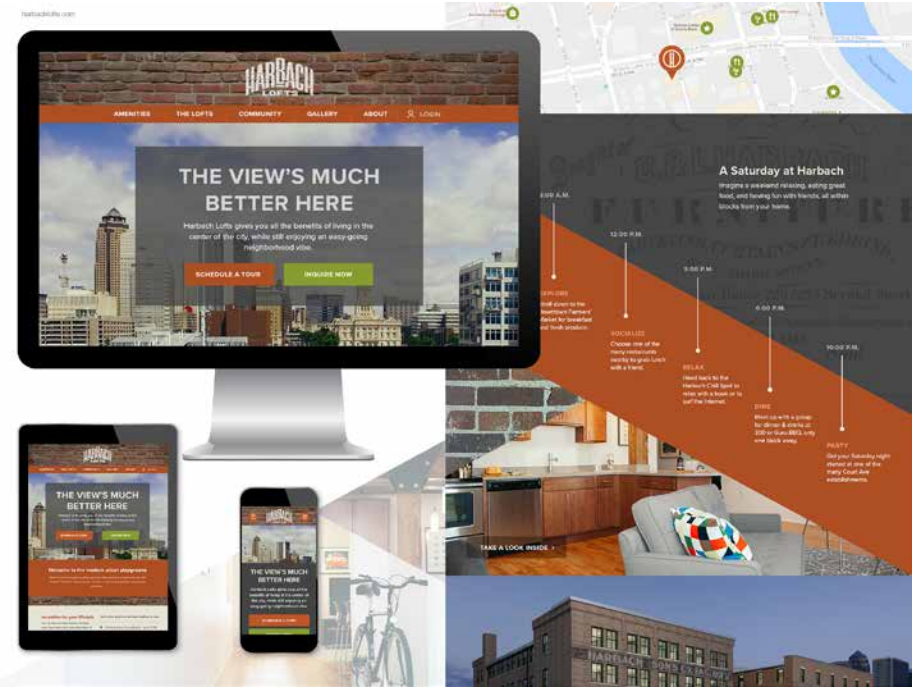


TITLE
Aurora Coffee Co.
Website

CLIENT
Aurora Coffee Co.

FIRM
FUEL

CONTRIBUTORS
Designers:
Bill Bollman, Pat Prior,
John Allen, Grant Cushman,
Rhiannon Rasmussen,
Rachael Bair
Writer: Bill Eckloff
Photographer: John Thomas
Web Developer:
Blaine Rittmer



TITLE
Harbach Lofts

CLIENT
Encore Properties

FIRM
Juicebox Interactive

CONTRIBUTORS
Creative Strategist: Dale Bentlage
Senior Designer: Jaclyn Nail
Developer: Justin Cook
Technology Director:
Kevin VandeKrol



TITLE
Capital Crossroads Website
Design and Development

CLIENT
Capital Crossroads

FIRM
Webspec Design

CONTRIBUTORS
Project Manager:
Hanna Eischeid
Designer: Stephanie Wharton
Developer: Nick Hoobin
Content Coordinators:
Caroline Lynch &
Bethany Yocum

“We choose to go to the moon.”

— John F. Kennedy

18 MISCELLANEOUS



**BEST of
CATEGORY**

TITLE
John Deere Factory Shirts

CLIENT
John Deere Construction
and Forestry

FIRM
FUEL

CONTRIBUTORS
Creative Director:
Jason Cherry
Designers:
Bill Bollman, Pat Prior,
Matt Kempel, Paige Winters,
John Allen



TITLE
Musco Mobile Lighting
Truck T-shirt

CLIENT
Musco Lighting

FIRM
Atha Design

CONTRIBUTORS
Art Director/Designer: Kris Atha



TITLE
2017 Craft Brew Festival

CLIENT
Iowa Brewers Guild

FIRM
BASEMINT

CONTRIBUTORS
Art Director/Illustrator:
Kelly Bittner
Art Director/Illustrator:
Andrew Maahs



TITLE
FUEL Holiday Card Lightbox
A Very Tiki Christmas

CLIENT
FUEL

FIRM
FUEL

CONTRIBUTORS
Designers: Bill Bollman,
Pat Prior, John Allen,
Grant Cushman,
Rhiannon Rasmussen,
Rachael Bair



TITLE
PCE Product Shirt

CLIENT
John Deere
Construction & Forestry

FIRM
FUEL

CONTRIBUTORS
Creative Director:
Jason Cherry
Designers: Bill Bollman,
Pat Prior, John Allen,
Grant Cushman,
Rhiannon Rasmussen,
Rachael Bair



OFFICE SCREEN PRINTING DAY. EACH CREATIVE DESIGNED A SCREEN

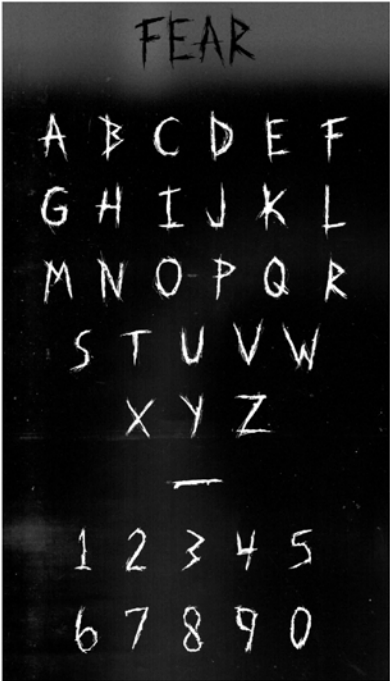


TITLE
Screen Printing Day

CONTRIBUTORS
Performance Marketing/Shift
Interactive Creative Teams

CLIENT
Performance Marketing
and Shift Interactive

FIRM
Performance Marketing
and Shift Interactive



TITLE
Fear Font

STUDENT
Taylor Whipple

SCHOOL
DMACC

“Ever since there have been people, there have been explorers, looking in places where other hadn’t been before. Not everyone does it, but we are part of a species where some members of the species do—to the benefit of us all.”

— Neil DeGrasse Tyson

19
UNPUBLISHED



TITLE

Bicycle Spokes &
Red Balloons Poster

CONTRIBUTORS

Art Director/Designer:
Kris Atha

CLIENT

Atha Design

FIRM

Atha Design



TITLE
Van Meter ESOP Brochure

CLIENT
Van Meter

FIRM
Red Dot Advertising

CONTRIBUTORS
Art Director: Jason Ploog
Copy: Gina Adam
Red Dot Creative Team



TITLE
The Dance Series

CLIENT
Des Moines Performing Arts

FIRM
The Design Group

CONTRIBUTORS
Creative Director:
Chris Conyers
Senior Art Director:
Jana Rogness

LIFT OFF

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We are always on the look out for inspiring local creatives to join our team.

#ADAI59



ADAI would like to thank you, our judges, our sponsors and the exhibition crew for their hard work and dedication in making this year's event an astronomical success.

Our mission has been to showcase the very best of Iowa's design, while connecting students and professionals across our state. We hope you join us next year, and the year after... to infinity and beyond!



THANK YOU!



Field Paper  Company

the **forge**
BY PILLAR

Jill Belgarde
PHOTOGRAPHY


BLACK TIE

 PERFORMANCE
MARKETING