COMING

Attractions

THE 60TH ANNUAL ADAI DESIGN EXHIBITION

AWARDS BOOK

1958-2018

ADAII CELEBRATING 60 YEARS
In 1958 ADAI hosted its first act, an award exhibition celebrating the best designers across Iowa. From humble beginnings, we endeavored to lift up our peers, showcasing and awarding top performers.

This year marks the 60th anniversary of our annual exhibition. Six decades of high fashion, Midwestern elites back-patting each other in a veritable who’s-who of art professionals. This year, we celebrate the community that we truly are... superstars.
CATEGORIES

07 ADVERTISING DESIGN
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124 SALES PROMOTION
134 SELF-PROMOTION
138 ONLINE/INTERACTIVE
148 MISCELLANEOUS
152 UNPUBLISHED

TITLE  The Hall Identity System
CLIENT  The Hall at The Foundry
FIRM  Eight Seven Central
CREDITS  Uciel Medina – Design
          Adam Ferry – Design & Direction
          Tony Streeter – Concept & Production
          Dustin Edle – Production
          Curtis Poortinga – Production
          Jacob Kucera – Production
BEST OF SHOW

Title: Eyebol Identity System
Student: Ellen Titman
School: Iowa State University
TITLE: GTSB Could Be Worse  
CLIENT: Iowa Governor’s Traffic Safety Bureau  
FIRM: The Integer Group  
CREDITS: Michael Shelley - Associate Creative Director  
         Jake Grothoff - Copywriter  
         Tyler Wentworth, Sr. - Content Strategist  
         Ryan Fitzgerald - Media Planner/Buyer  
         Adam Ryan Morris - Photography

TITLE: Des Moines Vintage Bike Night Campaign  
CLIENT: Des Moines Vintage Bike Night  
FIRM: MOTO76co  
CREDITS: Jack Randleman

TITLE: ClearanceJobs Confessions of a Secret Squirrel D.C. Outdoor Ad Campaign  
CLIENT: ClearanceJobs  
FIRM: Measure, Inc.  
CREDITS: Chad Johnston - Creative Director  
         Austin Van Laar - Art Director  
         Pierre Olivier Thevenin - Character and 3D Modeling

TITLE: 2017 Exhibition Materials  
CLIENT: Art Directors Association of Iowa  
FIRM: Art Directors Association of Iowa  
CREDITS: Renae Meines - Art Direction  
         Jenn State - Designer
**Rustemberfest Campaign**

**CLIENT:** Rustemberfest

**FIRM:** MOTO76co

**CREDITS:** Jack Randleman

---

**Duracable Campaign**

**CLIENT:** Duracable

**FIRM:** Red Dot Advertising

**CREDITS:** Red Dot Creative Team

---

**MET/CBT Campaign**

**CLIENT:** YSS

**FIRM:** Red Dot Advertising

**CREDITS:** Jenn State & Jason Ploog - Art Directors

Red Dot Creative Team

Bill Nellans - Photographer

Nolasoft - Developer

---

**Share Your Story Campaign**

**CLIENT:** Prelude Behavioral Services

**FIRM:** Speak PR

**CREDITS:** Jeremiah Elbel & Carolyn Jenison - Creative Directors

Jeremiah Elbel - Designer
<table>
<thead>
<tr>
<th>TITLE</th>
<th>Bicycle Ad</th>
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<tr>
<td>STUDENT</td>
<td>Steven Connors</td>
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<td>DMACC</td>
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<tr>
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<td>FIRM</td>
<td>818 - a tiny design empire</td>
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<td>CREDITS</td>
<td>Melissa Carlson Eric Harlow</td>
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<td>Rachel Abel Megan Anderson</td>
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<td></td>
<td>Paige Kleckner Chandler Subra</td>
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<td>Toni Sarcone Megan Pralle</td>
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<td>STUDENT</td>
<td>Ben DuPey</td>
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<tr>
<td>SCHOOL</td>
<td>DMACC</td>
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ANNOUNCEMENTS & INVITATIONS

FuseDSM Rebrand Launch Party
Announcement

CLIENT
FuseDSM

FIRM
Speak PR

CREDITS
Jeremiah Elbel & Carolyn Jenison - Creative Directors
Jeremiah Elbel - Designer

Wright Tree Service Holiday Card

CLIENT
Wright Tree Service

FIRM
Cooper Smith & Company

CREDITS
William Bassett - Graphic Designer
Robin Wasteney - Senior Art Director
Sally Cooper Smith - Creative Director
TITLE Reclaimed Holiday Junkin’ Open House Invite
CLIENT Reclaimed
FIRM The Permanent Collection
Letterpress + Design Studio
CREDITS Sarah McCoy - Graphic designer and Letterpress Printer

TITLE Reclaimed Junkin’ Summer Invite
CLIENT Reclaimed
FIRM The Permanent Collection
Letterpress + Design Studio
CREDITS Sarah McCoy - Graphic designer and Letterpress Printer

TITLE Chelsea & Zachary Wedding Invites & Collateral
CLIENT Chelsea Carter
FIRM Farmboy
CREDITS Zachary Kern - Designer
**TITLE**  Through the Looking Glass  
**CLIENT**  Ames Convention & Visitors Bureau  
**FIRM**  Flying Hippo Brand + Digital  
**CREDITS**  Scott Helms - Creative Director  
           John Anderson - Art Director, Designer

**TITLE**  The Groom Room Beards & Brews Invitation  
**CLIENT**  The Groom Room  
**FIRM**  Measure, Inc.  
**CREDITS**  Austin Van Laar - Art Director  
             Austin Van Laar - Illustrator

**TITLE**  Buck-Naked Need Dough Invite  
**CLIENT**  The Great Outdoor Foundation  
**FIRM**  The Permanent Collection  
**CREDITS**  Sarah McCoy - Graphic designer  
             and Letterpress Printer

**TITLE**  DMACC Portfolio Day Invite  
**STUDENT**  Brent Van Erdewyk  
**SCHOOL**  DMACC
03

BOOK DESIGN

TITLE The Wrestlers, Polaroid Photography Book
CLIENT Michael Watson
FIRM Project 7 Design
CREDITS Katherine Hutchison
Taylor Whipple
Michael Watson

TITLE Centennial Book
CLIENT Clay County Fair
FIRM F8 Creative
CREDITS Jason Vulk
Chris Baker
Joe Weber
TITLE: HELP
CLIENT: Iowa State University Graphic Design Senior Class 2017
FIRM: Measure, Inc.
CREDITS: Chad Johnston - Creative Director
Michael Davis - Art Director
Iowa State University Graphic Design Senior Class of 2017 - Contributing Designers

TITLE: I am Not Different!
STUDENT: Suji Kim
SCHOOL: Iowa State University

TITLE: 20 Rules of Typography
STUDENT: Hannah Brus
SCHOOL: Iowa State University

TITLE: Good Advice Book
STUDENT: Reilly Stratton
SCHOOL: University of Northern Iowa
TITLE: Rules for Prosperity
STUDENT: Ellen Titman
SCHOOL: Iowa State University

TITLE: 1984 Book Cover
STUDENT: Brent Van Erdewyk
SCHOOL: DMACC
Jekard Culture Document
CLIENT: Iowa Communications Network
FIRM: Speak PR
CREDITS: Jeremiah Elbel - Creative Director
Jeremiah Elbel - Designer
Carolyn Jenison - Content Strategy

Nations One Collateral
CLIENT: Nations One
FIRM: Fuel Branding
CREDITS: Bill Ballman - Creative Director
Pat Prior - Design Director
John Allen - Designer
Grant Cushman - Designer
Rhiannon Montelius - Designer
Rachael Bair - Designer
Bill Eckloff - Writer

Sheraton Menus
CLIENT: Sheraton Hotel - Kansas City
FIRM: Cassie Tangney Design
CREDITS: Cassie Tangney - Art Director/Designer

Epiroc Notebook
CLIENT: Epiroc
FIRM: Performance Marketing Group
CREDITS: PM creative team
Grizzly Coolers Catalog 2018

Grizzly Coolers

Justin Blair
Wildlife Creative
Keefer Brothers

2016 Traffic Operations Report Summary

IOWA DOT

INTRANS Institute for Transportation at Iowa State University

Hesham G. Hassan – Art Director/Designer
Neal Hawkins – Project Manager
Skylar Knickerbocker & Anuj Sharma – Project Coordinators

Title: Drake University John Pappajohn Entrepreneurial Center for Outreach Startup Toolkit

Client: Drake University

Firm: Measure, Inc.

Credits: Chad Johnston – Creative Director
Michael Davis – Art Director
Austin Van Laar – Art Director

The Power of Print and Paper

Field Paper Company

Flying Hippo Brand + Digital

Credits: Scott Helms – Creative Director
Annie Eischen – Art Director, Designer, Illustrator
04 | Collateral

**TITLE** Greek House Chefs Sales Brochure
**CLIENT** Greek House Chefs
**FIRM** Red Dot Advertising
**CREDITS** Art Director – Jason Ploog, Red Dot Creative Team
Jenn State – Photographer

**TITLE** Farmer Mac
**CLIENT** Farmer Mac
**FIRM** The Design Group
**CREDITS** Chris Conyers – Creative Director
The Design Group Creative Team

**TITLE** Pella Architect Series Reserve Launch
**CLIENT** Pella Windows and Doors
**FIRM** The Integer Group
**CREDITS** Lisa Braden – Creative Director
Christine Polson – Account Director
Robin Casimirri, VP – Media Services
Shelby Howard – Copywriter
Jeanette Eckhardt – Director, Content Production

**TITLE** Hoover’s Hatchery Product Catalog
**CLIENT** Hoover’s Hatchery
**FIRM** brent thomsen design + creative
**CREDITS** Brent Thomsen – Art Director & Designer
TITLE  |  TITLES
--- | ---
Girls Write Now Journal Kit Collateral  |  Never Forget
I.M. Pei Collateral  |  Cheyenne Newman
Hannah Brus  |  Ellen Titman
Iowa State University  |  Iowa State University
### Midway Living Black Hills Cover Story

**Title:** Midwest Living Black Hills Cover Story  
**Client:** Midwest Living magazine  
**Firm:** Midwest Living magazine - Meredith Corporation  
**Credits:** Kylee Krizmanic - Creative Director  
Tara Okerstrom-Bauer, John Meek, Allison Zelle - Art Directors  
Dana Halferty and Ryan Donnell - Photographers  
Timothy Meinch - Writer  
Allison Zelle - Hand lettering

### My Side of the Driftless

**Title:** My Side of the Driftless  
**Client:** Midwest Living magazine  
**Firm:** Midwest Living magazine - Meredith Corporation  
**Credits:** John Meek, Tara Okerstrom-Bauer, Allison Zelle - Art Directors  
Kylee Krizmanic - Creative Director  
Ryan Donnell - Photographer  
Timothy Meinch and LuAnn Brandsen - Writers

### Marvels of the West

**Title:** Marvels of the West  
**Client:** Kansas Tourism  
**Firm:** Meredith Travel Marketing  
**Credits:** Ananda Spadt - Art Director  
Kylee Krizmanic - Creative Director  
Doug Stremel - Photographer  
Jess Hoffert - Writer

### Chef's Table

**Title:** Chef’s Table  
**Client:** Travel Illinois  
**Firm:** Meredith Travel Marketing  
**Credits:** Ananda Spadt - Art Director/Illustrator  
Kylee Krizmanic - Creative Director  
Gary Thompson - Writer  
Kristin Bienert - Project Editor
**TITLE**  Midwest Living Greatest Food Towns

**CLIENT**  Midwest Living magazine

**FIRM**  Midwest Living magazine – Meredith Corporation

**CREDITS**  Allison Zelle, John Meek, Tara Okerstrom-Bauer – Art Directors  
Kylee Krizmanic – Creative Director  
EE Berger, Doug Stremel, Dana Halferty, Kevin Miyazaki, Ryan Donnell, Blaine Moats, Jay Wilde, Justin Salem Meyer, Greg Whitaker, Starboard and Port Creative – Photographers  
Timothy Meinch, Beth Schatz Kaylor, Cynthia Earhart, Amy Lynch, Maggie Ginsberg – Writers  
Allison Zelle – Illustrator

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**TITLE**  The Many Flavors of R&B

**CLIENT**  Midwest Living magazine

**FIRM**  Midwest Living magazine – Meredith Corporation

**CREDITS**  Allison Zelle, John Meek, Tara Okerstrom-Bauer – Art Directors  
Kylee Krizmanic – Creative Director  
Blaine Moats – Photographer  
Hannah Agran – Writer  
Charles Worthington – Food Stylist
TITLE Revival Magazine
STUDENT Students:
Stacie Moorman - Art Director
Megan Kilgore - Editor
Brian Rivera - Photography
Sommer Danielson, Xiaynag “Sunny” Zheng - Fashion
Emily Knittel - Content
SCHOOL Iowa State University

TITLE Field Guide
STUDENT Megan Pebsworth
SCHOOL DMACC

TITLE Survival Guide Magazine
STUDENT Reilly Stratton
SCHOOL University of Northern Iowa
06

ENVIRONMENTAL GRAPHICS

Entry & Vestibule
The Hall at The Foundry
Eight Seven Central
Tony Streeter - Concept
Uziel Medina - Design
Adam Ferry - Design & Direction

Dino Cafe Mural
The Building for Kids Children's Museum
BASEMINT
Andrew Maahs - Illustrator
Kelly Bittner - Illustrator
TITLE  Dozer Cafe
CLIENT  Elder Corp
FIRM  Flying Hippo Brand + Digital
CREDITS  Eric Groves - Creative Director
         Cory Witt - Designer
         Felicia Helms - Interior Designer

TITLE  Lance and Ellie’s Delicatessen
CLIENT  Iowa State University ISU Dining
FIRM  Flying Hippo Brand + Digital
CREDITS  Scott Helms - Creative Director
         Annie Eischen - Art Director, Designer
         Kristin Killian - Account Manager

TITLE  The Groom Room Signage
CLIENT  The Groom Room
FIRM  Measure, Inc.
CREDITS  Chad Johnston - Creative Director
         Austin Van Laar - Art Director

TITLE  Honeywell Power of We Tradeshow Graphics
CLIENT  Honeywell
FIRM  Performance Marketing Group
CREDITS  Emily Hughes
         Ellie Walter
         Emma Croskrey
         Jeff Regenold
Hermanson Orthodontics Signage & Environmental Branding

CLIENT Hermanson Orthodontics
FIRM Project 7 Design
CREDITS Katherine Hutchison
Anna Frederick

Duracable Trade show Booth

CLIENT Duracable
FIRM Red Dot Advertising
CREDITS Jason Ploog - Art Director
Red Dot Creative Team

Cafe X Environmental Design

CLIENT Cafe Diem
FIRM Rippke Design
CREDITS Ashley Rippke - Art Director
Shelby Brindley - Lead Designer

Cornbred Barbecue Food Truck

CLIENT Cornbred Barbecue
FIRM Rippke Design
CREDITS Ashley Rippke - Art Director
Shelby Brindley - Lead Designer
**Harbinger Logo Mural**

**CLIENT** Harbinger

**FIRM** Speak PR

**CREDITS** Jeremiah Elbel - Designer & Muralist

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**Urbane Barber Shop**

**TITLE** Urbane Barber Shop

**STUDENT** Mikah Fitzgerald

**SCHOOL** Iowa State University
TITLE: Motev Logo
CLIENT: Motev
FIRM: Measure, Inc.
CREDITS: Chad Johnston - Creative Director
          Michael Davis - Art Director

TITLE: Iowa Beer Social Logo
CLIENT: Iowa Craft Brewers Guild
FIRM: Avidity Creative
CREDITS: Adam Feller

TITLE: Barrel O' Funkies Identity
CLIENT: Confluence Brewing Co.
FIRM: 818 - a tiny design empire
CREDITS: Melissa Carlson
          Rachel Abel
          Chandler Subra
          Paige Kleckner
          Toni Sarcone

TITLE: The Alabaster Logo
CLIENT: The Alabaster
FIRM: Avidity Creative
CREDITS: Adam Feller
TITLE  Des Moines Pizza Club
CLIENT  Des Moines Pizza Club
FIRM  Chresten Jensen Design
CREDITS  Chresten Jensen

TITLE  Unrivaled Motorcycle Restoration Identity Mark
CLIENT  Unrivaled Motorcycle Restoration
FIRM  Fuel Branding
CREDITS  Bill Bollman - Creative Director
         Pat Prior - Design Director
         John Allen - Designer
         Grant Cushman - Designer
         Rhiannon Montelius - Designer
         Rachael Bair - Designer

TITLE  Attack Hawk
CLIENT  Central Lee Community School District
FIRM  F8 Creative
CREDITS  Jason Vulk
         Greg Rasch
         Joe Weber
         Chris Baker

TITLE  Above + Beyond Adventure Tri Logo
CLIENT  Above + Beyond Adventure Tri
FIRM  Black Tie Creatives
CREDITS  Jenn State - Art Director
**Title**: Heaping Plato  
**Client**: Iowa State University ISU Dining  
**Firm**: Flying Hippo Brand + Digital  
**Credits**: Scott Helms - Creative Director  
Annie Eischen - Art Director, Designer

**Title**: Project PJ  
**Client**: Joppa  
**Firm**: Flying Hippo Brand + Digital  
**Credits**: Eric Groves - Creative Director  
Cory Witt - Designer

**Title**: Lance and Ellie’s Delicatessen  
**Client**: Iowa State University ISU Dining  
**Firm**: Flying Hippo Brand + Digital  
**Credits**: Scott Helms - Creative Director  
Annie Eischen - Art Director, Designer

**Title**: Winterset Art Center  
**Client**: Winterset Art Center  
**Firm**: Marissa Kephart  
**Credits**: Marissa Kephart
**Blue Wing Logo**

**CLIENT** Amy Wienands Real Estate  
**FIRM** Measure, Inc.  
**CREDITS** Chad Johnston – Creative Director  
Cristian Chavarria – Art Director

**Iowa State University Community Visioning Logo**

**CLIENT** Iowa State University  
**FIRM** Measure, Inc.  
**CREDITS** Chad Johnston – Creative Director  
Austin Van Laar – Art Director

**Destino Logo**

**CLIENT** Cuba Travel Network  
**FIRM** Measure, Inc.  
**CREDITS** Chad Johnston – Creative Director  
Michael Davis – Art Director

**The Amsterdam Collection Logo**

**CLIENT** Statement Jewels  
**FIRM** Measure, Inc.  
**CREDITS** Chad Johnston – Creative Director  
Austin Van Laar – Art Director
**Title**: The Groom Room Logo  
**Client**: The Groom Room  
**Firm**: Measure, Inc.  
**Credits**: Chad Johnston - Creative Director  
Austin Van Laar - Art Director

**Title**: Cornbred Barbecue Logo  
**Client**: Cornbred Barbecue  
**Firm**: Rippke Design  
**Credits**: Ashley Rippke - Art Director  
Shelby Brindley - Lead Designer

**Title**: Feather Publishing  
**Client**: Feather Publishing  
**Firm**: Project 7 Design  
**Credits**: Bridget Drendel  
Katherine Hutchison  
Taylor Whipple

**Title**: Living Streets Logo  
**Client**: Ames Bicycle Coalition  
**Firm**: Rippke Design  
**Credits**: Ashley Rippke - Art Director  
Shelby Brindley - Designer  
Ellen Titman - Designer
**Title:** RealCloud Imaging Logo  
**Client:** RealCloud Imaging  
**Firm:** Rippke Design  
**Credits:** Ashley Rippke - Art Director  
Shelby Brindley - Designer  
Ellen Titman - Designer

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**Title:** Harbinger Logo Mark  
**Client:** Harbinger  
**Firm:** Speak PR  
**Credits:** Jeremiah Elbel - Creative Director & Designer

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**Title:** Gridshock Logo Mark  
**Client:** Vanessa McNeal  
**Firm:** Speak PR  
**Credits:** Jeremiah Elbel - Creative Director & Designer

---

**Title:** Isa Maisa Logo Mark  
**Client:** Nathalie Girod  
**Firm:** Speak PR  
**Credits:** Jeremiah Elbel - Creative Director & Designer
**TITLE**  The Barnum Factory Logo Mark  
**CLIENT**  The Barnum Factory  
**FIRM**  Speak PR  
**CREDITS**  Jeremiah Elbel - Creative Director & Designer

**TITLE**  Carlson Construction Logo  
**CLIENT**  Carlson Construction  
**FIRM**  Brent Thomsen design + creative  
**CREDITS**  Brent Thomsen - Art Director & Designer

**TITLE**  Wayward Social  
**CLIENT**  Wayward Social  
**FIRM**  The Design Group  
**CREDITS**  Chris Conyers - Creative Director  
          Marissa Kephart - Art Director

**TITLE**  Worth It Ag Logo  
**CLIENT**  Worth It Ag  
**FIRM**  Brent Thomsen design + creative  
**CREDITS**  Brent Thomsen - Art Director & Designer
**Rocket Fuel**
Go beyond.

**Title**: Rwoacket Fuel Logo
**Student**: Heidi Schmidt
**School**: University of Northern Iowa

**Voltage Records**

**Title**: Voltage Records Logo
**Student**: Reilly Stratton
**School**: University of Northern Iowa

**Origins**

**Title**: Origins
**Student**: Ellen Titman
**School**: Iowa State University

**Pest Patrol**

**Title**: Pest Patrol
**Student**: Ellen Titman
**School**: Iowa State University
The Hall Identity System
Client: The Hall at The Foundry
Firm: Eight Seven Central
Credits: Ucel Medina - Design
        Adam Ferry - Design & Direction
        Tony Streeter - Concept & Production
        Dustin Edle - Production
        Curtis Poortinga - Production
        Jacob Kucera - Production

Gezellig Brewing Co. Identity System
Client: Fishweir Brewing Co.
Firm: 818 - a tiny design empire
Credits: Melissa Carlson
         Rachel Abel
         Megan Anderson
         Toni Sarcone
         Paige Kleckner

Cornbred Barbecue Identity System
Client: Cornbred Barbecue
Firm: Rippke Design
Credits: Ashley Rippke - Art Director
         Shelby Brindley - Lead Designer
         Nate Rippke - Web Developer
**TITLE** Des Moines Ad Day Identity  
**CLIENT** AAF of Des Moines  
**FIRM** Avidity Creative  
**CREDITS** Adam Feller

**TITLE** Central Lee Hawks  
**CLIENT** Central Lee Community School District  
**FIRM** F8 Creative  
**CREDITS** Jason Vulk  
Greg Rasch  
Joe Weber  
Chris Baker

**TITLE** Carroll Brewing Co. Identity System  
**CLIENT** Carroll Brewing Co.  
**FIRM** 818 - a tiny design empire  
**CREDITS** Melissa Carlson  
Rachel Abel  
Toni Sarcone  
Paige Kleckner  
Megan Anderson
**TITLE**: Provisions Lot F Identity System  
**CLIENT**: Provisions Lot F  
**FIRM**: Rippke Design  
**CREDITS**: Ashley Rippke - Art Director  
Shelby Brindley - Designer  
Nate Rippke - Web Developer

**TITLE**: Focus Eye Care Brand Identity  
**CLIENT**: Focus Eye Care  
**FIRM**: Speak PR  
**CREDITS**: Jeremiah Elbel - Creative Director & Designer  
Carolyn Jenison - Content Strategy

**TITLE**: Harbinger Brand Identity  
**CLIENT**: Harbinger  
**FIRM**: Speak PR  
**CREDITS**: Jeremiah Elbel - Creative Director & Designer
TITLE  The Barnum Factory Brand Identity
CLIENT  The Barnum Factory
FIRM  Speak PR
CREDITS  Jeremiah Elbel - Creative Director & Designer
  Carolyn Jenison - Content Strategy

TITLE  Allen’s Orchard
STUDENT  Ellen Titman
SCHOOL  Iowa State University

TITLE  Pest Patrol
STUDENT  Ellen Titman
SCHOOL  Iowa State University

TITLE  Eyebol
STUDENT  Ellen Titman
SCHOOL  Iowa State University
Personal Identity System
Meghan Baltas
Drake University

Fontenelle Brand Identity
Mikah Fitzgerald
Iowa State University

Origins
Ellen Titman
Iowa State University

Murf Co. Branding
Zoe Filzer
DMACC
<table>
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<tr>
<th>TITLE</th>
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<tr>
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<td>FIRM</td>
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<td>CREDITS</td>
<td>Michael Davis – Art Director&lt;br&gt;Michael Davis – Illustrator</td>
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<td>TITLE</td>
<td>Kiano’s Cut Illustration</td>
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<td>CLIENT</td>
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<td>818 – a tiny design empire</td>
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<tr>
<td>CREDITS</td>
<td>Kiano – The (rare) Eastern Black Rhino from the Blank Park Zoo</td>
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TITLE: Oktobot 3000
CLIENT: Lion Bridge Brewing Co.
FIRM: 818 - a tiny design empire
CREDITS: Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Megan Anderson

TITLE: 2018 Basemint Calendar Illustrations
CLIENT: BASEMINT
FIRM: BASEMINT
CREDITS: Andrew Maahs - Illustrator
Kelly Bittner - Illustrator

TITLE: Titans Hockey Spaghetti Fundraiser
CLIENT: City of Lakes Youth Hockey
FIRM: Chresten Jensen Design
CREDITS: Chresten Jensen - Art Director

TITLE: Abe in Shades
CLIENT: Illinois Times
FIRM: Cassie Tangney Design
CREDITS: Cassie Tangney - Art Director/Designer
**Stories Matter, Grandpa Loves Me More Than Ice Cream!**

*Flying Hippo Brand + Digital*

**CREDITS**

- Eric Groves - Creative Director, Author
- Tang Xiong - Designer, Illustrator

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**Southeast Polk Icon Set**

*Southeast Polk Community School District*

**FIRM** Juicebox Interactive

**CREDITS**

- Kathryn Sutton - Designer

---

**John Deere The Landing Magazine Illustration**

*John Deere Forestry*

**FIRM** Fuel Branding

**CREDITS**

- Heather Hartley - Editor John Deere
- Jason Cherry - Art Director John Deere
- Bill Bollman - Creative Director
- Pat Prior - Design Director
- John Allen - Designer
- Grant Cushman - Designer
- Rhiannon Montelius - Designer
- Rachael Bair - Designer
- Kevin Orfield - Writer

---

**Dice Ideal Employer Illustrations**

*Dice*

**FIRM** Measure, Inc.

**CREDITS**

- Chad Johnston - Creative Director
- Cristian Chavarria - Art Director
- Cristian Chavarria - Illustrator

---

**Dice**

*Measure, Inc.*

**CREDITS**

- Chad Johnston - Creative Director
- Cristian Chavarria - Art Director
- Cristian Chavarria - Illustrator
The Groom Room Style Guide Illustrations

CLIENT The Groom Room
FIRM Measure, Inc.
CREDITS Austin Van Laar – Art Director
         Austin Van Laar – Illustrator

PMG Chili Cook Off

CLIENT PMG
FIRM Performance Marketing Group
CREDITS Paul Richards
         Emily Phipps

PMG Holiday Card

CLIENT PMG
FIRM Performance Marketing Group
CREDITS Emma Croskrey

Milk Monster

CLIENT Milk Monster
FIRM Project 7 Design
CREDITS Taylor Whipple
TITLE: Side Road Coffee Bag Illustrations
CLIENT: Cafe Diem
FIRM: Rippke Design
CREDITS: Ashley Rippke - Art Director
Shelby Brindley - Illustrator

TITLE: Torrent Brewing Co. Bottle Illustrations
CLIENT: Torrent Brewing Co.
FIRM: Rippke Design
CREDITS: Ashley Rippke - Art Director
Shelby Brindley - Illustrator

TITLE: Holiday Party Posters
CLIENT: The Integer Group
FIRM: The Integer Group
CREDITS: Jenna Boures - Designer

TITLE: Integer Holiday Card Illustration
CLIENT: The Integer Group
FIRM: The Integer Group
CREDITS: Katie Dondale - Art Director
Jill McLain - Copywriter
**Title:** WWF Illustrations  
**Student:** Brad Stenger  
**School:** DMACC

**Title:** Office Chair Illustration  
**Student:** Brent Van Erdewyk  
**School:** DMACC

**Title:** IA to LA  
**Student:** Ellen Titman  
**School:** Iowa State University
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VIDEO SPOT

TITLE Drawing In Space | Heeseop Yoon
CLIENT Des Moines Art Center
FIRM Applied Art & Technology
CREDITS George Christ - Executive Producer
         Eric Sahrmann - Creative Director/DP
         Michael Rossow - Editor

TITLE ISU Football | What if
CLIENT Iowa State University Athletics
FIRM Applied Art & Technology
CREDITS Eric Sahrmann - Creative Director/DP
        Heather Creswell - Producer
        Courtnee Carstens - Editor
        Michael Rossow - Color
        Anna Blomgren - Graphics
**Title**: Home Again  
**Client**: Rally Cap Properties  
**Firm**: Estuary Motion Studios  
**Credits**: Austin Johnson, Abraham Lopez, Gerardo Duron, Israel Lopez

---

**Title**: Welcome Home  
**Client**: Mercy Birthplace  
**Firm**: Sam Fathallah Creative  
**Credits**: Sam Fathallah - Director

---

**Title**: Life is Good  
**Client**: Clay County Fair  
**Firm**: F8 Creative  
**Credits**: Joe Weber, Chris Baker, Karl Meredith, Jason Vulk

---

**Title**: Dual Tank Whiskey Flask Product Video  
**Client**: Discommon Goods  
**Firm**: QA Graphics  
**Credits**: QA Graphics Creative Team
<table>
<thead>
<tr>
<th>TITLE</th>
<th>80/35 Fantastical Music Wonderland Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT</td>
<td>Des Moines Music Coalition</td>
</tr>
<tr>
<td>FIRM</td>
<td>Saturday Mfg.</td>
</tr>
<tr>
<td>CREDITS</td>
<td>Brian Sauer - Puppet Master</td>
</tr>
<tr>
<td></td>
<td>Michael Blair - Puppeteer</td>
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<td></td>
<td>Nick Imerman - Puppeteer</td>
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<tr>
<td></td>
<td>Season Travelbee - Puppeteer</td>
</tr>
<tr>
<td></td>
<td>Dan Welk - Videographer</td>
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<table>
<thead>
<tr>
<th>TITLE</th>
<th>Promotional Animation - Pendulum</th>
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<tbody>
<tr>
<td>STUDENT</td>
<td>Brandon Cory</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>DMACC</td>
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<table>
<thead>
<tr>
<th>TITLE</th>
<th>Promotional Animation - Greeting Card</th>
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</thead>
<tbody>
<tr>
<td>STUDENT</td>
<td>Semiu Hodza</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>DMACC</td>
</tr>
</tbody>
</table>
Cyclone Basketball

Iowa State Athletics

McClanahan Studio

Dan McClanahan - Photography and Photoshop

Rippke Design - Typography and Design

Event Room Photography

Iowa Taproom

818 - a tiny design empire

Melissa Carlson
Rachel Abel
Megan Anderson
**TITLE**  Letterpress Product Photography  
**CLIENT**  The Red Door Press  
**FIRM**  Croskrey Design  
**CREDITS**  Emma Croskrey

**TITLE**  Cyclone Football 2017  
**CLIENT**  Iowa State Athletics  
**FIRM**  McClanahan Studio  
**CREDITS**  Dan McClanahan – Photography  
Meyocks – Schedule poster concept and design

**TITLE**  Hillbilly Fishing  
**CLIENT**  Kelly Klatt Photography  
**FIRM**  McClanahan Studio  
**CREDITS**  Dan McClanahan – Art direction, photography and photoshop

**TITLE**  Surefire Fitness  
**CLIENT**  Surefire Fitness  
**FIRM**  McClanahan Studio  
**CREDITS**  Dan McClanahan – Art direction, photography, photoshop
TITLE: Little Big Fest 2017
CLIENT: Des Moines Music Coalition
FIRM: Saturday Mfg.
CREDITS: Brian Sauer - Designer / Illustrator

TITLE: Who Killed Bambi?
CLIENT: Iowa Film Society
FIRM: Owen Design
CREDITS: Chad Owen
**2017 Iowa Craft Brew Festival Poster**

**CLIENT** Iowa Brewers Guild

**FIRM** BASEMINT

**CREDITS** Andrew Maahs – Art Director
Kelly Bittner – Art Director

---

**2017 Winefest Poster**

**CLIENT** The Des Moines Wine Festival Foundation

**FIRM** BASEMINT

**CREDITS** Andrew Maahs – Art Director
Kelly Bittner – Art Director

---

**Grand Opening Poster**

**CLIENT** The Hall at The Foundry

**FIRM** Eight Seven Central

**CREDITS** Uciel Medina – Design
Adam Ferry – Design & Direction
Tony Streeter – Screen Print Production

---

**Blood Road movie poster**

**CLIENT** Red Bull Media House

**FIRM** McClanahan Studio

**CREDITS** Johnny Likens – Art Director
Dan McClanahan – Photoshop Artist
Cool Neighbor Poster

Measure, Inc.

Michael Davis - Art Director
Michael Davis - Illustrator

Mainframe Studios Open House Dec’17

Mainframe Studios

Owen Design

Melissa Carlson
Rachel Abel
Toni Sarcone

Oktobot 3000 Poster

Lion Bridge Brewing Co.

818 - a tiny design empire

Melissa Carlson
Rachel Abel
Toni Sarcone

Gridshock Movie Poster

Vanessa McNeal

Speak PR

Jeremiah Elbel - Creative Director & Designer
Jeremiah Elbel - Screen Printer

Poster Design

Poster Design

Poster Design
VIP Grand Opening Poster
The Barnum Factory
Speak PR
Jeremiah Elbel - Creative Director & Designer

Integer Gallery Night Posters
The Integer Group
Lisa Braden - Creative Director

Hinterland Limited Edition Poster
Hinterland Music Festival
The Permanent Collection Letterpress + Design Studio
Sarah McCoy - Graphic Design and Letterpress Printer
### Pressing On Film Poster

**Client:** The Red Door Press and AIGA Iowa  
**Firm:** The Red Door Press  
**Credits:** Tammy Winn – Printer/Designer  
Adam Winn – Printer/Designer  
Emma Croskrey – Photographer

### Moulin Rouge Era Poster

**Title:** Moulin Rouge Era Poster  
**Student:** Tracey Field  
**School:** DMACC

### Chimamanda Event Posters

**Title:** Chimamanda Event Posters  
**Student:** Leah Plath  
**School:** University of Northern Iowa

### Hellvetica

**Title:** Hellvetica  
**Student:** Isaiah Kinseth Peterson  
**School:** DMACC
TITLE: Whip It Poster  
STUDENT: Zoe Filzer  
SCHOOL: DMACC

TITLE: Unbought & Unbossed  
STUDENT: Olivia Hockey  
SCHOOL: Drake University

TITLE: Words of Wisdom  
STUDENT: Meghan Baltas  
SCHOOL: Drake University

TITLE: Chimpanzee Surfing Competition: Posters #1  
STUDENT: Noah Kruger  
SCHOOL: Iowa State University
Modern Legacy
Brandon Roman
DMACC

Yellow Paint Collective
Gretchen Williams
Iowa State University

Modern Legacy Poster
Brent Van Erdewyk
DMACC
SALES PROMOTION

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TITLE 7 Hills Brewing Labels
CLIENT 7 Hills Brewing Co.
FIRM 818 – a tiny design empire
CREDITS Melissa Carlson
Rachel Abel
Jason Handy
Toni Sarcone
Paige Kleckner

TITLE Seasonal Sour Beers
CLIENT Madhouse Brewing Company
FIRM Flying Hippo Brand + Digital
CREDITS Scott Helms – Creative Director
Annie Eischen – Art Director, Designer
Confluence Seasonal Can Labels
Confluence Brewing Co.
818 - a tiny design empire
Melissa Carlson
Rachel Abel
Paige Kleckner
Toni Sarcone
Megan Anderson
Megan Pralle

Jasper Winery Red Wines
Jasper Winery
Flying Hippo Brand + Digital
Scott Helms - Creative Director, Designer

Monk Town Flagship Beer
Madhouse Brewing Company
Flying Hippo Brand + Digital
Scott Helms - Creative Director, Designer

Oktobot 3000 Label
Lion Bridge Brewing Co.
818 - a tiny design empire
Melissa Carlson
Rachel Abel
Toni Sarcone
Paige Kleckner
Megan Anderson
ARA Halloween Mailer
American Rental Association
Performance Marketing Group
Emma Croskrey
Paul Richards
Camille Wolfe

Side Road Coffee Roasters
Cafe Diem
Rippke Design
Ashley Rippke - Art Director
Shelby Brindley - Designer

Torrent Brewing Co. Bottle Labels
Torrent Brewing Co.
Rippke Design
Ashley Rippke - Art Director
Shelby Brindley - Illustrator

Can O Worms
Iowa Bankers Mortgage Corporation
Saturday Mfg.
Brian Sauer - Creative Director
Michael Blair - Designer
Nick Imerman - Designer
Bree Housley - Copy Writer
TITLE: The Good Stuff Holiday Gift
CLIENT: Simonson & Associates Architects
FIRM: Saturday Mfg.
CREDITS: Brian Sauer - Creative Director
Bonnie Harris - Copy Writer
Maranda Orth - Designer
Nick Imerman - Designer

TITLE: Thelma’s 4-Pack Boxes
CLIENT: Thelma’s
FIRM: Saturday Mfg.
CREDITS: Brian Sauer - Creative Director
Nick Imerman - Designer
Primary Image - Photographer

TITLE: The Ultimate Survival Kit for Dealing with Adult Bullies
STUDENT: Sydney Sarel
SCHOOL: Iowa State University

TITLE: Oil Packaging
STUDENT: Meghan Ewing
SCHOOL: DMACC
Aioli Package
Brad Stenger
DMACC

Chocolate Packaging
Hannah Brus
Iowa State University

Turbo Tea
Jordan Wayne
Grand View University
**TITLE**
2018 Basemint Calendar

**CLIENT**
BASEMINT

**FIRM**
BASEMINT

**CREDITS**
Andrew Maahs – Illustrator
Kelly Bittner – Illustrator

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**TITLE**
My Draft is Craft

**CLIENT**
818 – a tiny design empire

**FIRM**
818 – a tiny design empire

**CREDITS**
Melissa Carlson
Rachel Abel
Chandler Subra
Paige Kleckner
Toni Sarcone
**TITLE** Holiday Ginger Glass  
**CLIENT** Red Dot Advertising  
**FIRM** Red Dot Advertising  
**CREDITS** Red Dot Creative Team

**TITLE** Shift Holiday Card  
**CLIENT** Shift Interactive  
**FIRM** Shift Interactive  
**CREDITS** Roman Serebryakov - Design & Front-End Development  
Matt Smith - Front-End Development  
Jaclyn Overton & Kaylee Humphrey - Copy  
Chris Wagner - Game Development  
Mackenzie Ostrem - Project Management

**TITLE** VIP Invitation  
**CLIENT** Speak PR  
**FIRM** Speak PR  
**CREDITS** Jeremiah Elbel - Creative Director & Designer  
Carolyn Jenison - Content Strategy  
Jeremiah Elbel - Screen Printer
The Truth About IPERS Website

Iowa Public Employees’ Retirement System (I.P.E.R.S.)
Cooper Smith & Company
Robin Wasteney - Senior Art Director
Sally Cooper Smith - Creative Director
Eagle Creek - Developer

Hawkeye Heaven Recruit Spotlight Social Media Campaign

Hawkeye Heaven
Farmboy
Jason McArtor - Art Director
Zachary Kern - Art Director
Brent Van Erdewyk - Designer

Daughenbaugh Construction & Restoration Website

Daughenbaugh Construction & Restoration Corporation
Farmboy
Kayla Craycraft - Web Developer
Bryan Lloyd - Web Developer
Allison Voshell - Junior Developer

DCI Group Website

DCI Group
Farmboy
Kayla Craycraft - Web Developer
Bryan Lloyd - Web Developer
Allison Voshell - Junior Developer
**Beeler’s**

**CLIENT**
Beeler’s Pure Pork

**FIRM**
Flying Hippo Brand + Digital

**CREDITS**
Scott Helms - Creative Director
Annie Eischen - Art Director, Designer, Prop Stylist
Shawn Lykken - Developer
Ash Duhautois - Developer

**Choose Your Adventure**

**CLIENT**
Iowa State University Office of Admissions

**FIRM**
Flying Hippo Brand + Digital

**CREDITS**
Scott Helms - Creative Director
Annie Eischen - Art Director, Designer
David Woolf - Developer
Kristin Killian - Account Manager

**SVPA Architects Website**

**CLIENT**
SVPA Architects

**FIRM**
Juicebox Interactive

**CREDITS**
Jaclyn Nail - Art Director
Nick Frandsen - Developer
Dale Bentlage - Strategist

**Montana Epic Family Adventures**

**CLIENT**
Visit Montana

**FIRM**
Meredith Travel Marketing

**CREDITS**
Kylee Krizmanic - Creative Director
Ananda Spadt - Art Director
Ryan Donnell - Photographer
Tara Okerstrom-Bauer - Photo Editor
**Title**: GC3 Website  
**Client**: GC3  
**Firm**: Red Dot Advertising  
**Credits**: Jenn State - Art Director & Design  
Red Dot Creative Team  
Nolasoft - Development

**Title**: Splashlight Website  
**Client**: Splashlight Solutions  
**Firm**: Red Dot Advertising  
**Credits**: Jenn State - Art Director & Design  
Red Dot Creative Team  
Nolasoft - Development

**Title**: Vanguard Website  
**Client**: Vanguard  
**Firm**: Red Dot Advertising  
**Credits**: Chresten Jensen - Art Director & Design  
Red Dot Creative Team  
Nolasoft - Development
Vermeer Forage Commander App

**Client:** Vermeer

**Firm:** Shift Interactive

**Credits:**
- Matt Smith - User Experience
- Renae Meines - Design
- Chris Wagner & Clayton Brady - App Development
- Mackenzie Ostrem - Project Management

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The Barnum Factory Website

**Client:** The Barnum Factory

**Firm:** Speak PR

**Credits:**
- Jeremiah Elbel - Creative Director & Designer
- Carolyn Jenison - Content Strategy

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Four Plus App Concept

**Title:** Four Plus App Concept

**Student:** Leah Plath

**School:** University of Northern Iowa
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MISCELLANEOUS

TITLE 2016 Interstate Congestion Report Infographic
CLIENT IOWA DOT
FIRM INTRANS Institute for Transportation at Iowa State University
CREDITS Hesham G. Hassan - Art Director/Designer
Neal Hawkins - Project Manager
Skylar Knickerbocker & Anuj Sharma - Project Coordinators

TITLE 2017 Iowa Craft Brew Festival
CLIENT Iowa Brewers Guild
FIRM BASEMINT
CREDITS Andrew Maahs - Art Director
Kelly Bittner - Art Director
**BSpokeDSM 2018 Tshirt Designs**

**CLIENT** BSpokeDSMSystem (I.P.E.R.S.)

**FIRM** Speak PR

**CREDITS** Jeremiah Elbel - Creative Director & Designer

**ZOOM YETI**

**STUDENT** Haley Murray

**SCHOOL** Iowa State University

**Letter Project**

**STUDENT** Liz Wilson

**SCHOOL** DMACC
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UNPUBLISHED

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FIVE WATERS PROJECT

TITLE: Five Waters Project
CLIENT: City of West Des Moines
FIRM: Red Dot Design
CREDITS: Chresten Jensen

UNPUBLISHED

ORDINARY ELEPHANT

TITLE: Ordinary Elephant Identity
CLIENT: Ordinary Elephant
FIRM: Atha Design
CREDITS: Kris Atha - Art Director/Designer
**PRND Logo**

**Client:** PRND Vintage Memorabilia

**Firm:** Juicebox Interactive

**Credits:** Kathryn Sutton - Designer  
Dale Bentlage - Strategist

---

**Cope Murphy & Co Logo**

**Client:** Cope Murphy & Co

**Firm:** Red Dot Design

**Credits:** Chresten Jensen

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**Epiroc Holiday Card Concept**

**Client:** Epiroc

**Firm:** Performance Marketing Group

**Credits:** Paul Richards  
Camille Wolfe

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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 a 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!

Interested in becoming an ADAI Crew Member?

Drop us a line at adai@artdirectorsiowa.org. We are always on the lookout for inspiring local creatives to join our team.

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