

# PORTFOLIO

WWW.GLORENZ.COM | GINA.C.LORENZ@GMAIL.COM

# Two Harbors, Catalina MICROBREW FESTIVAL

The following is a complete redesign package, providing logo, posters, mailers, tickets, wristbands, website and a mobile app for the Two Harbors Catalina Island Microbrew Festival.

The Two Harbors Catalina Island Microbrew Festival is a fundraiser for the Sophie Tarbuck Scholarship Foundation. All proceeds from the festival directly benefit scholarships for the Avalon Schools, which are the only schools on the island of Catalina.

The event itself is meant to be a casual and relaxing, yet educational experience. There will be many beer vendors participating, exhibiting their brews and providing presentations filled with tips and techniques on brewing.

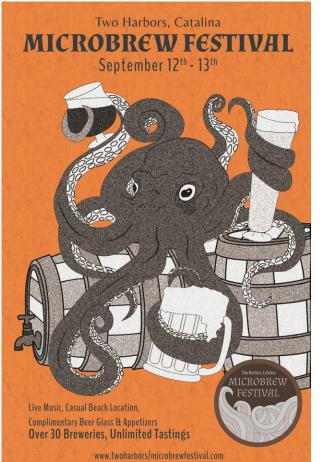
Link to Microbrew Festival Case Study PDF



MICROBREW FESTIVAL/LOGO TREATMENTS



Live Music, Casual Beach Location, Complimentary Beer Glass & Appetizers Over 30 Breweries, Unlimited Tastings www.twoharbors/microbrewfestival.com



Two Harbors, Catalina **MICROBREW FESTIVAL** SEPTEMBER 12th 0 FESTIVAL Over 30 Breweries, Unlimited Tastings



















MicroBrew Festival/Event Tickets



## SEPTEMBER 12-13

www.twoharbors/microbrewfestival.com



The Two Harbors Catalina Island Microbrew Festival is held on the expansive beach of the Isthmus, a Southern California boater's paradise and a perfect spot for this event.

This fundraiser is for the Sophie Tarbuck Scholarship Foundation. All proceeds from the festival will directly benefit scholarships for the Avalon Schools, the only schools on the island of Catalina.

**COME JOIN THE FUN!** 

Presorted First-Class

US Postage PAID Mailed from Zip Code 92054 Permit No. 0000

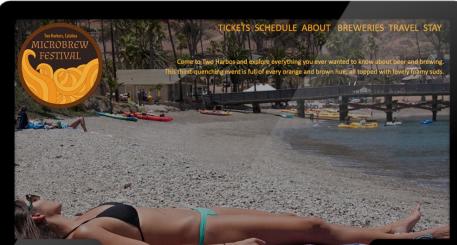
INTEGRATED CAMPAIGN

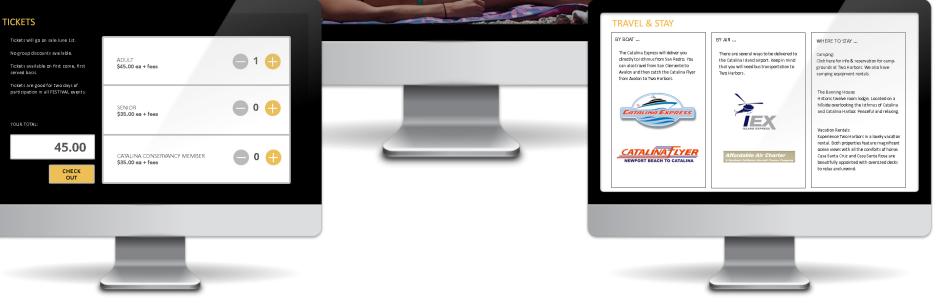
MICROBREW FESTIVAL/MAILER





MicroBrew Festival/IPAD & IPhone Apps







Interbank is an internet bank with a new vision. The following campaign design package includes a logo redesign, posters advertising the bank, their vision on today's banking needs, and loans.















INTERBANK/LOGO OPTIONS

INTEGRATED CAMPAIGN









Interbank/Bus Banners

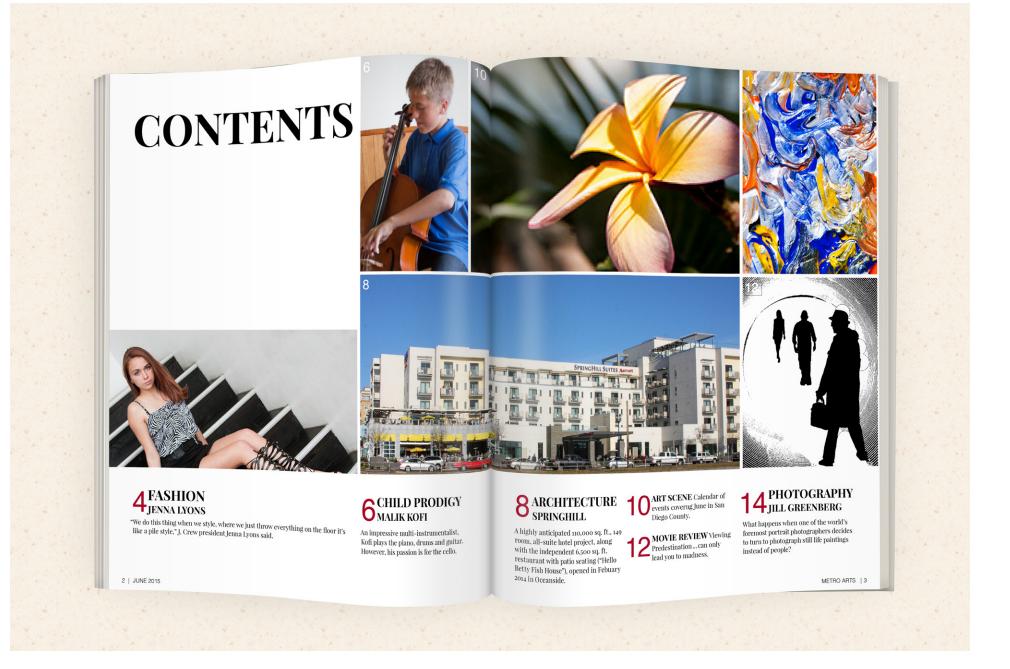


MICROBREW FESTIVAL/BUS SHELTER POSTERS

PRINT DESIGN & PRODUCTION



METROARTS MAGAZINE/COVER



PRINT DESIGN & PRODUCTION



#### Iver we style, where we traite floor it's like a ple sentienna Lyons said befor breentation. "I have a very hings should go together: refing shiny, you need some fullae something soft, you at the combination of mixing that ues, meaning visualy his apples to proportion as revery important to us." Upps failer something more that hings cast, and if it is should "We get weird about stiff

tertanly paid off. This ses tervas inspired by the book hind Peter Schlesinger CP terds such as Twiggy, Palora terds niving it up in London "The energy of London and these iconic friends inspired the texture, color, and silhouettes of the collection," head designer Tom Mora told ELLE. com. "It is full of intense yellow, blue violet, pale pinks, and lush heather grays paired with textures like faux fur, gorgeous knitwear, burnished shearling, denim, and fringe."

When your clothes are bright and full of color, hairstylist and makeup artist Troi Ollivierre recommends going for a more subdued beauty look, as he did for J.Crew this season. "The look is polished as it is always for J.Crew," he explained to us backstage. "But since there is so much color in the clothes and since it is winter, we wanted the makeup to look fresh and a little flushed, like she just came from a day of skiing."

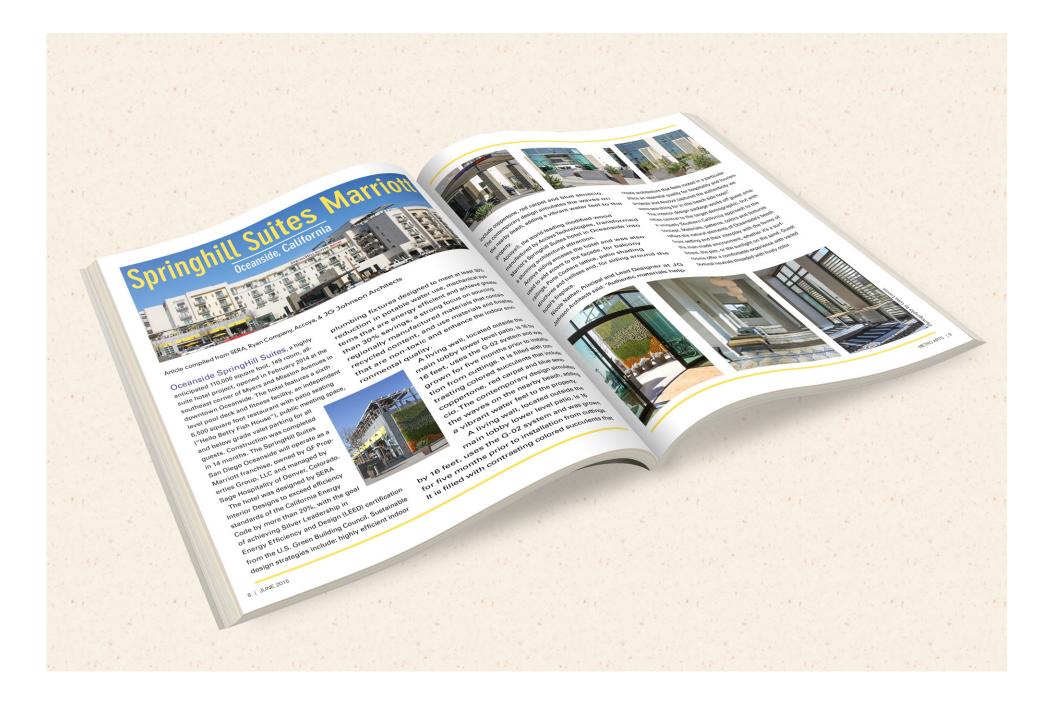
He achieved this by creating dewy skin with a moisturizer and primer mixed together, using foundation only where necessary. He used a berry lip stain from his own collection called "Tim" (available in Fall 2015) that has a bit of depth, but also sheerness. He then added a flush of color with blush (Stila Convertible Color in Lillium) on the cheeks and the bridge of the nose to make it seem like she just stepped in from the cold. The eye is just a sheer wash of shine with a little bronze color on the very edge and underneath, nus mascara

Some of the models wore their hair down, while others had it pulled back—like layering the clothes, this choice was also all about texture. If your clothes have a lot of detail and things going on, you should pull your hair back, explains Ollivierre. But if you have a simple scarf, it is much better to have your hair down and tucked into it. We loved the wearable beauty look, but our favorite part of the collection? All that fringe—and Lyons agreed. "Yes, the fringe! But the chain mail

Lyons agreed. Tes, the third provide the total manfringe is my favorite," she told us. "I had that skirt on last night and tried to wear it, but the sample wasn't my size and I was like...tragic. Could you imagine me walking around in the snow in that chain mail fringe? It would have been a little odd, but I wanted to so badly." Yes Jenna, so do we.

METRO ARTS

#### METROARTS MAGAZINE/SPREAD



METROARTS MAGAZINE/SPREAD

#### PRINT DESIGN & PRODUCTION

## METROARTS MAGAZINE/CALENDAR SPREAD

Identify what separates and unites us within interviews from more than 6,000 individuals, in more than 50 languag es, and filmed in 84 countries. Four content refreshes will occur throughout the exhibition with updated thematic content.

www.MOPA.org

nge of an created in Gan Diego ore th San Diegans will be excited and proud will be a rare opportunity for view to see the exceptional skill and creativity of the artists who have lived and worked in the area." www.oma-online.org Oceanside Art Walk

This evening is alive with vibrant arts, performances, mus poetry, activities, food, and fun for all ages, all free Thousands of regional residents attended the Oceanside TWalk put on buildones of businesses and showcasing

- Housands of regional residents attended the Oceanistic Art Walk, put on by dozens of businesses and showcasing

ouzens of local artists. The Oceanside Cultural Consortium (OCC) was estab-

sured in 2013 with the goal of establishing Ocean side surrounding communities as an important arts, culture, ontarialment

-serrounding communities as an important anso contro-entertainment and tourism hub/destination that catalyzes

future. Its members include nearly 50 different Oceanside

arts, community, business, and civic organizations.

www.oceansideartwalk.org

The Oceanside Cultural Consontum (OCC) was established in 2013 with the goal of establishing Oceanside and surguesticate outputs

emerialment and toutism hub/destination may caray co economic prosperity and a high quality of life for Oceanside s future. Ite second

of art created in San Diego over i

## 100 Years

The Belly Op Haten June 6, 9pm Spors open at 8pm Ages 21+ only Cost \$18-\$20

Common Sense has es-tablished itself as one of California's premier reggae rock bands. Influenced heav ily by reggae, rock and ska, Common Sense has developed a new-roots sound all their own.

Common Sense The Belly Up Tavern

## http://bellyup.com

Art Scene

So a Onder Art Contr your final vote on y work and hear the announced as we 7 Billion Others Museum of Photographic Arts MOPA) Feb. 21 – Sept. 13 Tues to Sun 10am - 5pm 7 billion Others unleashes the collective image of the voices, perspectives and faces of the 7 billion human beings living on this planet and shaping the ever-chang-

Prizes include a tificate to Blick Art an X Membership



www.mcasd.org Woolgathering Opening Reception Gallery Reception June 6, 6-10 Exibition May 9 to June 6 Gallery This exhibit showcar the new solo artist, r Bledsoe's current media sculptures and figures. Bledsoev

25 & Under

Museum of C San Diego

Cost is free

A showcase

finalists from our 25 & Under Art C

the talent of San

young artists

Winners will be

the Museum's Fr

and in a showc

June 6, 1pm

Art Contest



.spm

music and art walk.

1 environment where usical acts.

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akers and nee units and reely with family and

the latest local

take the compli-

medy Trolley."

dadams.org/

t Stroll the entire

Garage is the home

JUNE 2015

#### Mainly Mozart Festival Orchestra Balboa Theater Michael Francis, conductor

John Kimura Parker, piano Saturday, June 6–7:30p Cost is free Michael Francis' first season as Mainly Mozart Festival

orchestra's music director. For the just-announced 2015 eason, he's going back to Mozart. The 2015 Festival will be

a celebration of the past 27 years. Through a brilliantly curated selection of both favorites and works that have never been performed during the Festival, this year's permance will pay homage to what David Atherton achieved and give a hint to future programming.

"Mozart seems to represent all aspects of humanity so effortlessly," said Michael Francis. "You have his great sense of humor, the joy and love; but you also have that darkness, that almost depression and all the aspects associated with that." http://sandiegotheatres.org

#### Around Adams 2015 Carlsbad Art Walk n (from Oregon St leights to Vista St)

June 25th, 5:30-8:30PM Carlsbad/Oceanside Art League Gallery Front Porch Gallery HomeLife Village Realtors & Art Gallerv

Lynn Forbes Gallery Oceanside Art Gallery The Foundry Studios at New Village Arts The Phantom Gallery

freely were rarrently and striving to infuse new strilling to muse new agartists and talents Viz Art Ink www.coalartgallery.com www.frontporchgallery.org

www.sculptureschool.net www.vizartink.com



val, produced by the Torrey Pin he turt of UCSD pportunity to cor and services that help th s, and an As a ov a ... cial ival.org

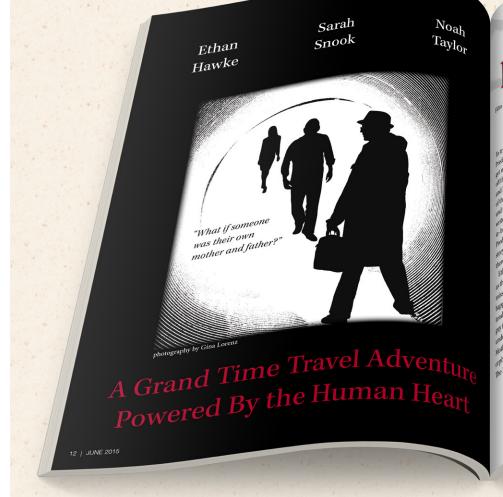
Art in the Park Spreckels Park in Coronado Village 36



Sam-spin Art In The Park features more than fifty top artists in every genre including oil, acrylic and watercolor painting, etching, photography, wood and metal working, stained glass, ceram-ics and a variety of other unusual and distinctive art forms. photography, wood and metal working, stalned glass, ceram-ics and a variety of other unusual and distinctive art forms. The artists whose work is on display reside throughout San Diseas County. They have been calected by a fung parson The artists mode work is on display reside unoughour of Diego County. They have been selected by a five person Diego county, i may have been selected by a five person jurying process to insure consistent professional quality and selected by the second second second second by the second by jeryng process to aradie consistent professional traning av originality. Many are represented in gallenes and specialty

ongarany many are represented in gallenes and specially shops throughout the San Diego area. Some have their own

ganetrystuctors. Participating artists show their work with us to enjoy the direct interaction with the art buying public. The artists must show their own work so you are assured of the opportushow their own work, so you are assured of the opportunity to converse with the actual creator of any art piece on www.coronadoartassn.com



written & directed by the Spierig brothers

# ESTINATION

<sup>w<sup>by peter Trace.</sup> Eth<sup>an</sup> Hawke must stop murders before they happen in this trippy, time-traveling sci-fi romp</sup> Hawke many, time-traveling sci-fi romp

ad wrap your head around the plot of d wrap your and to madness. Don't Tong The movie itself is a trip. Just jump evrong ine most the Spierig brothers, Peter the diff and go whoosh into the labyrinth ichael as uney maginations. If you get stuck wn fervia and you will-don't sweat it. As elost-and it. As is and direction a solid starting place for nd brothers meet A. Heinlein's 1960 short 

k<sup>or, Bol, ao una j</sup> ghan Hawke, at his mesmerizing best, stars phil Hawks as a time-traveler with a sub-femporal Agent, a time-traveler with a sub-femporal future murders before the to stop future murders before they can Before you can say Looper, the agent is Before you can say Looper, the agent is Before you want any scorper, the agent is here before have a strain of the score of <sup>127</sup> of (Sarah Shoun) The Unmarried Mother". The where the bytane of the bytane whet's backstory interes growing up in an whet's backstory of Cleveland. Stay with me, whether is really an intersex creature forced to the Wether is really an intersex creature forced to

"What is time? If no one asks me, I know. If I wish to explain it to one that asketh, I know not." St Augustine

You watch her.

Hawke, who

for sure: You won't be able to take your eyes off Snook, an Aussie actress who makes whatever Based on the short story You hear her. You believe. It's a dyna-"All You Zombies" mite performance. by Robert A Heinlein worked with the Spierigs on 2010's Daybreakers,

gravitates to movies that don't play by the rules.

Predestination sure as hell doesn't. Any frustra-

tion you feel about losing your bearings fades in

transition into male form under bizarre circum-

transition into inate form under bizarre circum-stances that involve a 1960's government space

Look I could go on. Better that you just throw

Look, i could go on, better that you just throw yourself into this tale and cogitate about it lat-

er. If getting stoned helps, so be it. One thing's

PRINT DESIGN & PRODUCTION

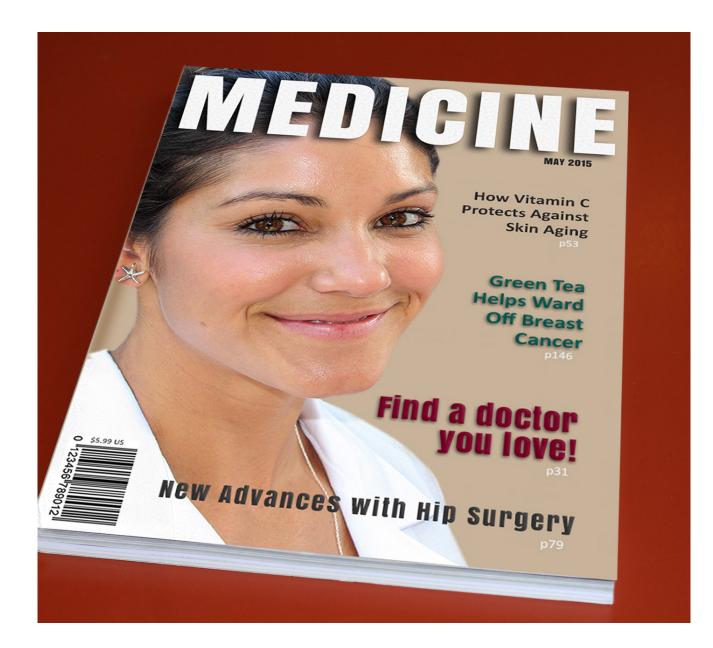
#### METROARTS MAGAZINE/SPREAD

METRO ARTS | 13





BOOK COVER DESIGN



PRINT DESIGN & PRODUCTION

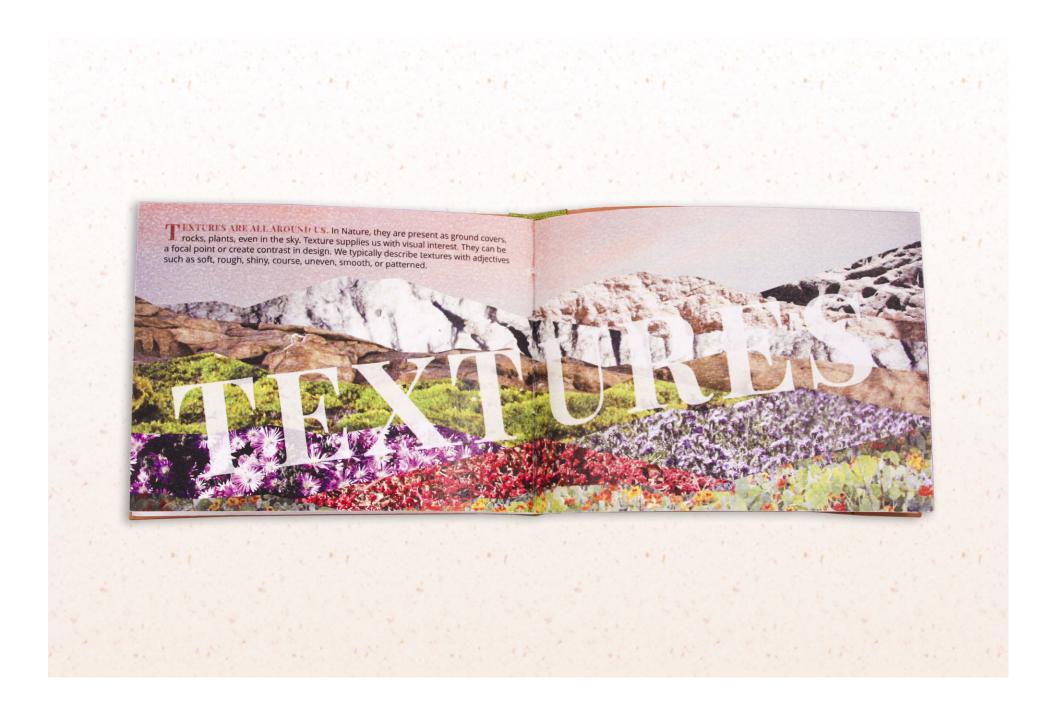
MAGAZINE COVER









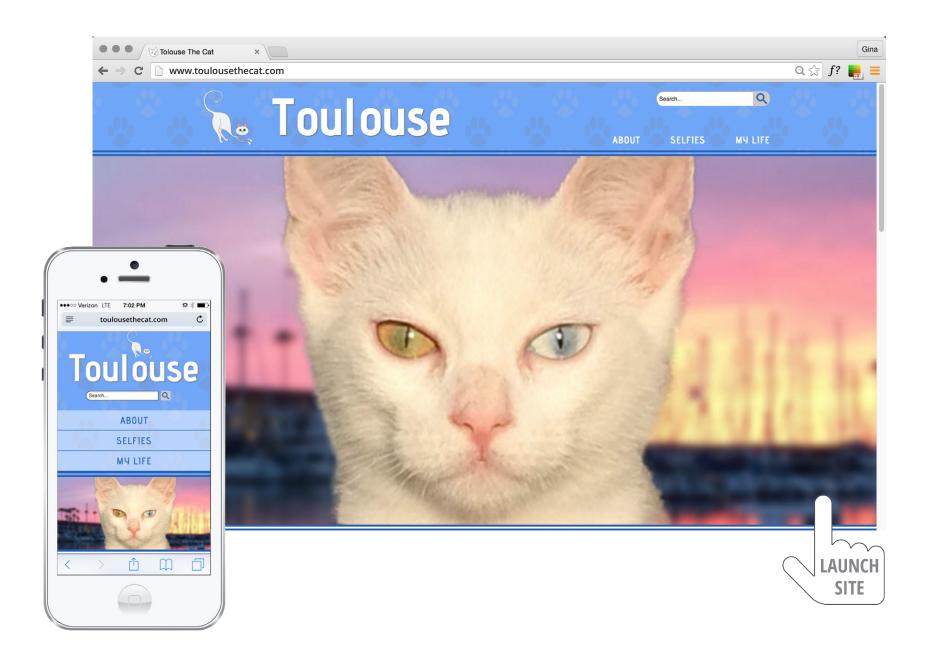


Web/Interactive Design

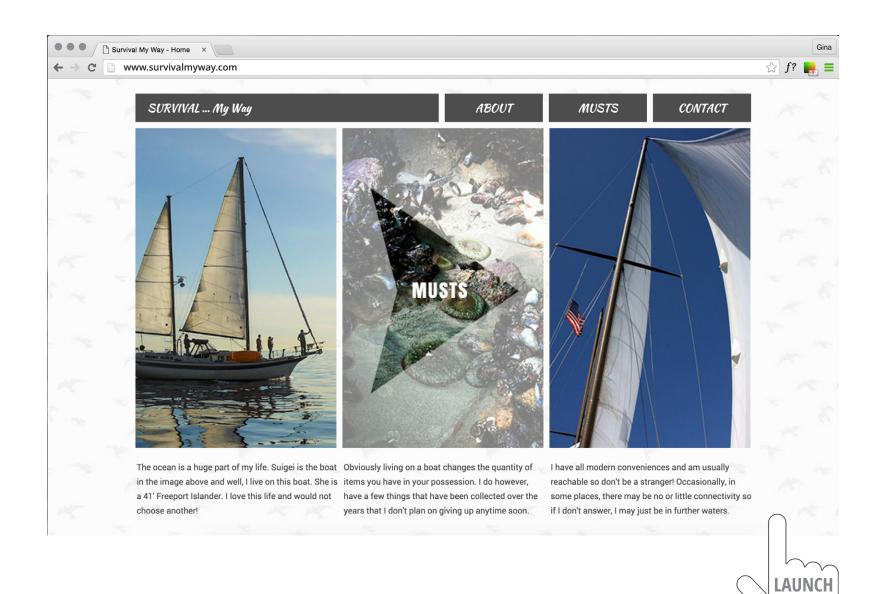
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	─ LAUNCH
	SITE

Web/Interactive Design

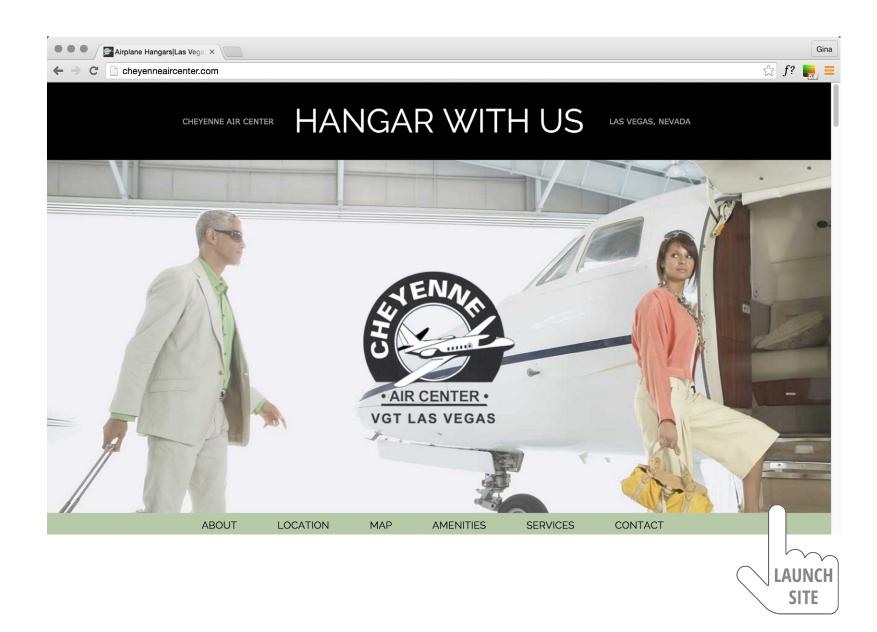
Website/CB Urban Development

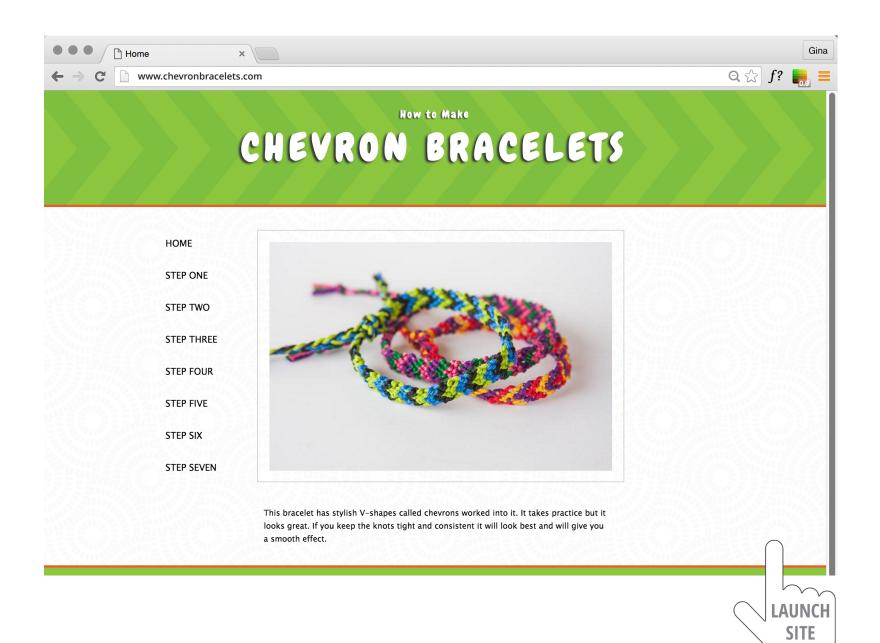


# Website/One Page Scrolling Site/Toulouse

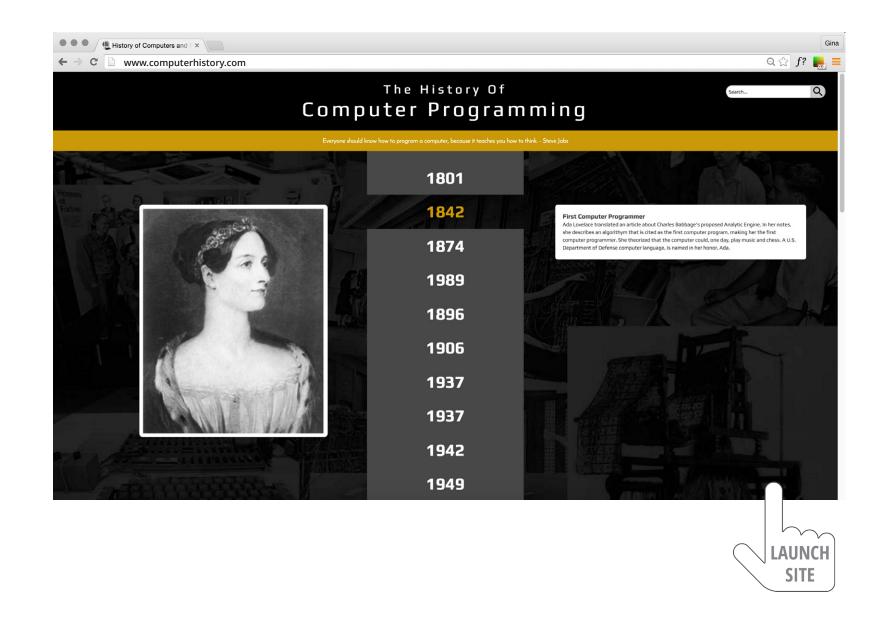


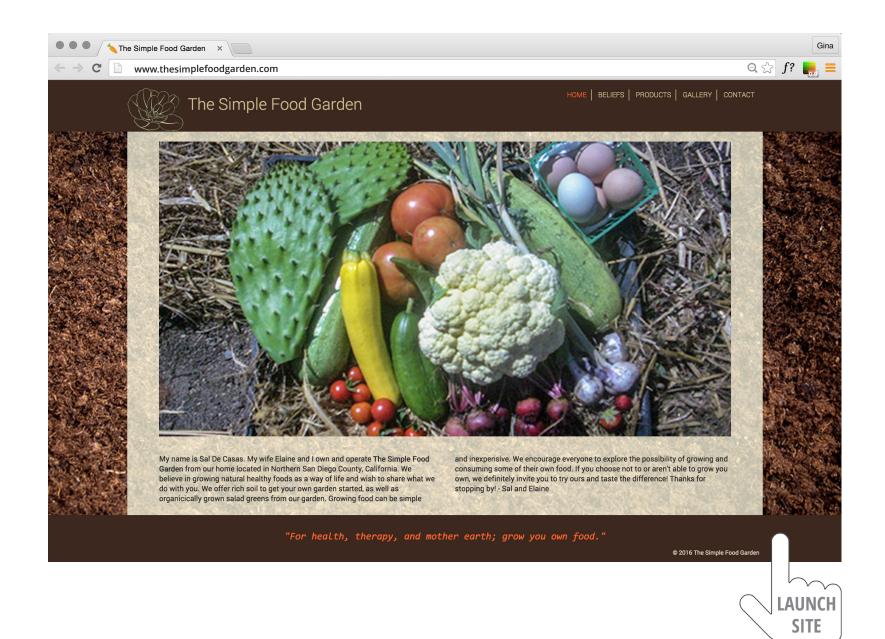
SITE





Website/Instructional Site





Website/The Simple Food Garden



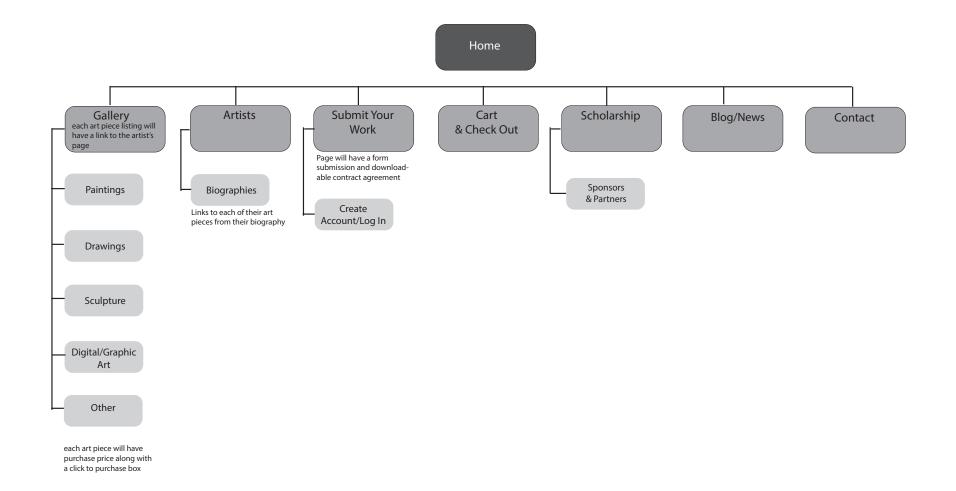
# MOONSTONE GALLERY

Mission: We are working to encourage and enable our youth to explore their creative talents, providing them the opportunity to realize their full artistic potential. Further, we wish to provide young artists an opportunity to display their talents publically.

Our gallery is offering the display of and sales opportunity for young gifted artists ages 4-18. Artists will have the opportunity to submit potential pieces of their art to "The Gallery". Upon agreement and acceptance between the two parties, "The Gallery" will create a page in their site designated to each accepted artist with their biography and up to 6 pieces of their work at a time. The artist is able to negotiate the price for each of their pieces. The artist's profit is to be placed in a college fund for them where sponsoring corporations/ businesses agree to match the profit each of their art pieces makes and place it in scholarship funds to their account.

Link to Interactive PDF

# MOONSTONE GALLERY WIRE FRAME

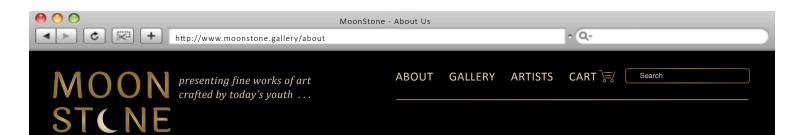


Web/Interactive Design

# 0 0 MoonStone - Youth Arts ▲ ►) C IIII + http://www.moonstone.gallery/home ~ Q-MOON presenting fine works of art crafted by today's youth ... ABOUT GALLERY ARTISTS CART Search Breana Soelberg Age: 16 Piece: Cherry Blossom Sculpture Price: \$25 add to cart "I come from a family of artists; painters, sculpters, many creative individuals, so doing art has always just been part of our daily lives. I love pottery and sculpting as an art form the most so far. I believe I would like to paint murals though and hope to find a wall soon!" SCHOLARSHIP SUBMIT YOUR ART NEWS CONTACT

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### Web/Interactive Design



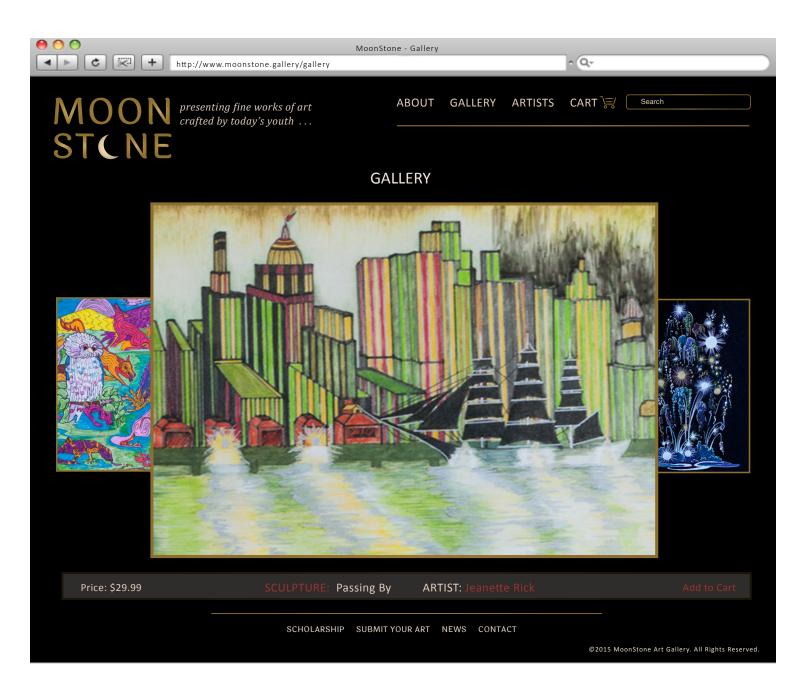
### ABOUT THE GALLERY



Moon Stone Gallery was founded by a group of young artists in 2012 who strongly felt there were not enough places to gain exposure. As developing artists with passion, and goals to further their talents, gain an education in the arts and eventually work in different fields of the art industry, Jen Terry, Michael Biggs and Samantha Cooper decided to put form Moon Stone Gallery. 'Not only did we want to provide an opportunity for the good art of young individuals to be displayed publically, we also wanted to create a scholarship for other young artists. We have already seen too many artists not bother to seek out an education and therefore not fully reach their potential as an artist. Although we can only offer one scholarship per year currently, we hope to encourage all artists to pursue their education regardless of their talent. This is our mission!" - Jen

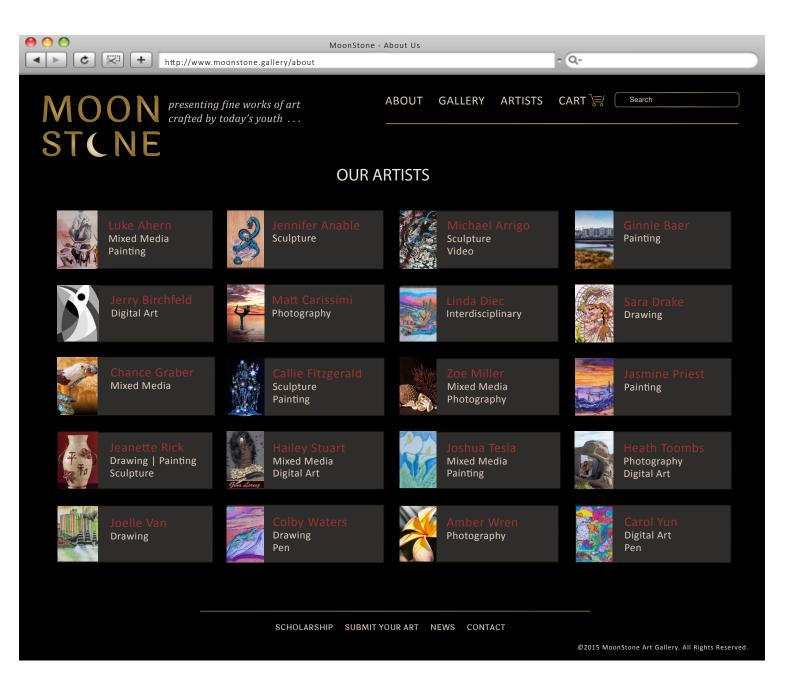
SCHOLARSHIP SUBMIT YOUR ART NEWS CONTACT

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Website/Site Development

Web/Interactive Design



# MoonStone - Profile <

### ARTIST PROFILE

### Jeanette Rick

Favorite medium: Pencil & Pen A little bit about me:

I was born and raised in coastal So Cal and feel much of my art style has been influenced by living here. So Cal is well balanced culturally and I have been exposed to everything from graffiti, wall art, and street art to private galleries and venues all along the coast. I have always loved to see the work of other artists but try to keep my style original. So far my work is untrained and I hope to attend art school to further my understaning of what already comes natural.



"The piece below is a colored pencil sketch. It is my impression of war and that is its title, "Impression of War". I was listening to a conversaion going on in my history class when I visualized this idea and just had to get it down. It is 14" x 16" sketch done on artist parchment. For me, war brings pain, suffering and unhappiness to all. I tried to use colors and line angles that represent this feeling. "



Click on the image to go to Gallery View

SCHOLARSHIP SUBMIT YOUR ART NEWS CONTACT

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### Web/Interactive Design

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MOON presenting fine works of art crafted by today's youth	ABOUT GALLE	RY ARTISTS CART 🛒 Search
STCNE	P INFORMATION AND S	UBMISSION
At Moon Stone Gallery we are committed to       10         your success as an artist and to your education. We       Provide the sponsor one annual \$10,000 art scholarship to help       Si         pay for one promising student's college tuition.       H         H       D	IBILITY REQUIREMENTS 8 years of age ntal or guardian consent of application nit 2 recommendations ication must be accompanied by written e at least 2 complete art pieces to submit s not need to have art available for viewing Moon Stone Gallery	
Full Name	Email	
Street Address	School Name	
City State Zip	for N	king this circle acknowledges that I am eligible to apply Noon Stone's scholarship and that the information I have ided is true and accurate.
Applications for scholarships must be accompa by two recommendations, images of your art ( mum 2 pieces), along with a written essay (infe tion provided in next step). One scholarship is ed per year, during the month of March. Appli must be under 18 years old. Deadline for appli is January 15th.	ni- na- ard- ts	APPLY NOW
SCHOL	SHIP SUBMIT YOUR ART NEWS C	ONTACT ©2015 MoonStone Art Gallery. All Rights Re

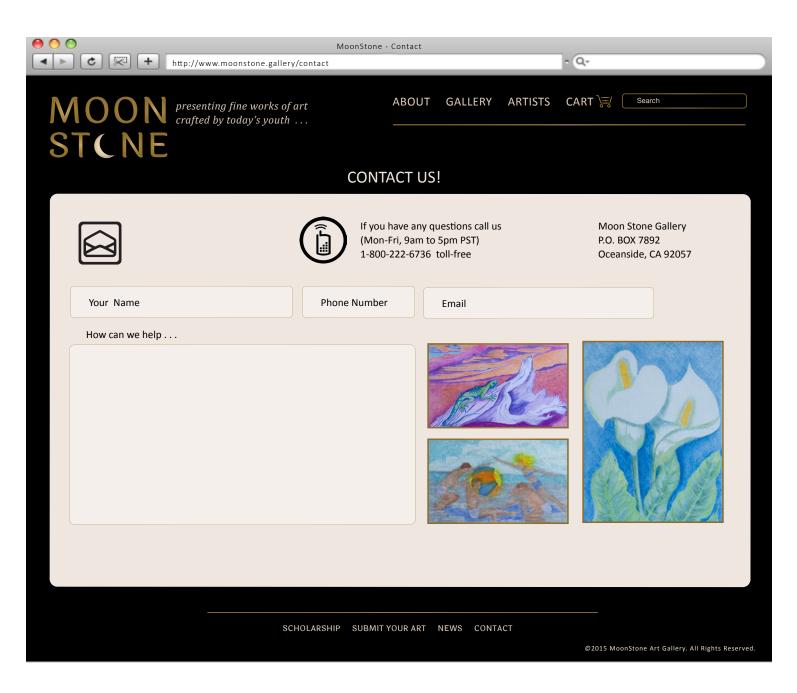
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MO STC	<b>ON</b> presenting fine works of art crafted by today's youth <b>NE</b>	ABOUT GALLERY ARTISTS CART
		ERY NEWS
	AR OF EVENTS	April 25, 2015 Dan Earl Fine Art
April 30	Online Oil Painting workshop, 3:00 - 4:00 pm Instructor: Anne Masters. Must have computer with video access. Click on the link below to update or download needed software for streaming. Software Download	The young but quite forward thinking painter John Daniels has already made his mark on the New York art scene. What is especially rewarding about his latest work, currently on view at Dan Earl, is the way it contin- ues to explore and evolve. In his case, the evolution isn't towards a more provocative technique or motif – if anything, these aspects of his work have taken on a more utilitarian cast. The articulateness lies elsewhere, and in a trait that may not be evident to every viewer: in his forceful and
May 11	Live Skype Discussion with Artist Manuel Lopez. Join us from 1:00-2:00pm and get the opportunity to chat with Manual. Must have Skype software download. Click below to update or download. SKYPE	eloquent arabesques of color. If your definition of active color is simply high-chroma hues or academic, volumetric modeling, his particular gifts may not be apparent. But if you see in color a chance of compositional purposefulness – as evidenced by painters ranging from Chardin to Matisse – Daniels' work will consistently impress.
May 17	Lecture with Carl Pruge from The Art Institute Live lecture from 6:00-7:00pm Carl will help you understand what you need to do to apply for college and what the expectations will be like while attending. Reservations are necessary. Click Here to Sign Up	May 3, 2015 Oceanside Museum of Art Ruth Jameson: Emergence – Imagination Upwelling On exhibit until June 15, 2015 "The most basic element in an artist's toolbox is imagination," says Ruth Jameson.

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# Web/Interactive Design



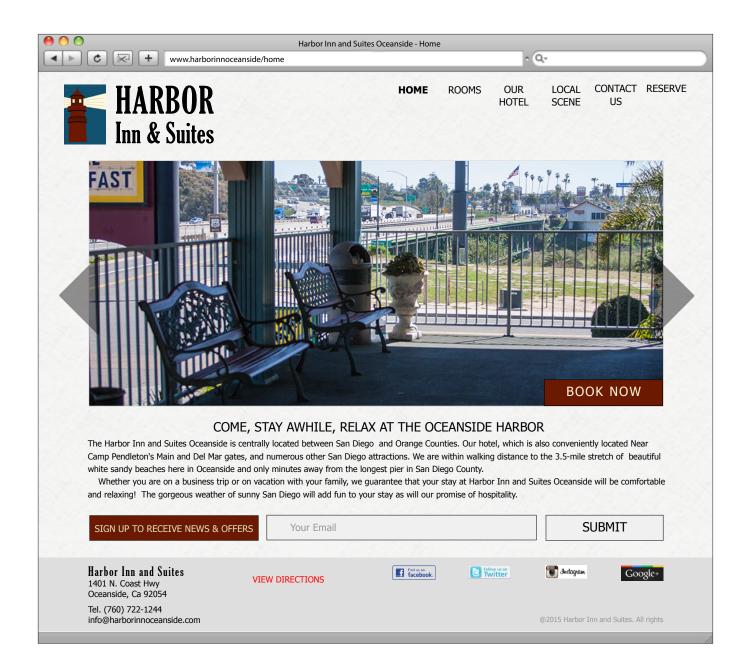


A complete website redesign for an existing hotel located in Oceanside, California. Logo and color scheme were revitalized. All text was re-written and new images were taken to create a new refreshed look.

Link to Wireframe PDF

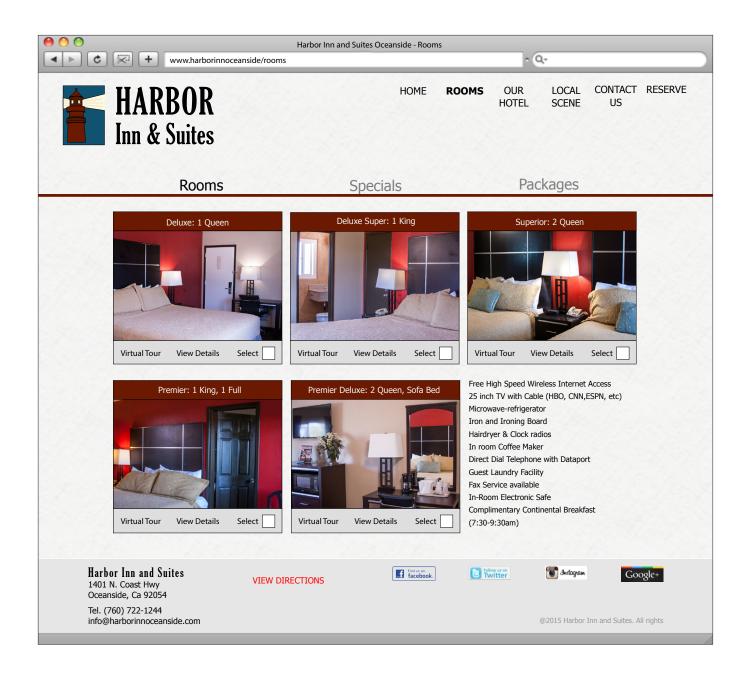
Link to Interactive PDF

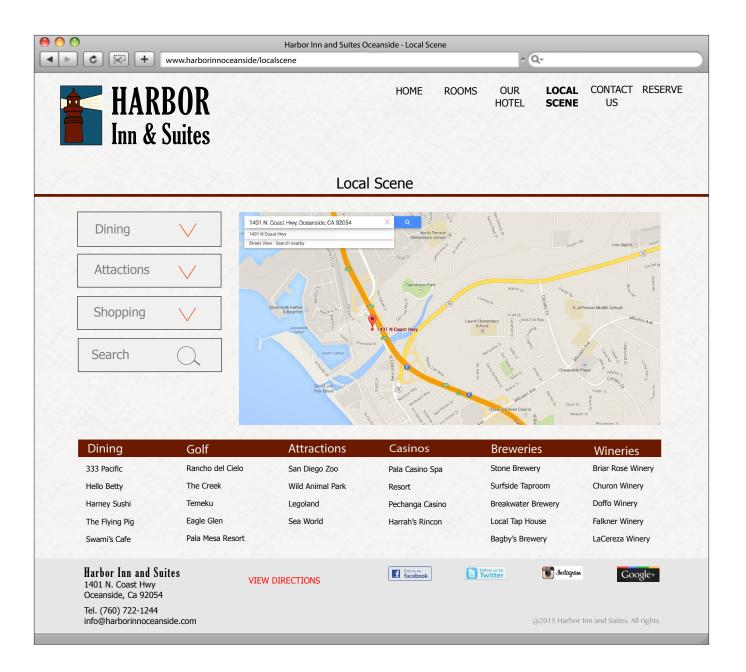
Web/Interactive Design

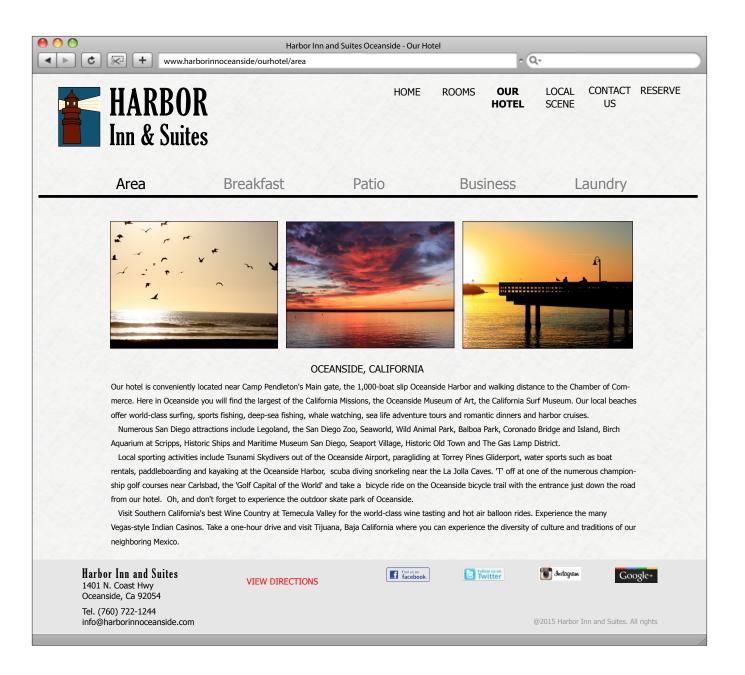


Website/Site Design Layout

Harbor Inn and Suites Oceanside - Reserve					
www.harborinnocear	nside/reserve	^ Q <sub>7</sub>			
<b>HARBOR</b> Inn & Suites		IOME ROOMS OUR LOCA HOTEL SCEN Gelect Room 4 Details			
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MONTH	I / YEAR				
February	- March 2015	VIEW ROOM	MS		
Check In Date Saturday February 28, 2015	Check Out Date	ADULTS	CHILDREN		
		STANDARD R	ATES		
February 2015	March 2015				
Su M T W Th F Sa	Su M T W Th F Sa	SPECIALS	PACKAGES		
1 2 3 4 5 6 7	1 2 3 4 5 6 7	GROUP RESERV	ATIONS		
8         9         10         11         12         13         14           15         16         17         18         19         20         21	8         9         10         11         12         13         14           15         16         17         18         19         20         21	2.5.1	INTE		
10         10         10         10         10         10         11           22         23         24         25         26         27         28	13         16         17         16         15         26         21           22         23         24         25         26         27         28	TRAVEL AGE			
		BOOK NO	N		
📕 = available 📘 = no vacar	a = available = no vacancy = minimum stay required				
Special Requests:					
Harbor Inn and Suites 1401 N. Coast Hwy Oceanside, Ca 92054	VIEW DIRECTIONS	Frid us on facebook. Crown ther	Coogle+		
Tel. (760) 722-1244 info@harborinnoceanside.com @2015 Harbor Inn and Suites. All rights					

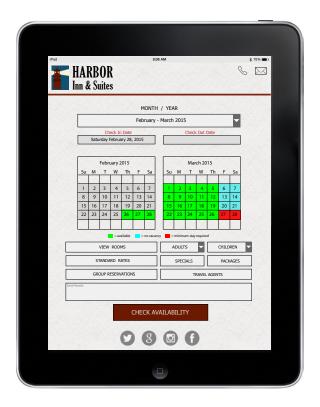






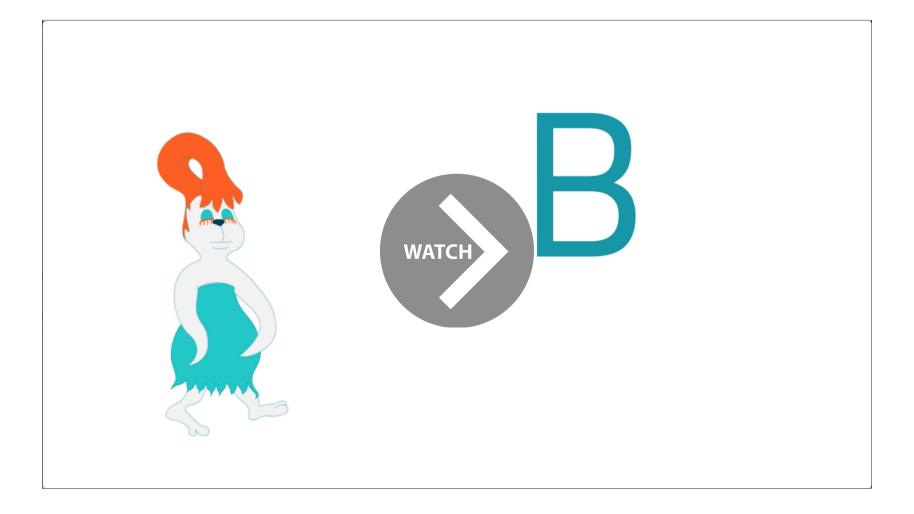






# Website/Site Design Layout

MOTION GRAPHICS



Motion Graphics

Animation/Fun with "B"



Motion Graphics

Book Trailer Animation/The Artful Garden

MAGING





Photoshop 3D Design



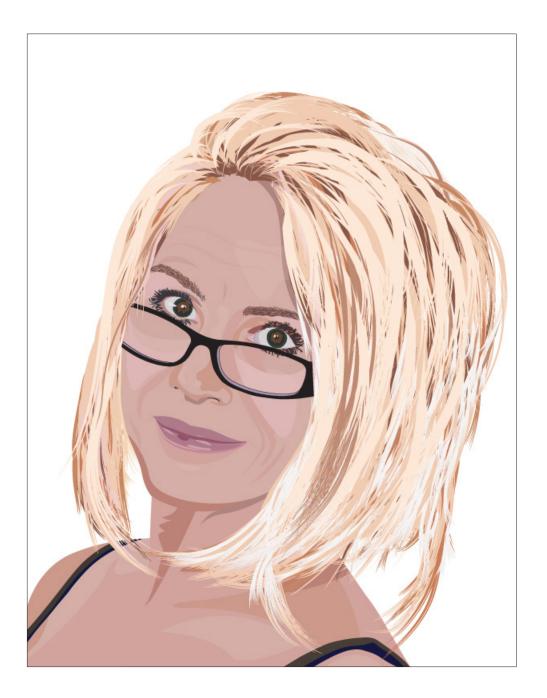


Top: Photoship 3D/Bottom: Photoshop Paint





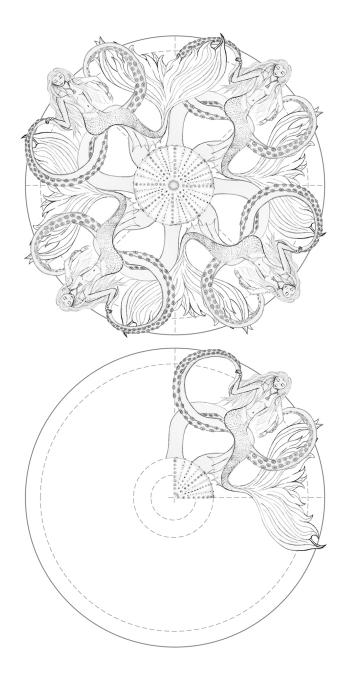
Photoshop Composite







FOUNDATIONS





Hand Drawing to Finished Art in Photoshop

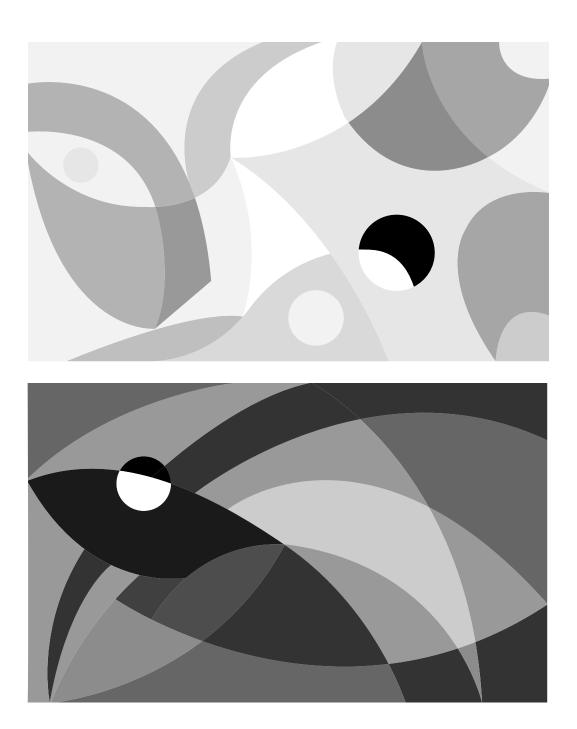
Foundations



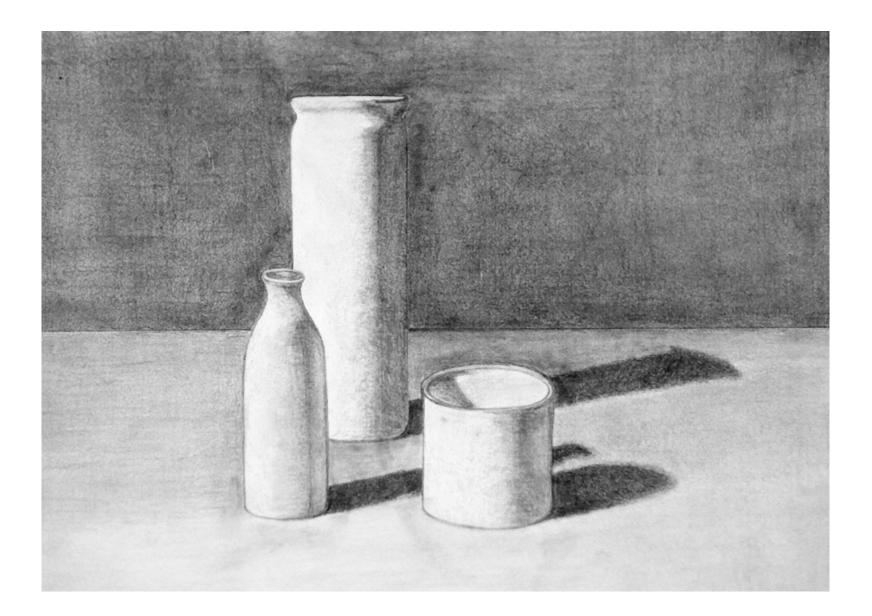
sneaky

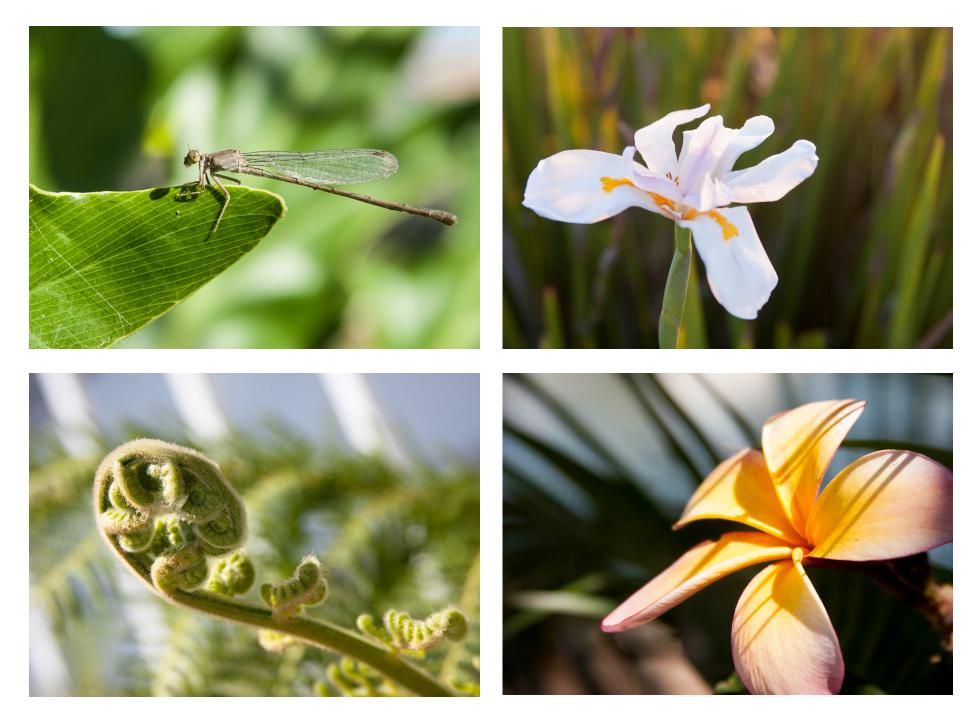
jealous

Foundations



Foundations

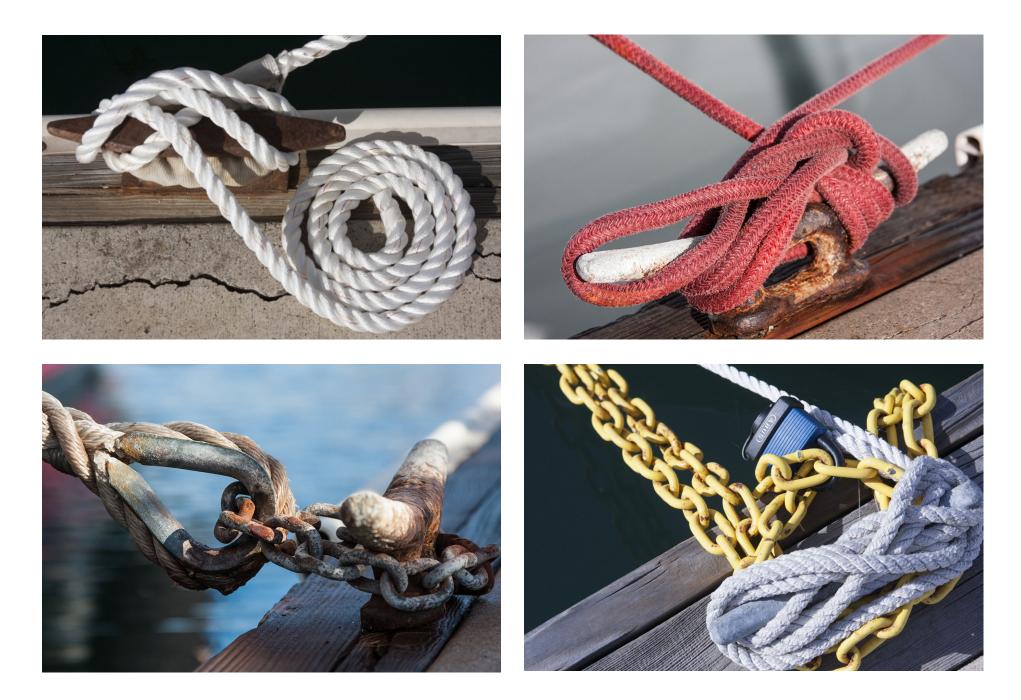














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