

9.

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who I am...

My name's Garrett Chase, but some people call me G. I attended Rochester Institute of Technology for Imaging and Photographic Arts, with a concentration in Media Arts and Technology. I learned the governing principles of photography and graphic design, receiving accolades in both. I am friendly, personable, and eager to learn new skill sets and workflows.



Garrett Chase

what I do...

When considering visual communication, I prefer not to view problem solving as a linear issue. From the client's initial vision, to concept and execution of the final product, many factors take place. I've spent years of my life learning the ins and outs of different roles I see take place in the creative industry. What I offer is the flexibility of mind that the ever-changing landscape of design requires.

digital design
print design
photography
art direction

digital design	5
print design	10
photography	21
art direction	29

digital design

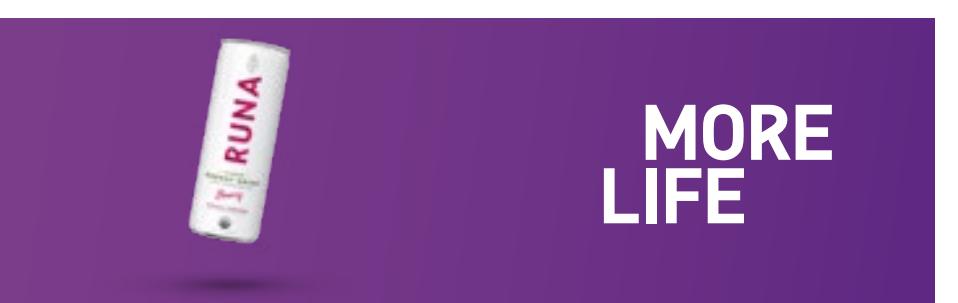
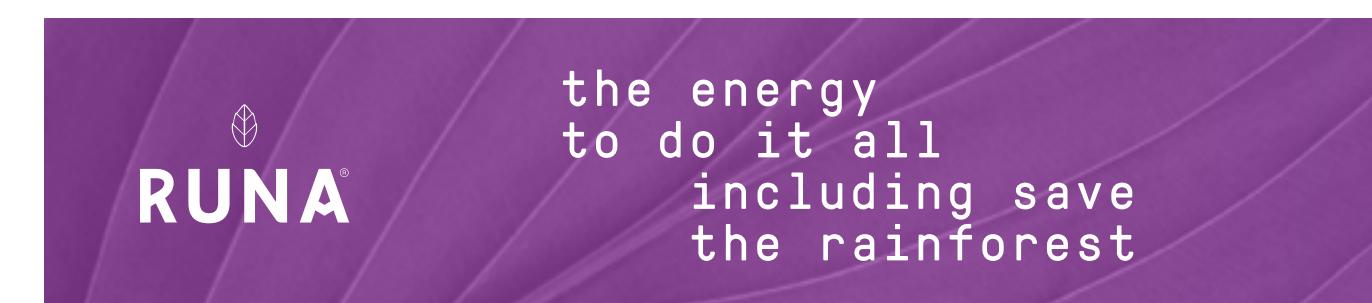
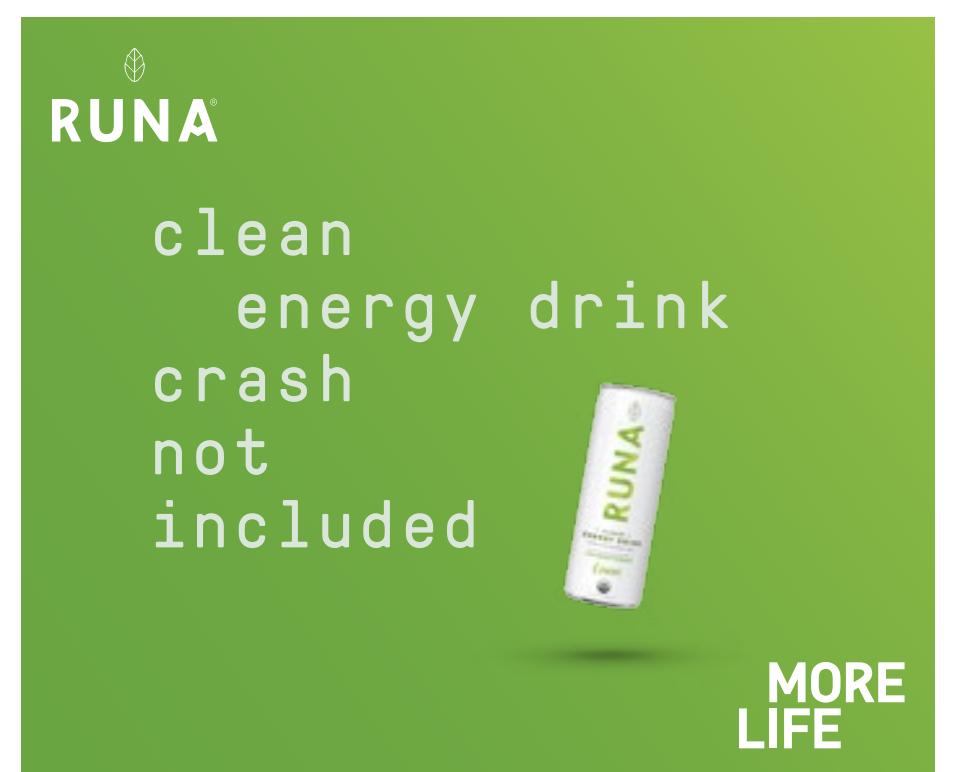
social • web • strategy

RUNA

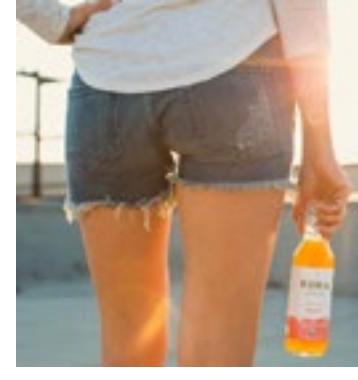
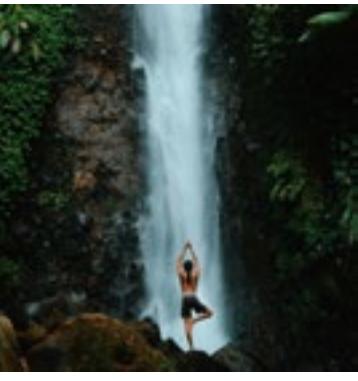
RUNA Tea and Energy Drinks, was the first major brand that I was tasked with creating assets for. My main role, as a designer through Present Day, was to interpret the brand guidelines and design digital assets for RUNA's launch at the end of September, 2017. Social assets included Facebook advertising links, carousel stories, and Instagram advertising materials. Banner assets included use on Refinery29 and Netmining. I also created an investor deck for the company to introduce the product and brand strategy to potential investors.

banners
social content
investor deck

Banner Examples



Social Examples



Jasper's Market
Sponsored · 4h

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERSMARKET.COM

123 Reactions 5 Comments 19 Shares

Like Comment Share

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123 Reactions 5 Comments 19 Shares

Like Comment Share

FB Carousel

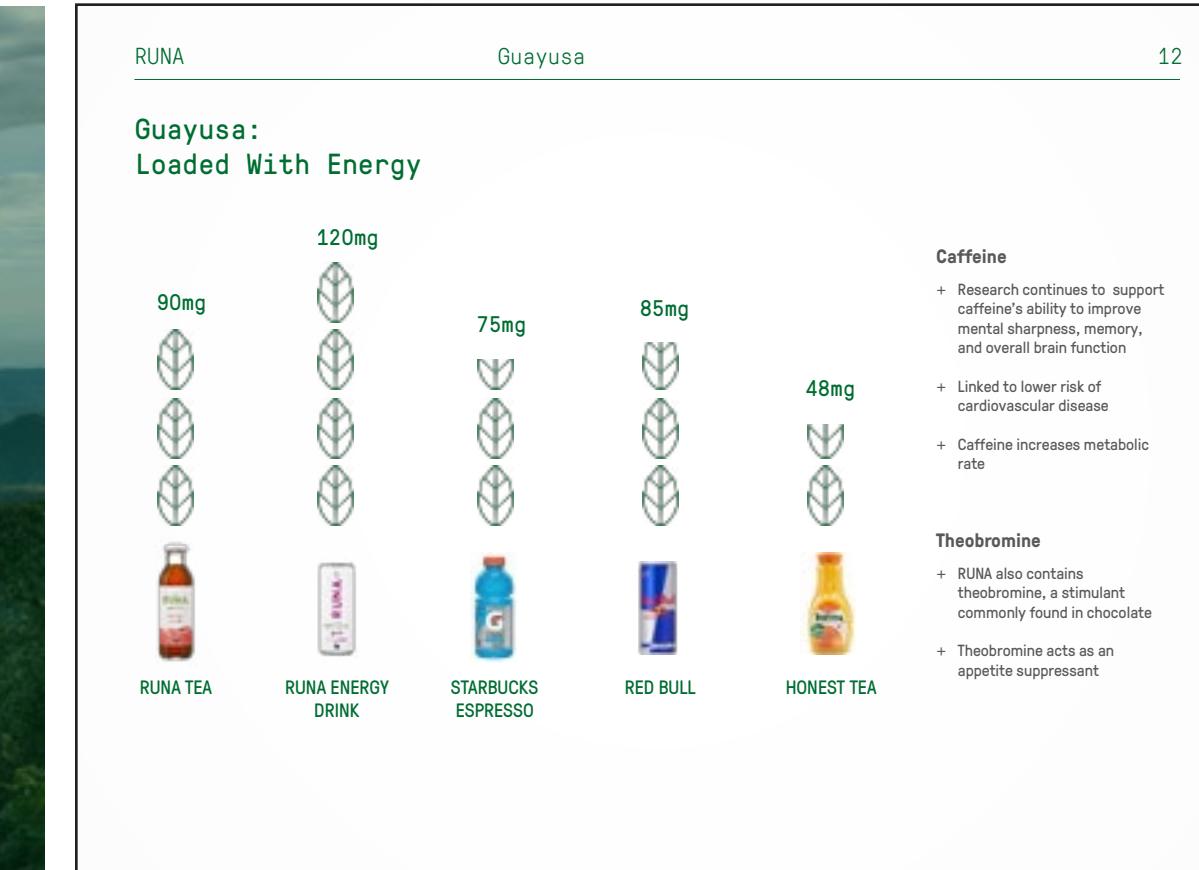
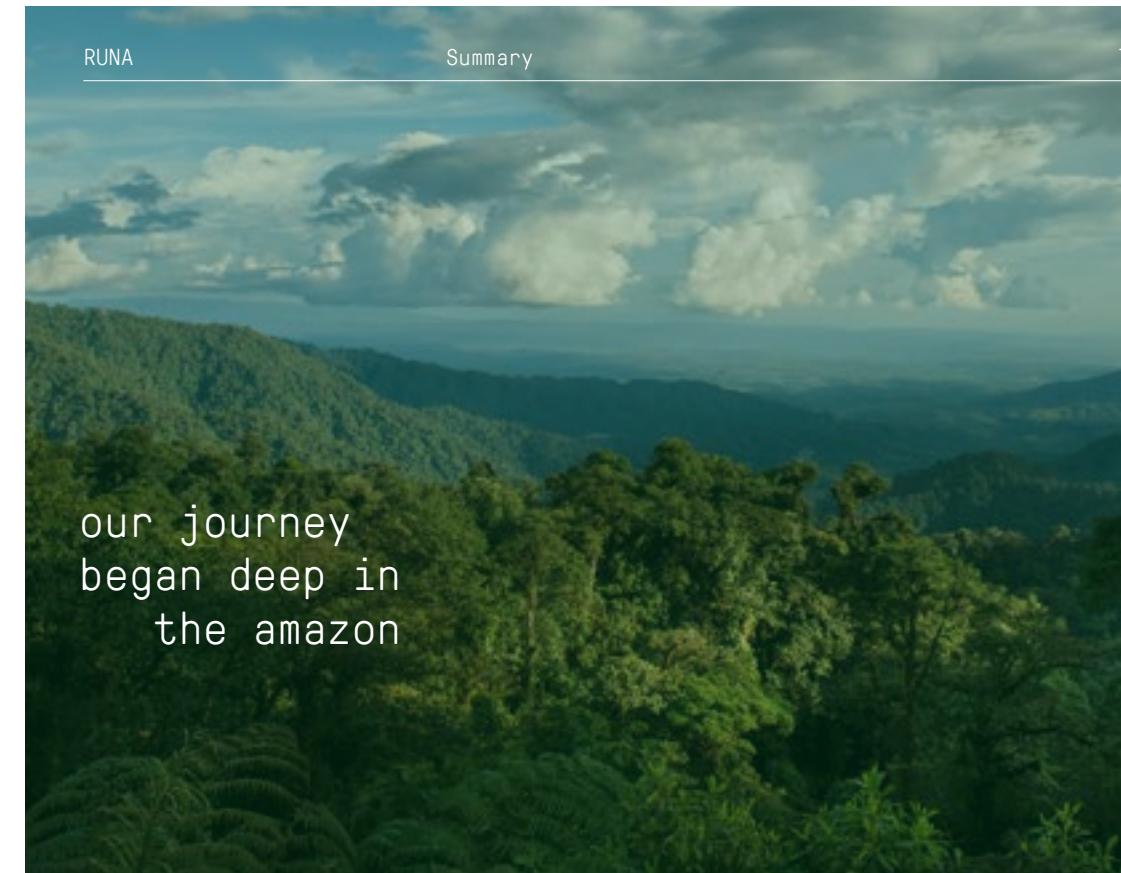
FB Links (placeholder containers)

Digital Investor Deck (Selected Slides)

RUNA

presentation topic

investor date



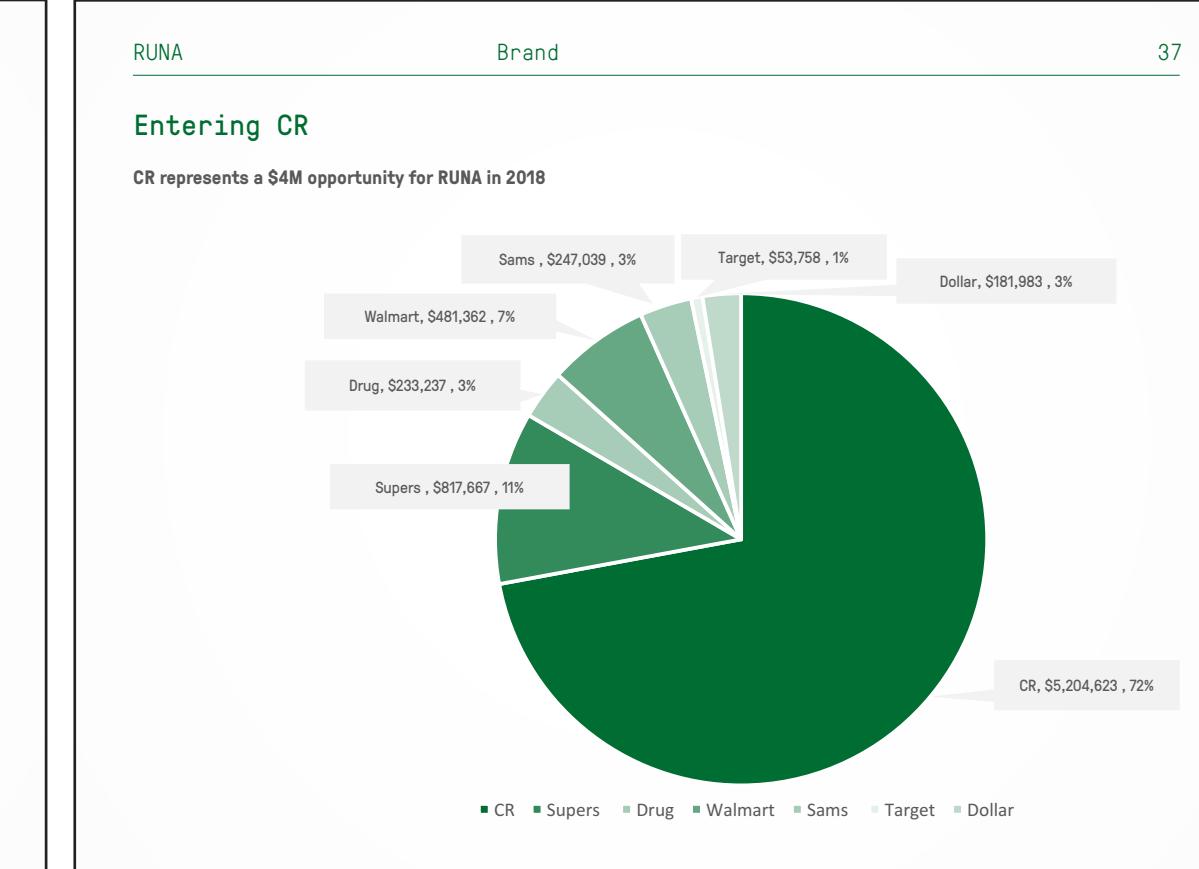
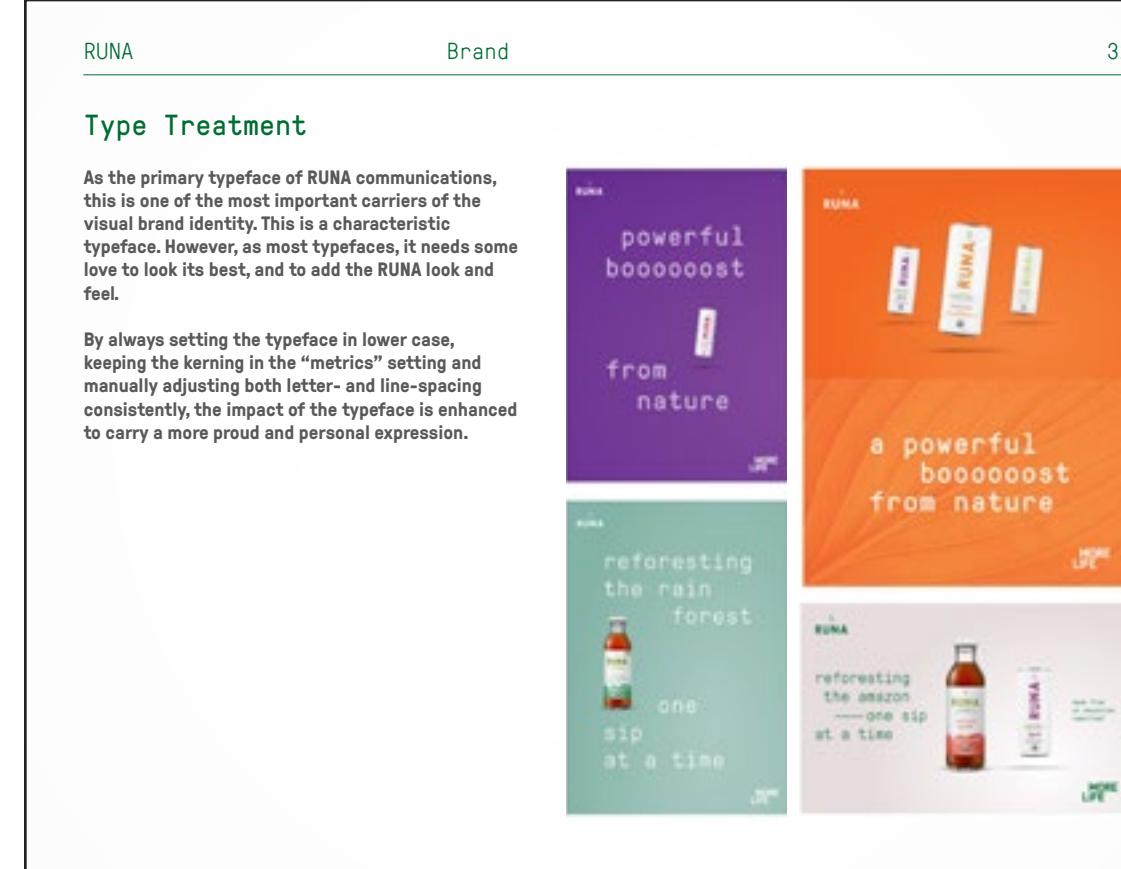
RUNA Guayusa 13

Benefits:
Naturally occurring caffeine. The consistent consumer feedback is that guayusa gives you more focus, alertness, and sustained energy without the "crash" when compared to coffee or traditional energy drinks.

Origins:
Deep cultural significance. Guayusa has been brewed and consumed in the Amazon for centuries by indigenous people. It has been revered for its health benefits. Families will gather at dawn around a communal fire to eat guayusa and share stories, dreams, and myths. Indigenous people say that this tradition and guayusa are essential to making them feel RUNA, meaning fully alive.

Taste:
Low Tannins. Guayusa has low tannins so tastes less astringent/bitter than green and black tea. Guayusa is naturally sweet, so doesn't require sweetening for an optimal consumer experience.

Health Attributes:
Unique nutrient profile. Antioxidants, L-theanine, Polyphenols, Flavonoids, Chlorogenic acid

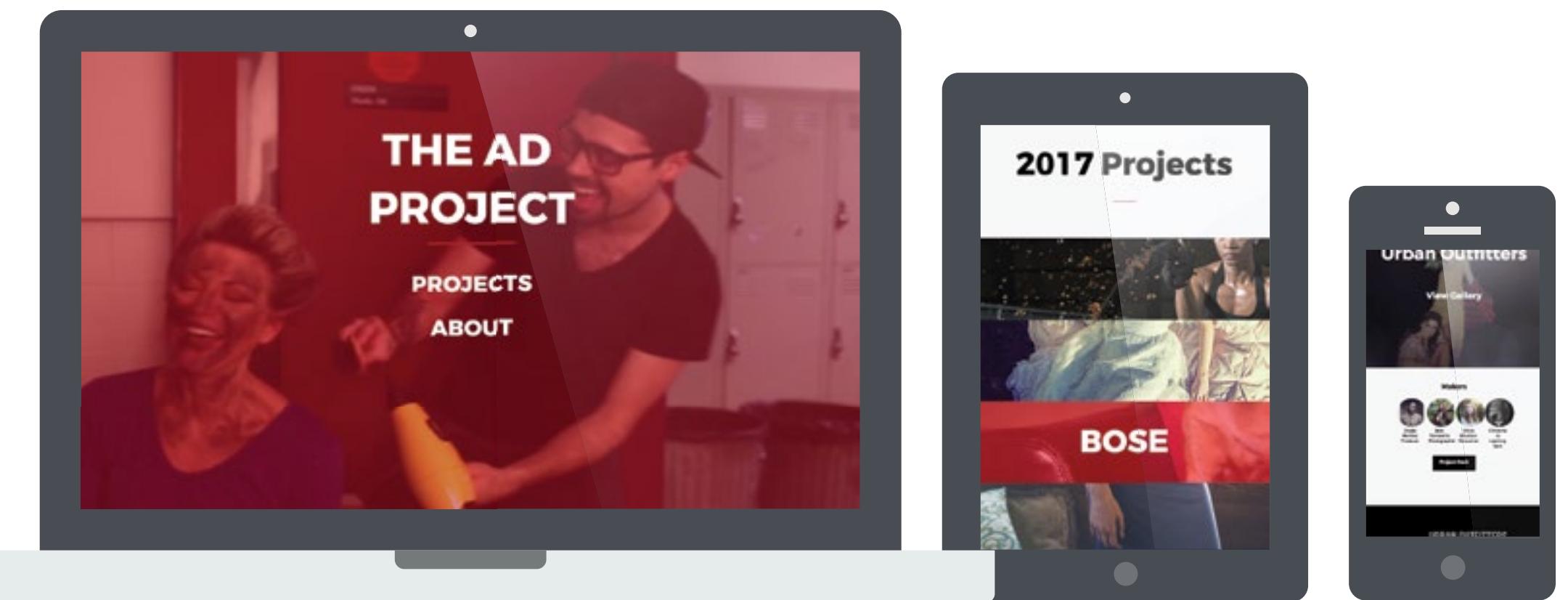


The deck required icon design and information design, all within Microsoft Powerpoint

RIT Ad Project Webpage

RIT holds an advertising project for the 3rd year students in the Advertising Photography program and they wanted a site that could curate the past 2 years. I designed, coded, and managed all asset integration of the site. The site is responsive to different devices and can be found at the link [here](#).

UX Design
HTML, CSS, JQUERY



print design

collateral • packaging • editorial • art

Starbucks Concept

The Starbucks concept came from an agency sponsored competition. The prompt was to convey the “premium” attribute of the coffee brand through its packaging. My team and I developed a sleek flexible package that used very readable typography and subtle photographic introduction. I was mainly responsible for the image curation and material sourcing, but assisted in the design, color selection and inevitable production.

photo editing
production graphic design
packaging dielines



Basket Marketing Strategy



Our unique addition was a branded coffee container that mirrored our package.

Photo Editing



The photos told a story for each roast. Shown here for the breakfast blend is a "morning hike in the Adirondacks", sourced through Adobe Stock and processed in Ps.

Consumer Engagement



Along with the final packaging concept my team developed a method in which the user could participate both socially and environmentally.

ellipse editorials

The magazine, ellipse, was a production that I art directed, but also created content for. I created one article (copy, imagery, design) on gender fluidity and one visual-heavy spread based around the idea of the anthropocene.

photography
graphic design
editorial

Anthropocene



Designed and created the paper terrain that was photographed. Introduced thoughtful typography.

Blurring the Binary



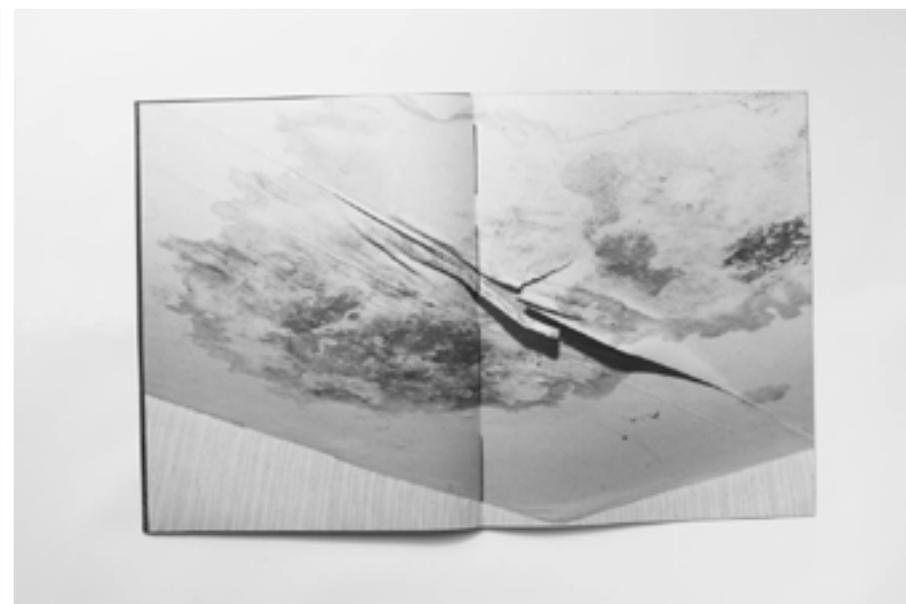
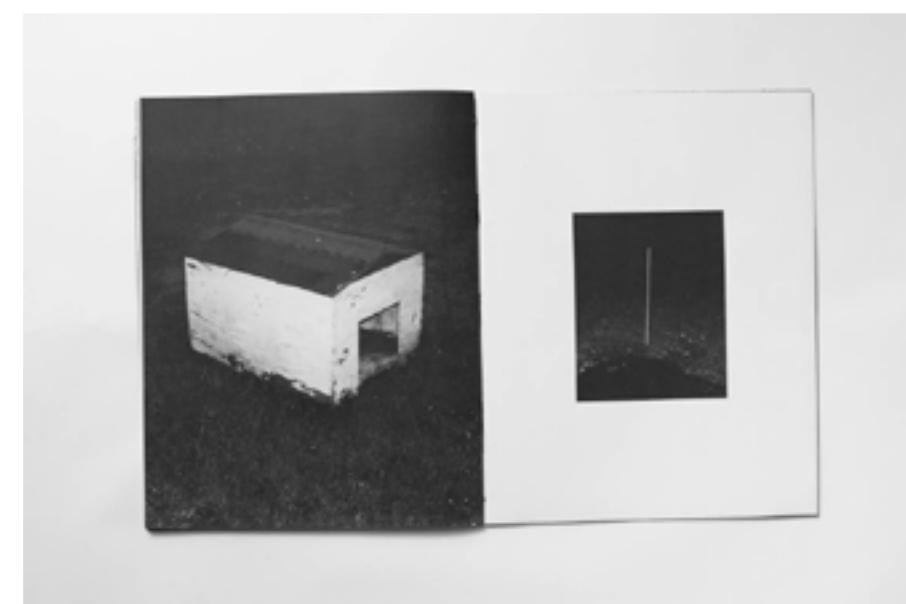
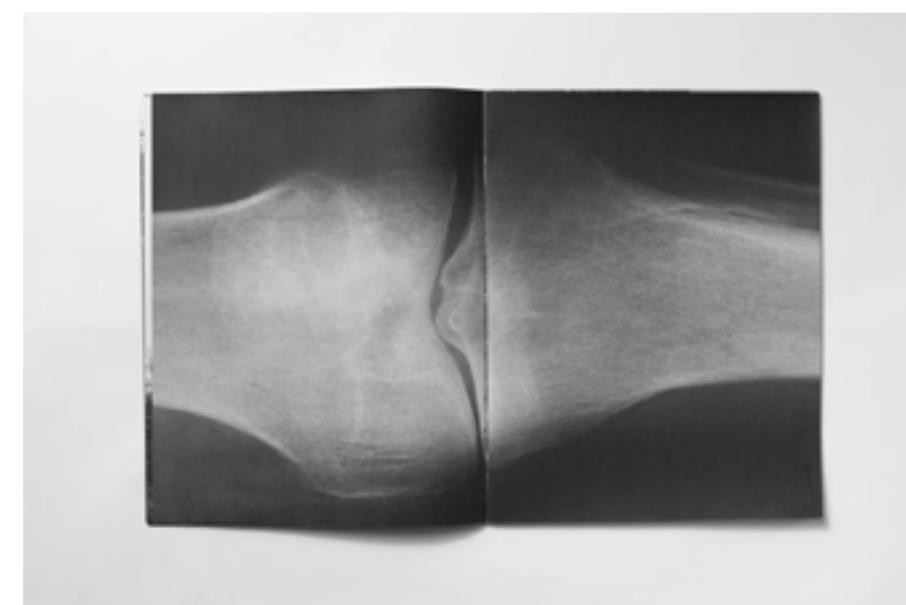
This article was associated with a digital epub version that can be found [here](#).

nonfiction

As part of my thesis, I hand constructed a book to narrate the work. The subject matter of the project is deeply saturated with metaphor, so the layout and construction of the final object needed to reflect that notion.

photography
layout design
book binding



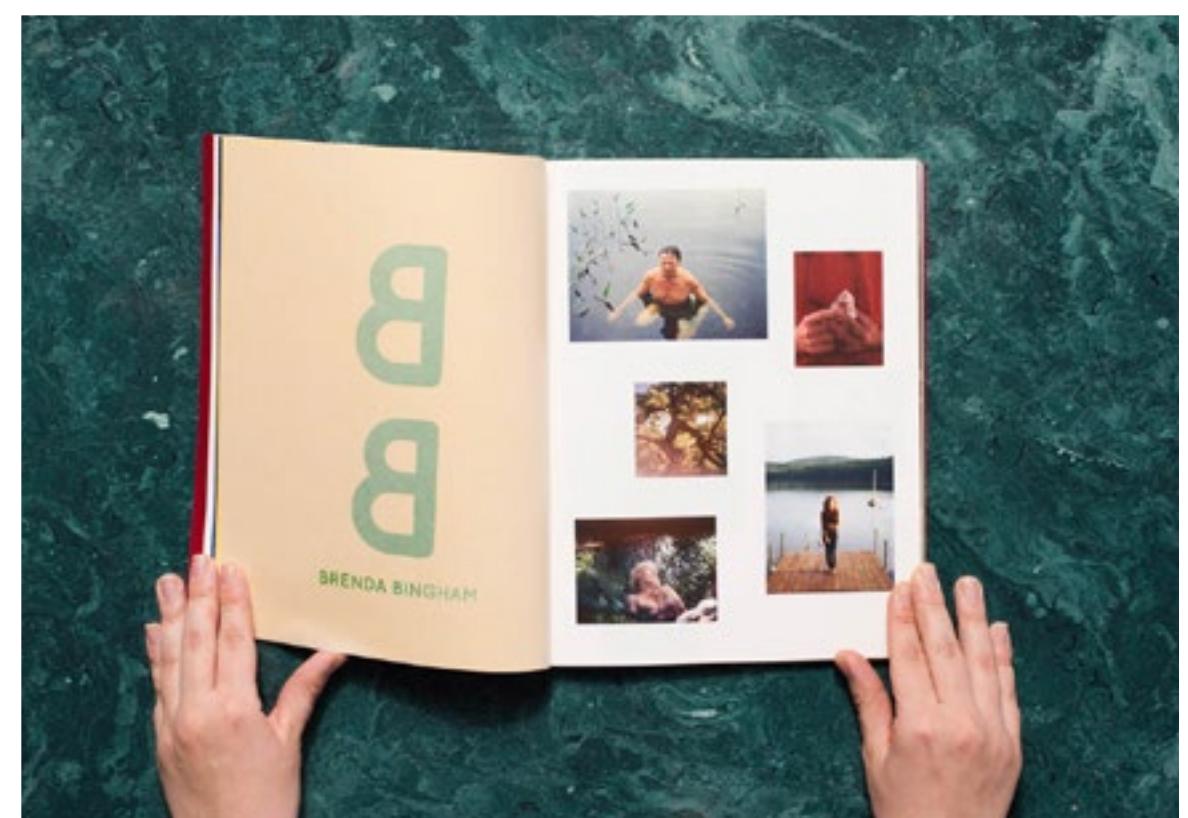
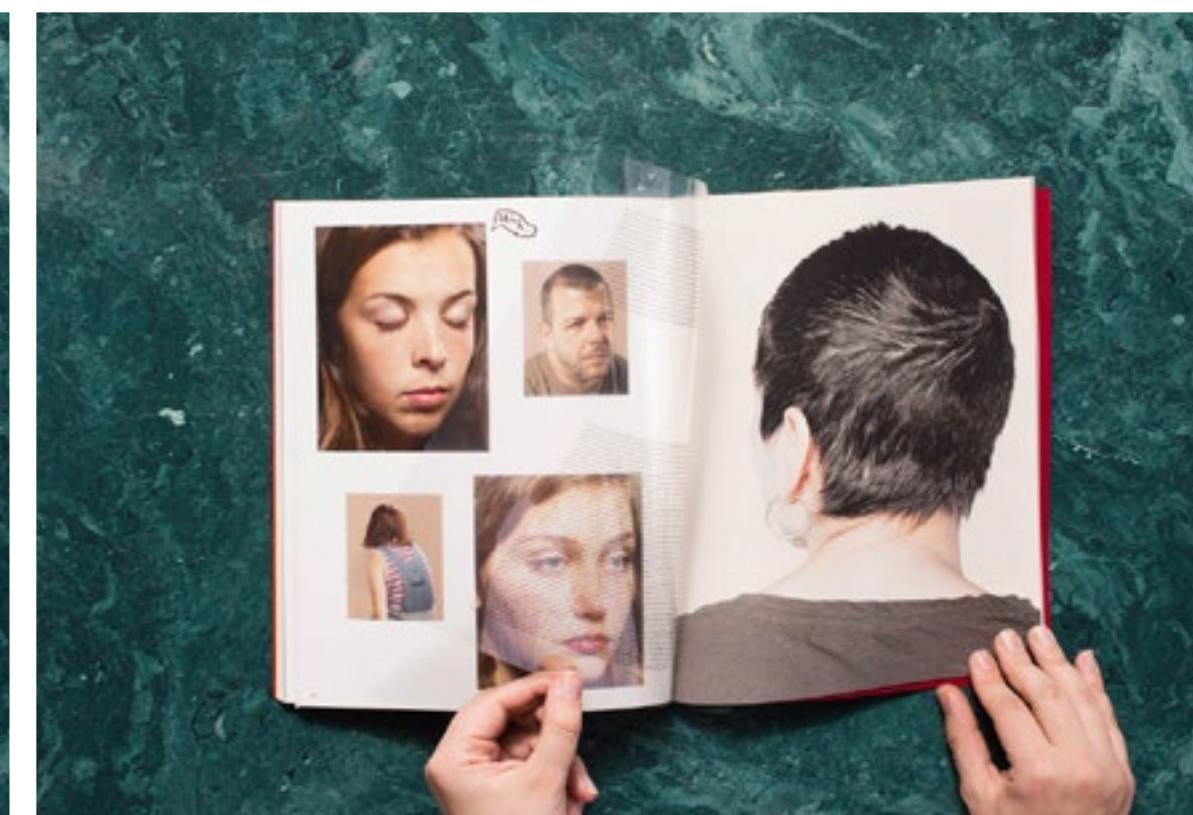
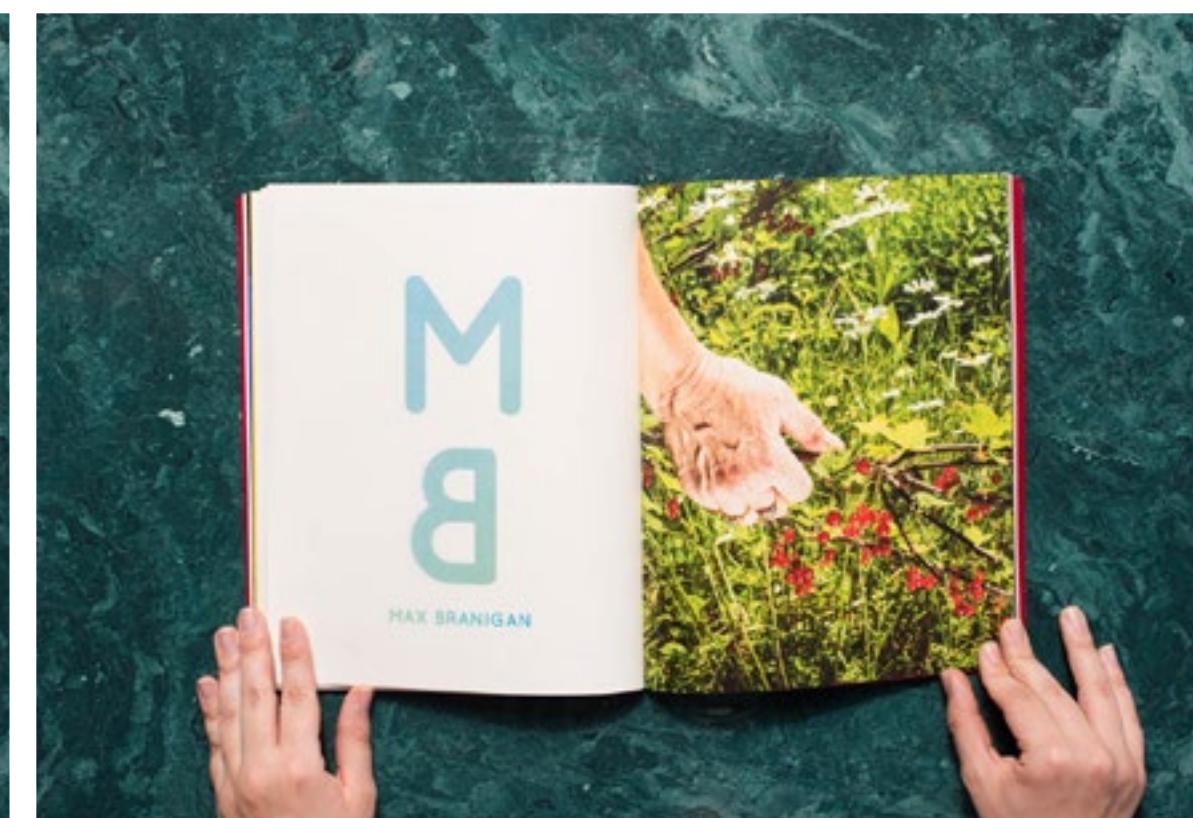


Mystery Meat

Mystery Meat Magazine is a venture I co-founded as an art book featuring artists from across the world. The final result includes 70pgs and 11 different artists given their own series of pages, showcasing their work and creating an overall dialogue for the zine.

art direction
layout design
branding





RUNA Evergreen

The same company mentioned earlier was beginning to revamp their entire marketing strategy as well. They needed a plethora of print assets including shelf-talkers, tshirts, van wraps, tents, barrel coolers, and so much more.

art direction
layout design
branding

In-store

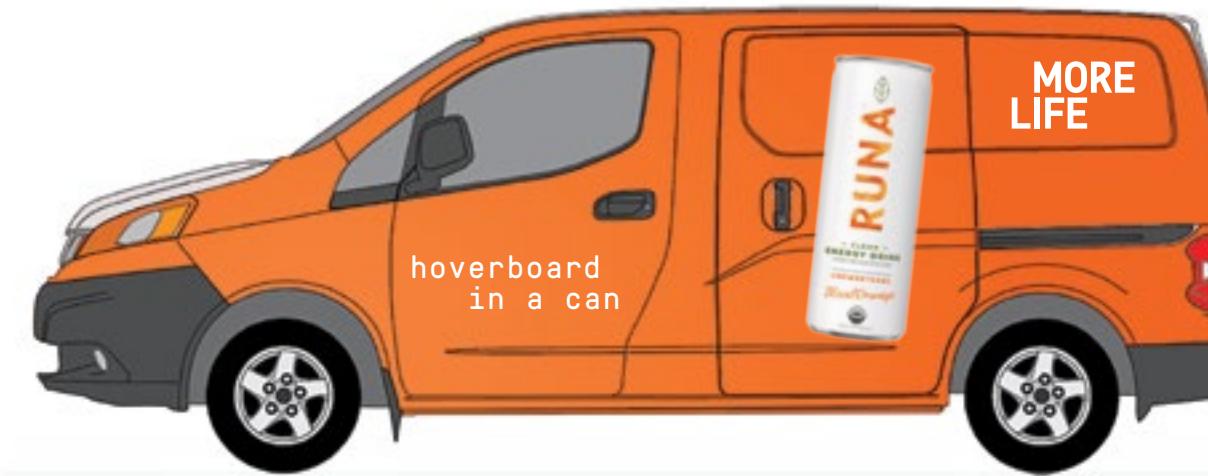


Shown here is a shelf-talker for the brand's in-store launch.

Apparel



Vehicle Wraps



Apparel was designed to be used in consumer promotional events and for the RUNA staff.

Out-of-home advertising was an important push for this emerging brand to get their name out.

photography

architecture • still life • retouching

Architecture

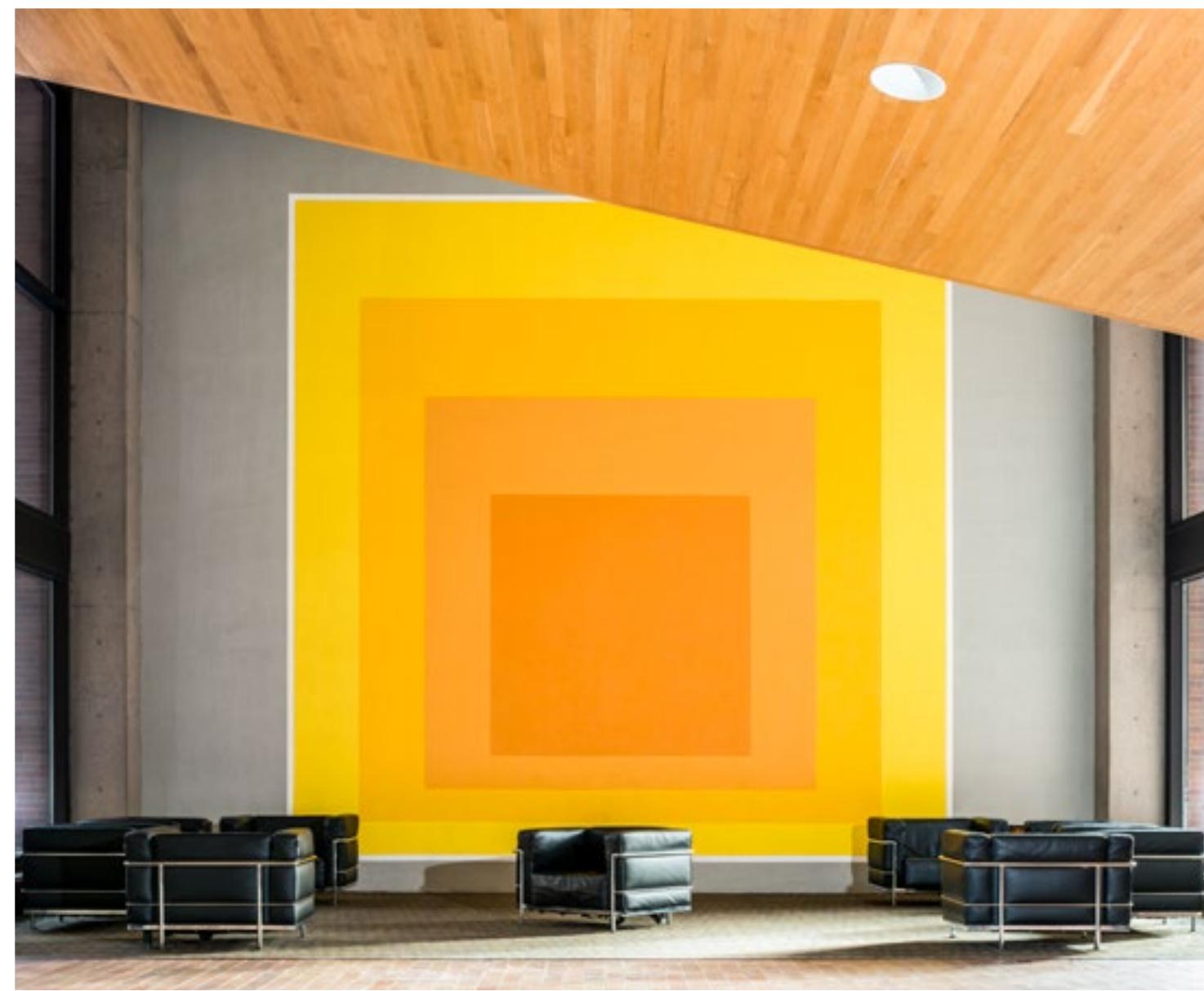
What I enjoy most about interior and architectural photography is the ability of a space to translate a message. Whether it be a gallery or retail space, the way a building is developed, and the way that result is photographed provide important insight into an establishment's goal.

[interiors](#)

[exteriors](#)

[retouching](#)



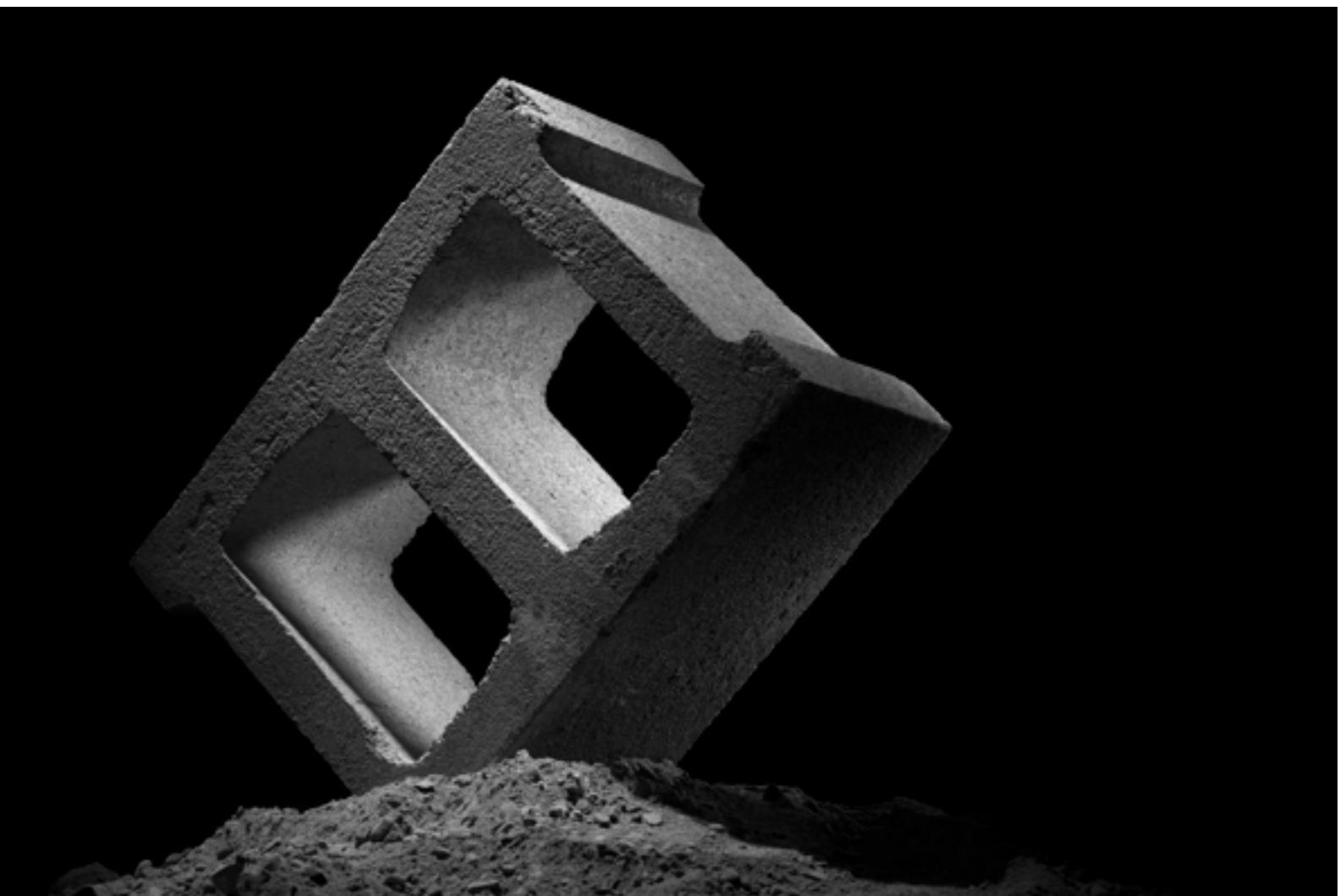


Still Life

Still life offers an unparalleled attention to detail within the image. I take my time, properly lighting and styling the scene to give the product, editorial concept, or insta post its proper representation.

product
editorial
social

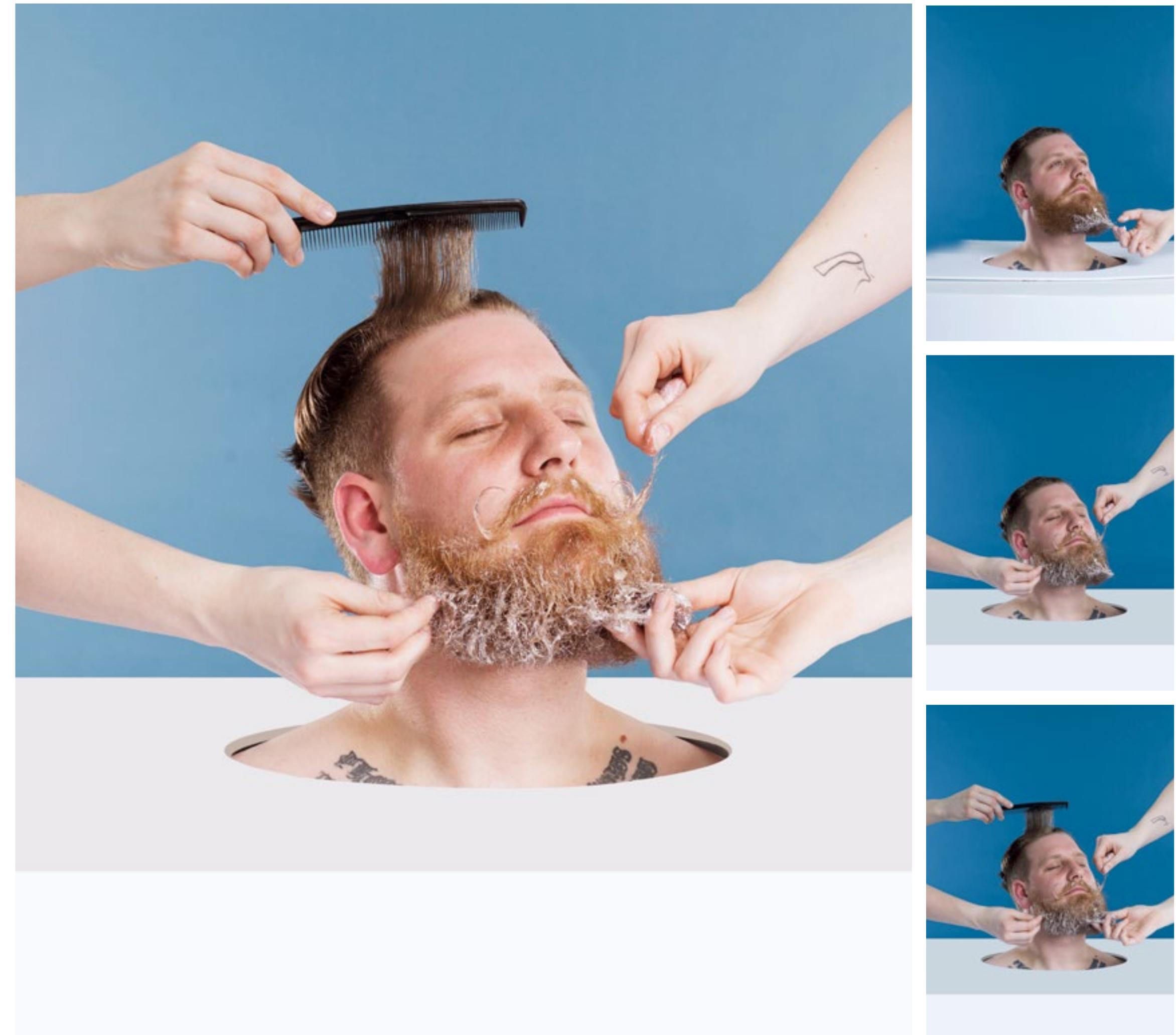


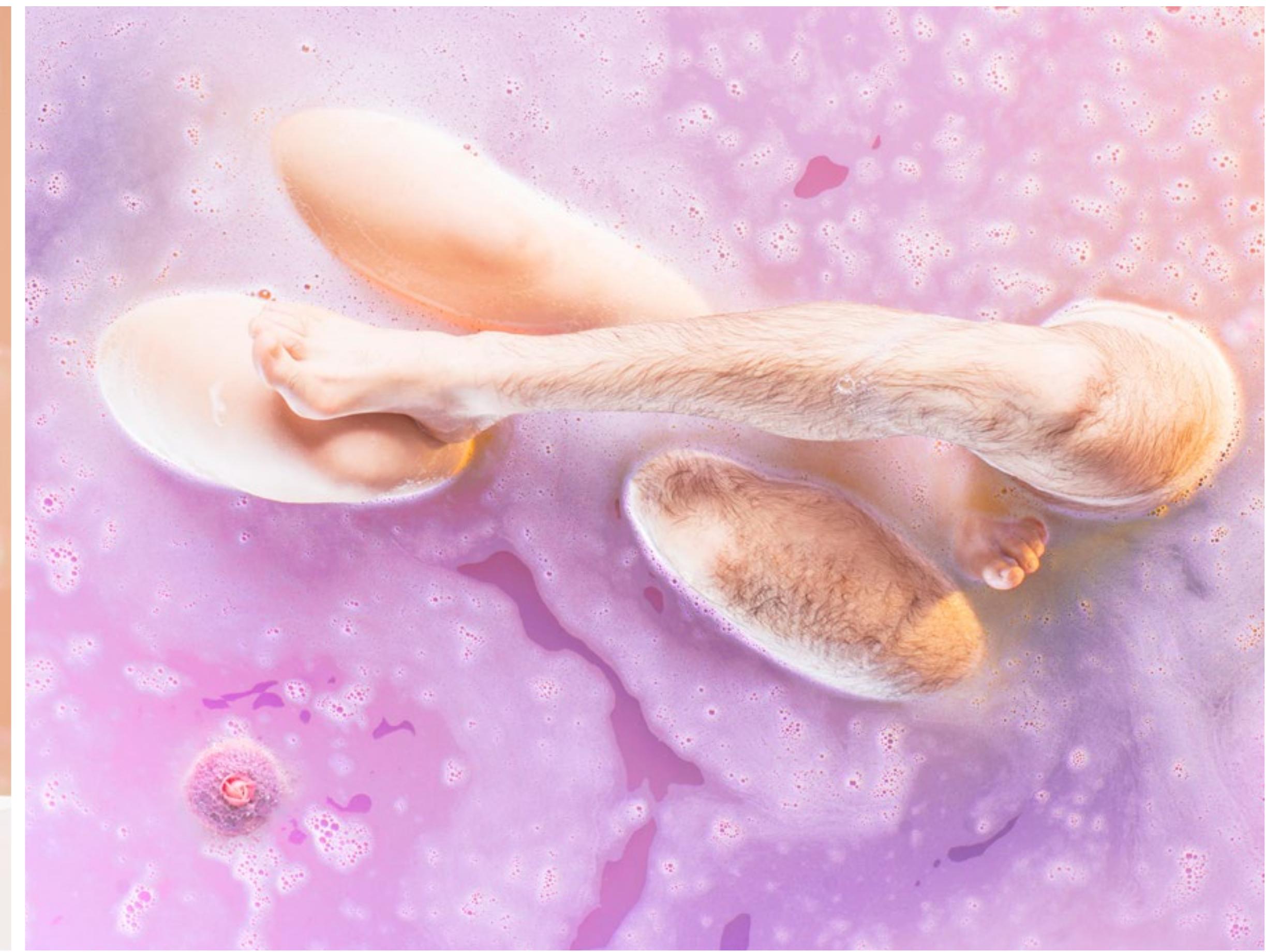


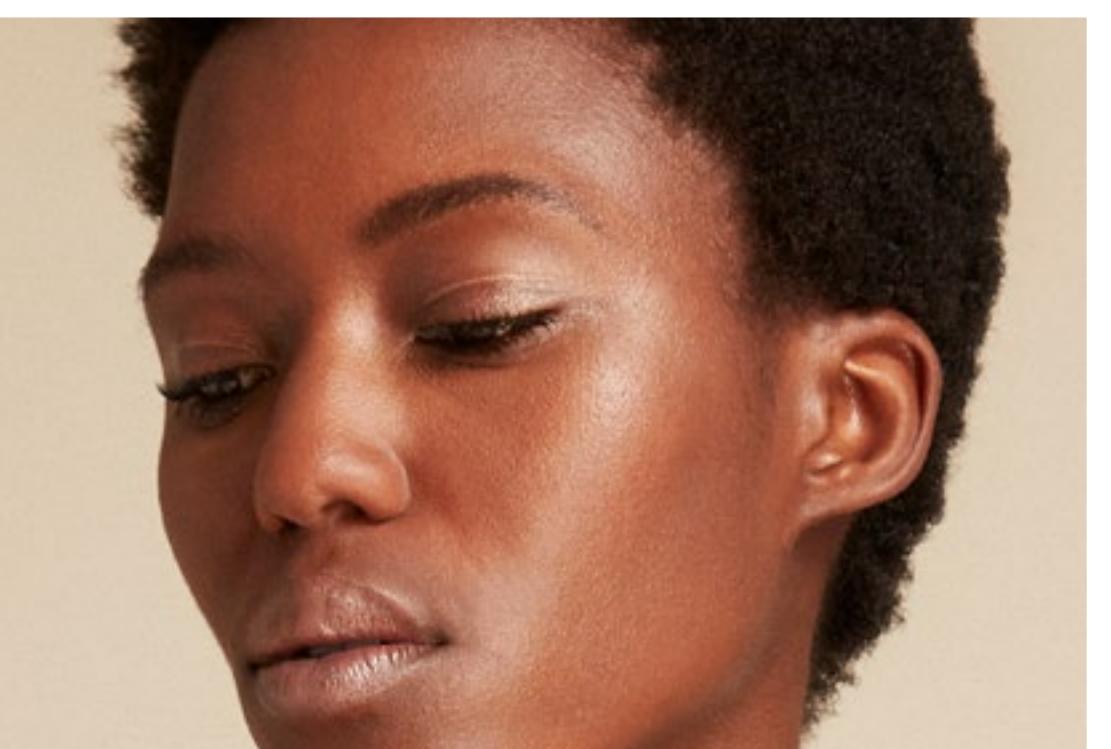
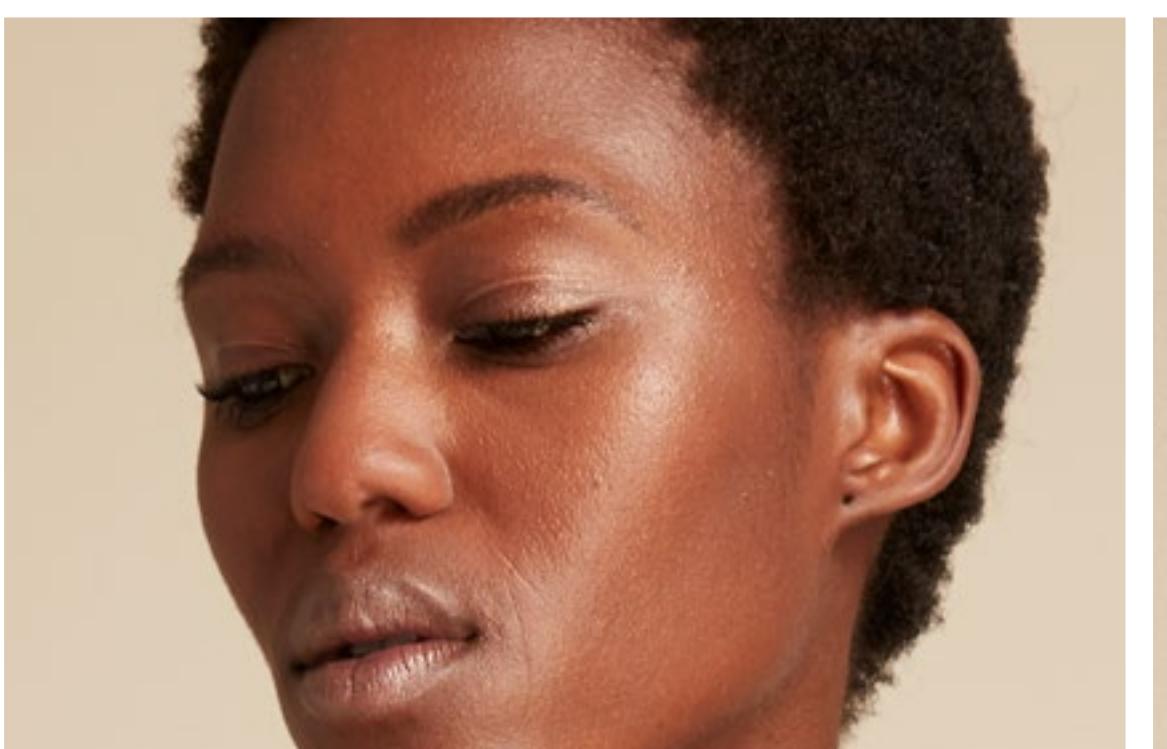
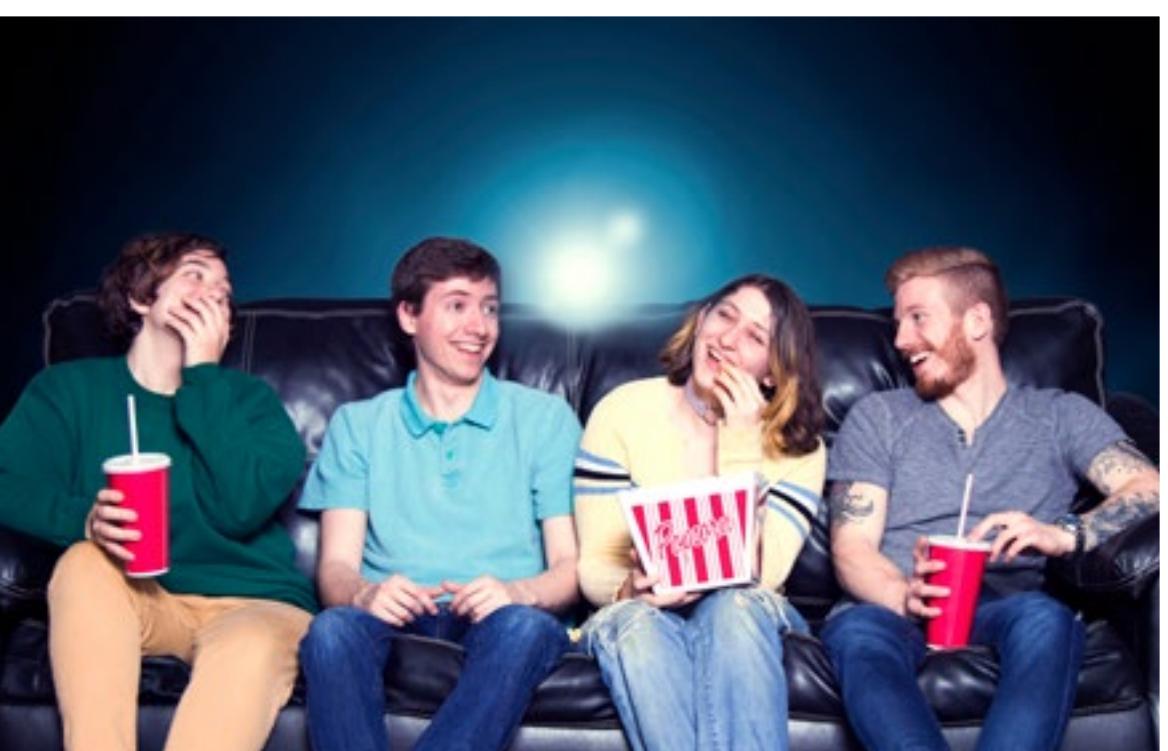
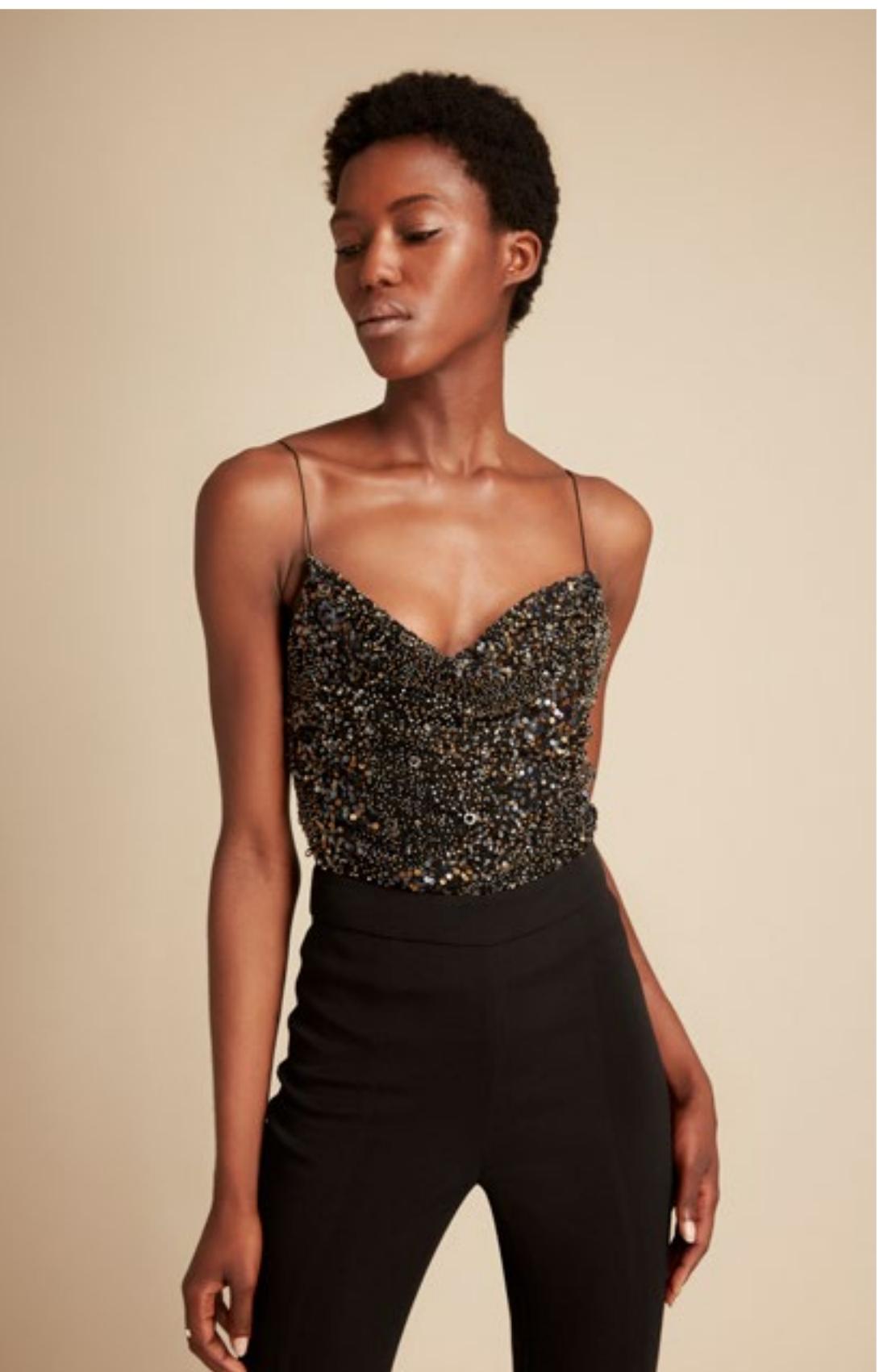
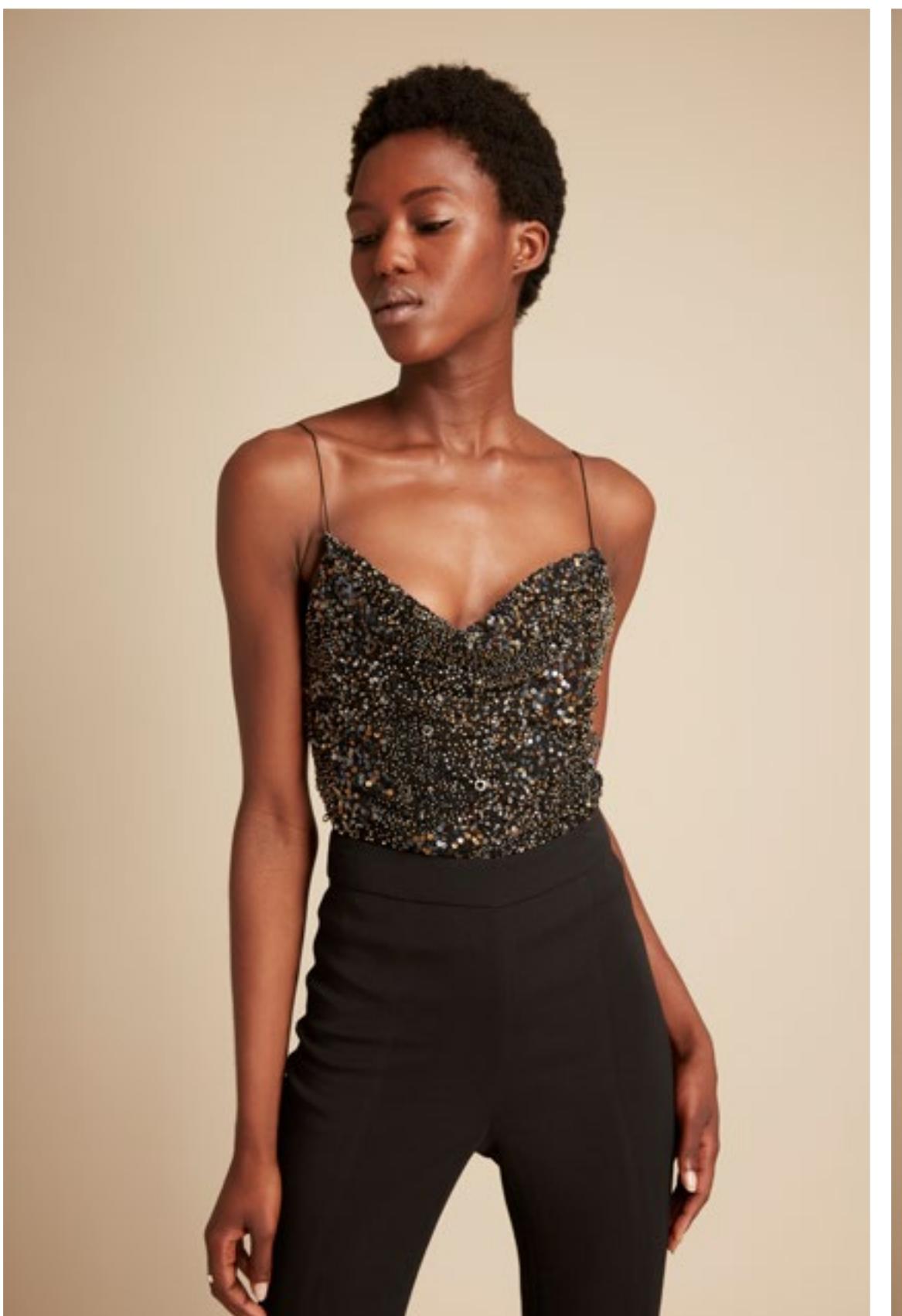
Retouching

Proper retouching of commercial imagery is so important to the final image's impact. For products, heavy composite work creates a story and brings the object to life. For people, retouching conveys the idealized vision we see the world in naturally. For me, it is not a tool of deception but rather a tool of clarity.

photo retouching
color correction







art direction

exhibition • publication • branding

Glad to be Wrong

Glad to be Wrong was the final exhibition for the 2017 Fine Art Photography Seniors. Comprised of 13 students, the design needed to speak to several different aesthetics. Rather than play it safe, I chose to really push an unconventional design. The end result is a free-form design that can mold to whatever container it's placed in.

exhibition
typography
branding



Colors



WRONG YELLOW
PANTONE 7548 C
C0 M23 Y100 K0
R255 G199 B0



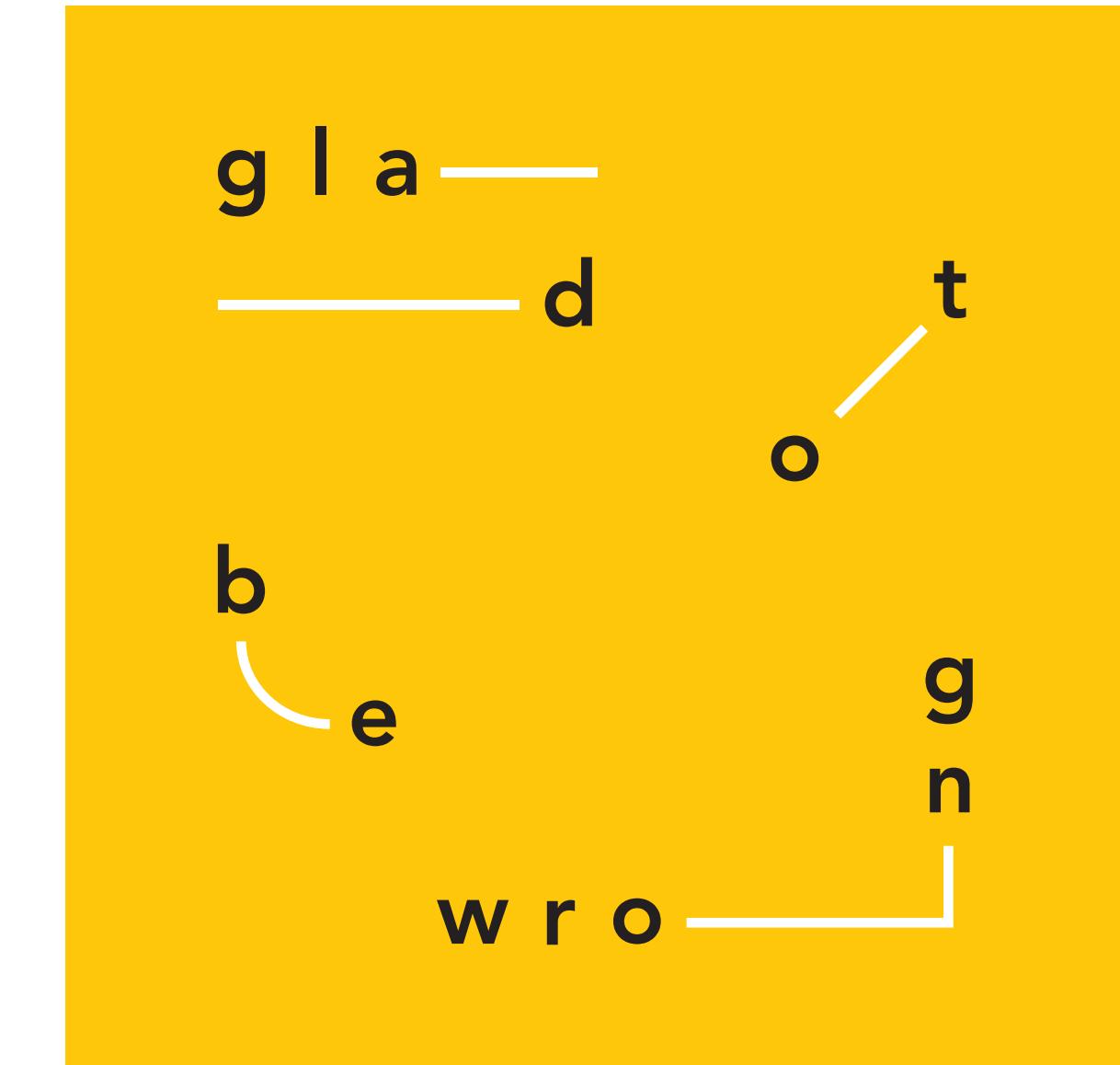
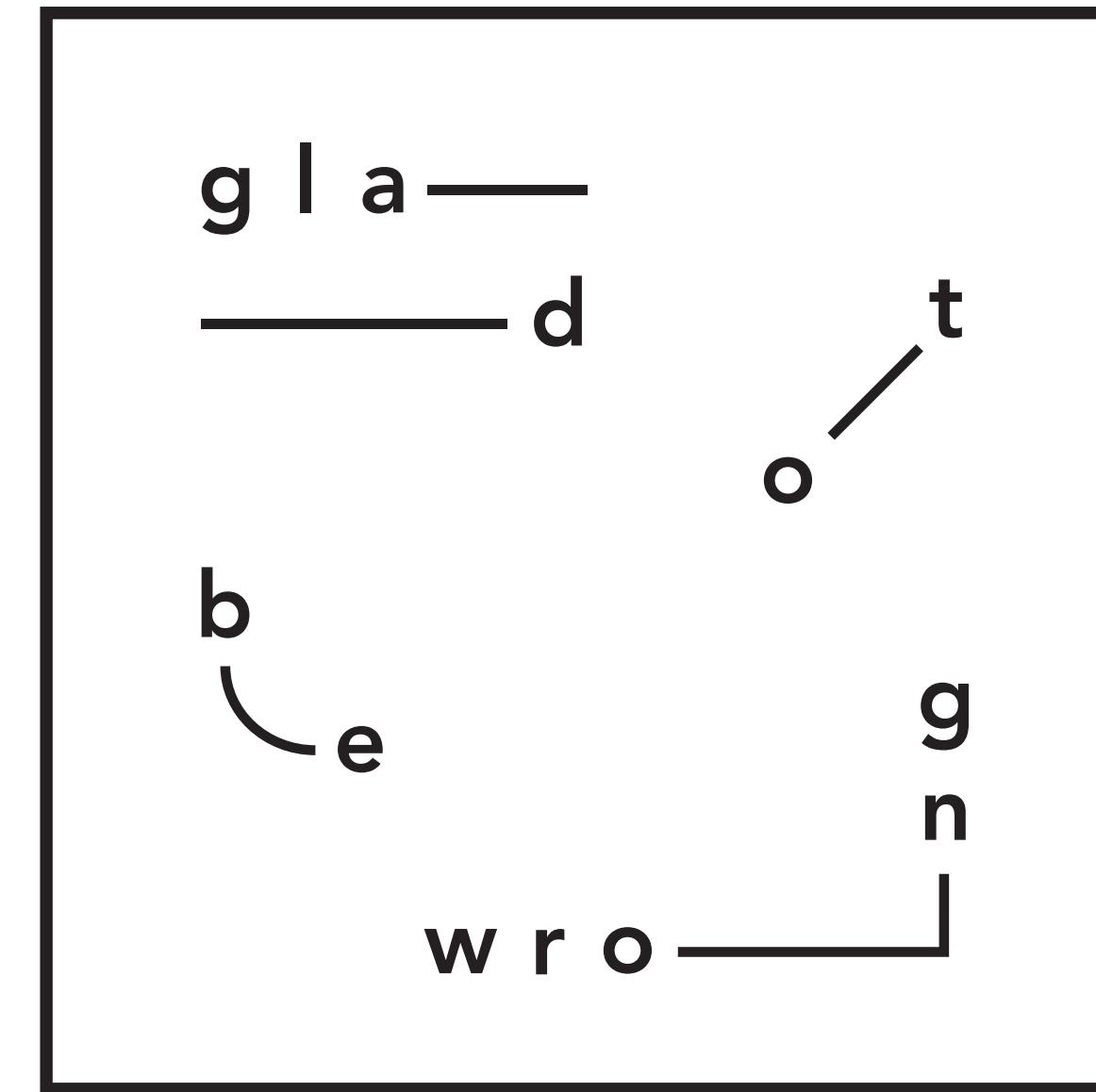
GLAD BLACK
C70 M69 Y63 K73
R35 G31 B33

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
AVENIR MEDIUM

Logos and Design Language



The logo was not used in the traditional sense. It was a guide for the free-form language of this exhibition's design. Meant to be played around with, the typography interacts with itself via the vehicle of line. Derived from the name, words should be presented "incorrectly", just short of unreadable, broken.

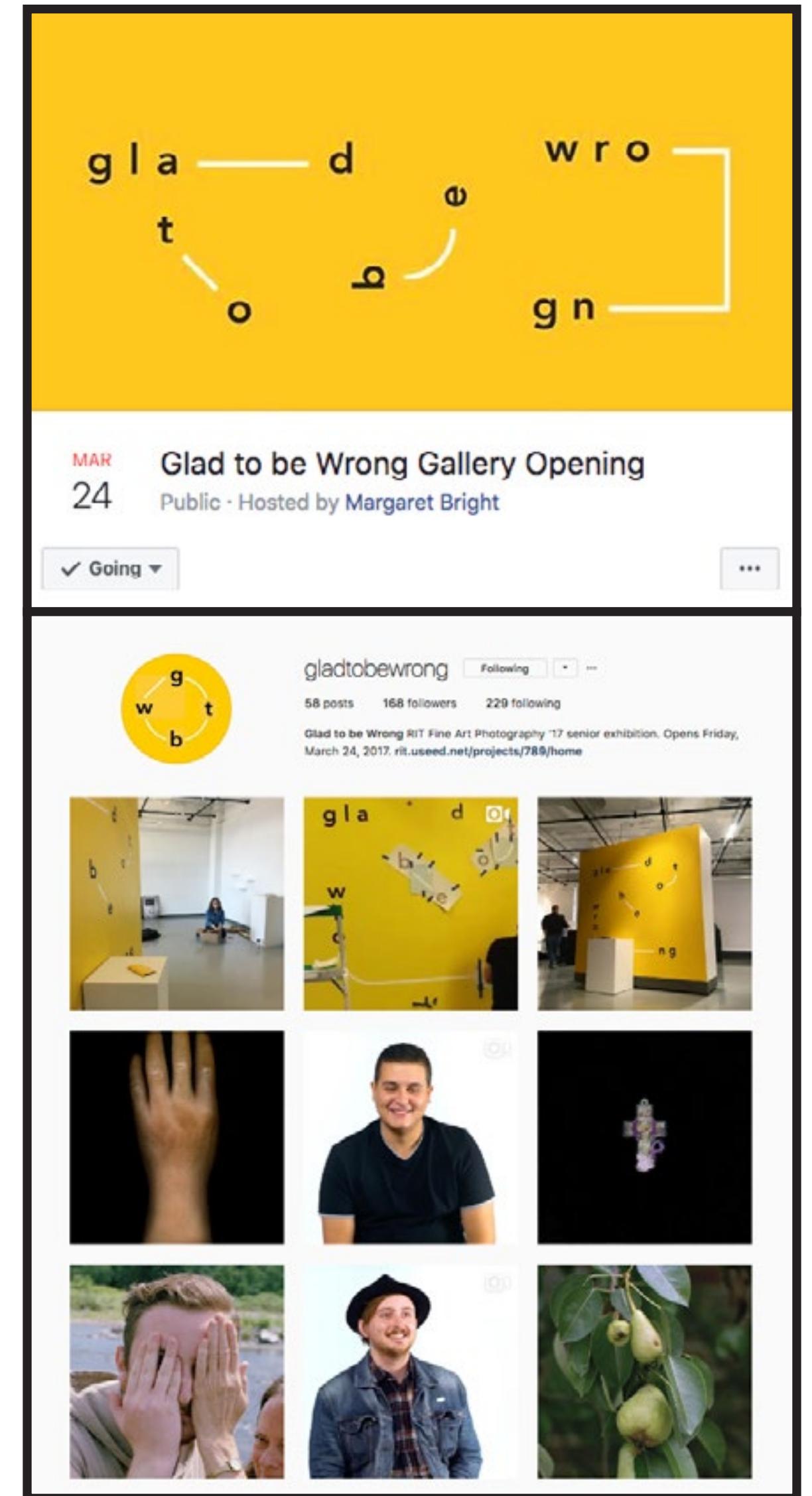
Exhibition Catalog



Print Promotion



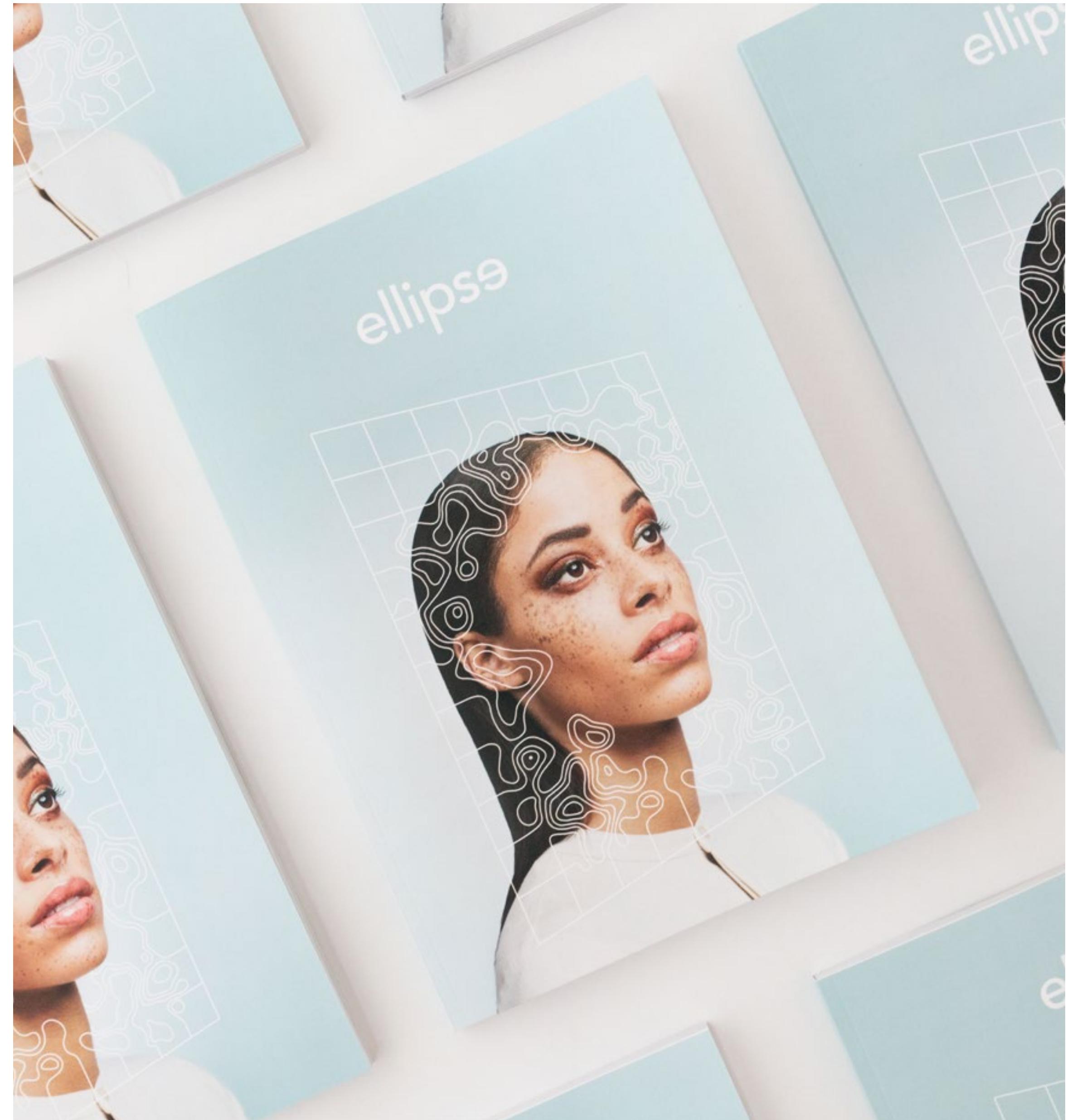
Social Media



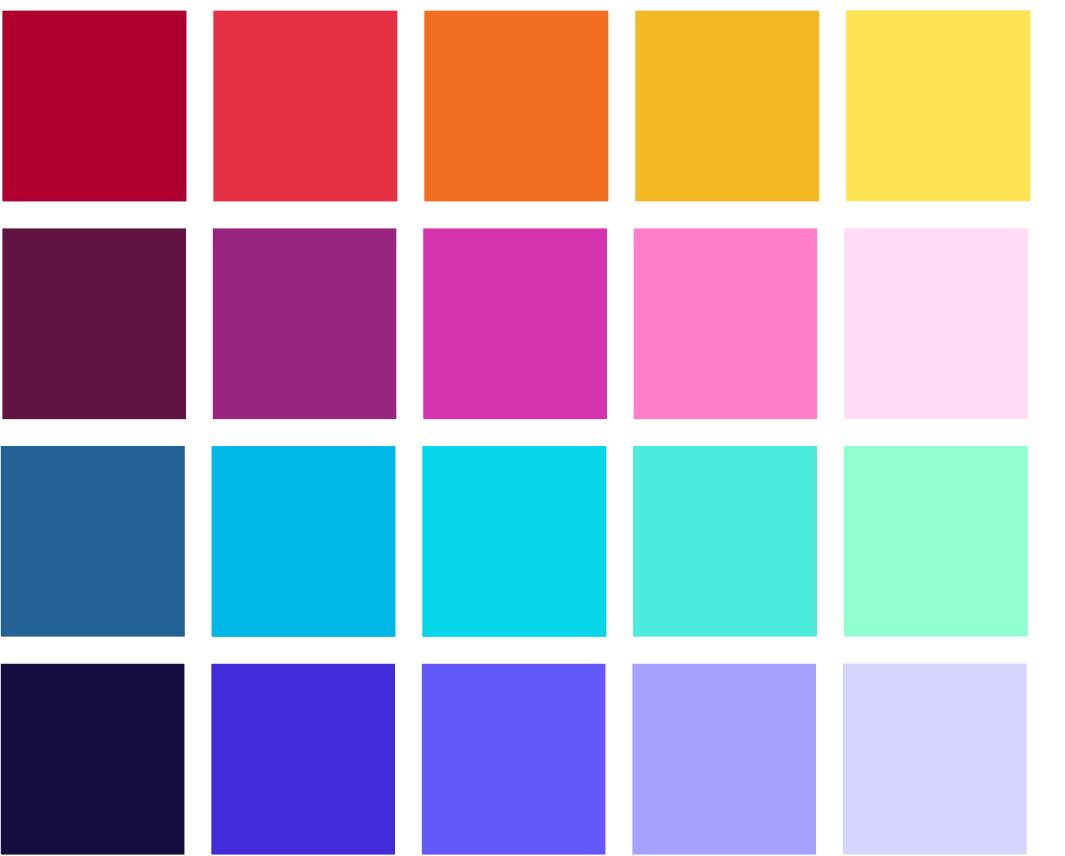
ellipse

Ellipse Magazine was one of the most difficult projects I led. Composed of 30 students, my team had 30 days to create, design, and produce a brand new magazine. The Co-Art Director and I were tasked with creating an entirely new brand and supervising our team as they worked to build design and photography assets. The end result is a 100 page magazine that speaks to the future of our generation.

editorial management
publication design
branding



Colors (suggested tints and shades)



Fonts

AVENIR BLACK

AVENIR BLACK OBLIQUE

AVENIR HEAVY

AVENIR HEAVY OBLIQUE

AVENIR MEDIUM

AVENIR MEDIUM OBLIQUE

AVENIR ROMAN

AVENIR ROMAN OBLIQUE

AVENIR BOOK

AVENIR BOOK OBLIQUE

AVENIR LIGHT

AVENIR LIGHT OBLIQUE

ABCDEFGHIJKLMNPQRSTUVWXYZ

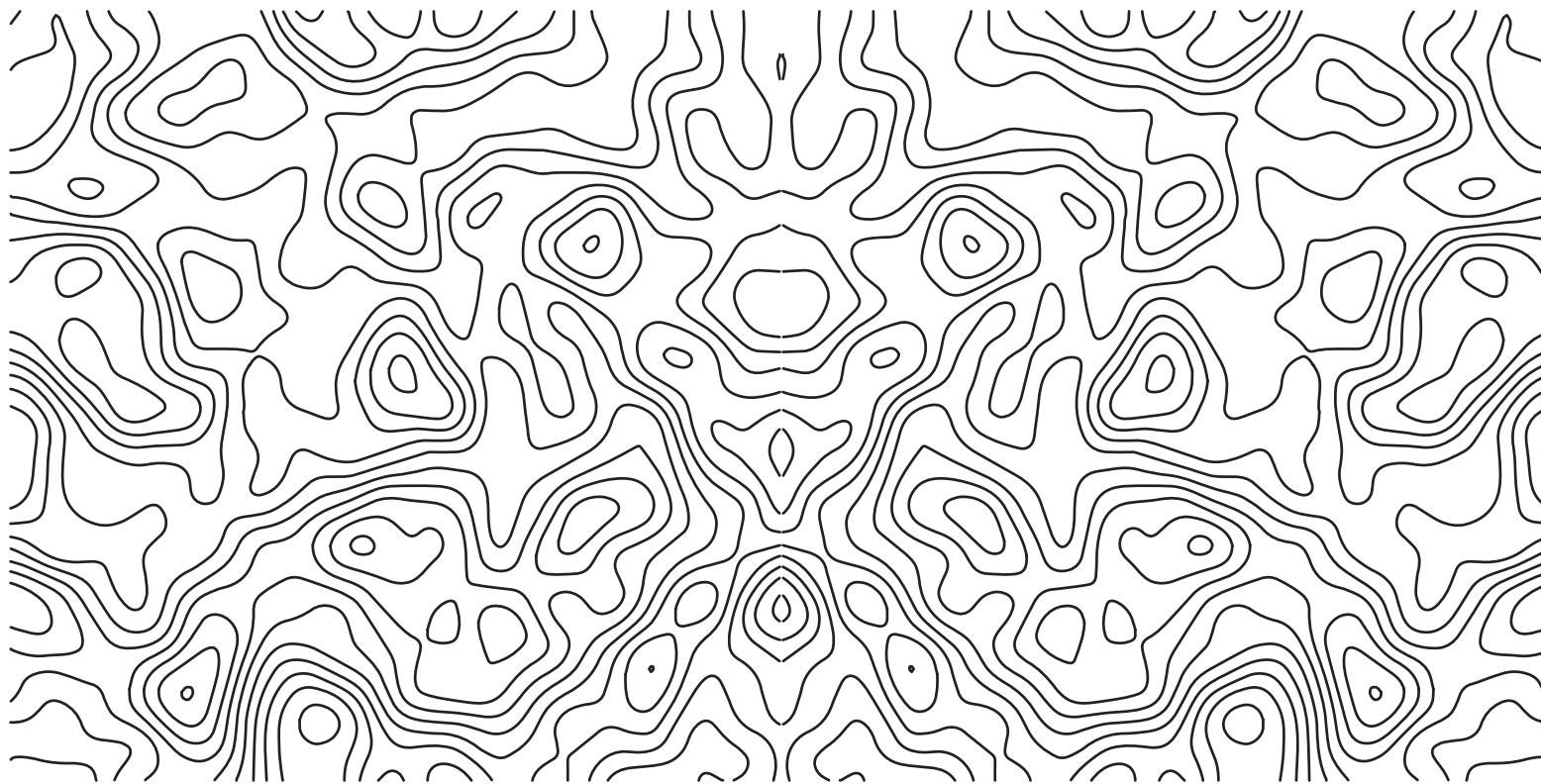
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Adobe Caslon Pro

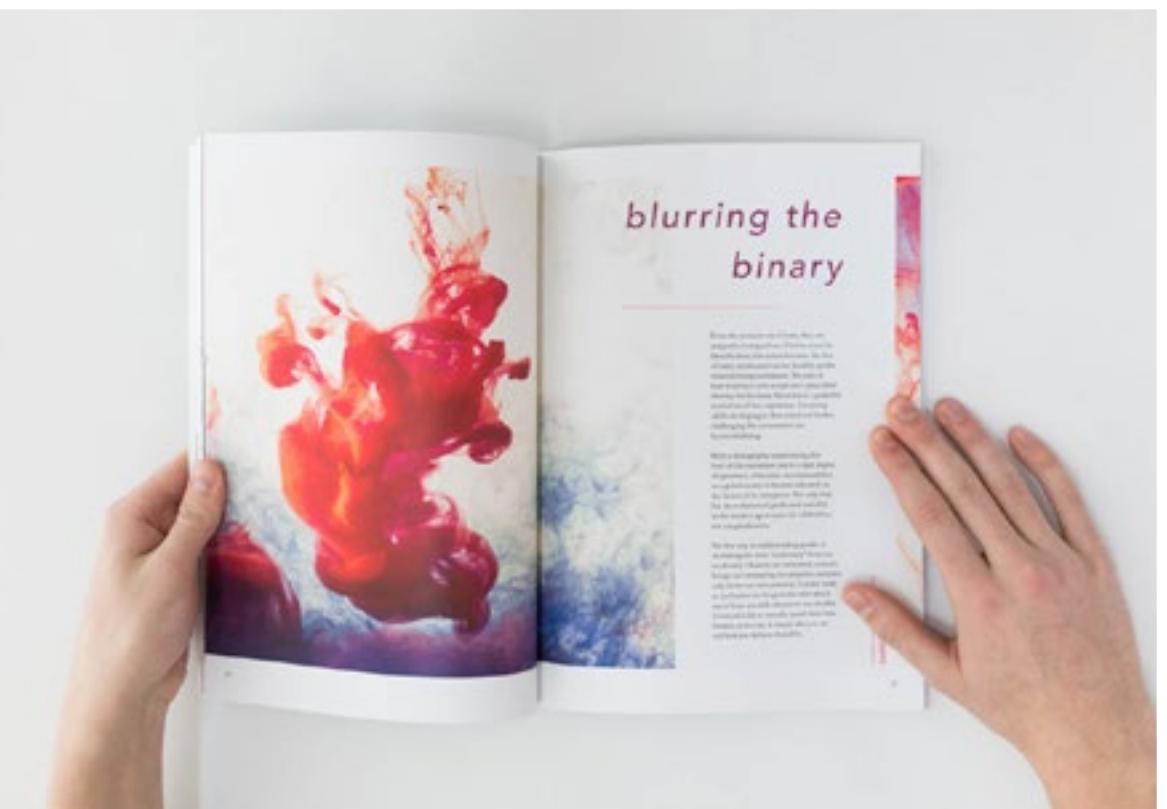
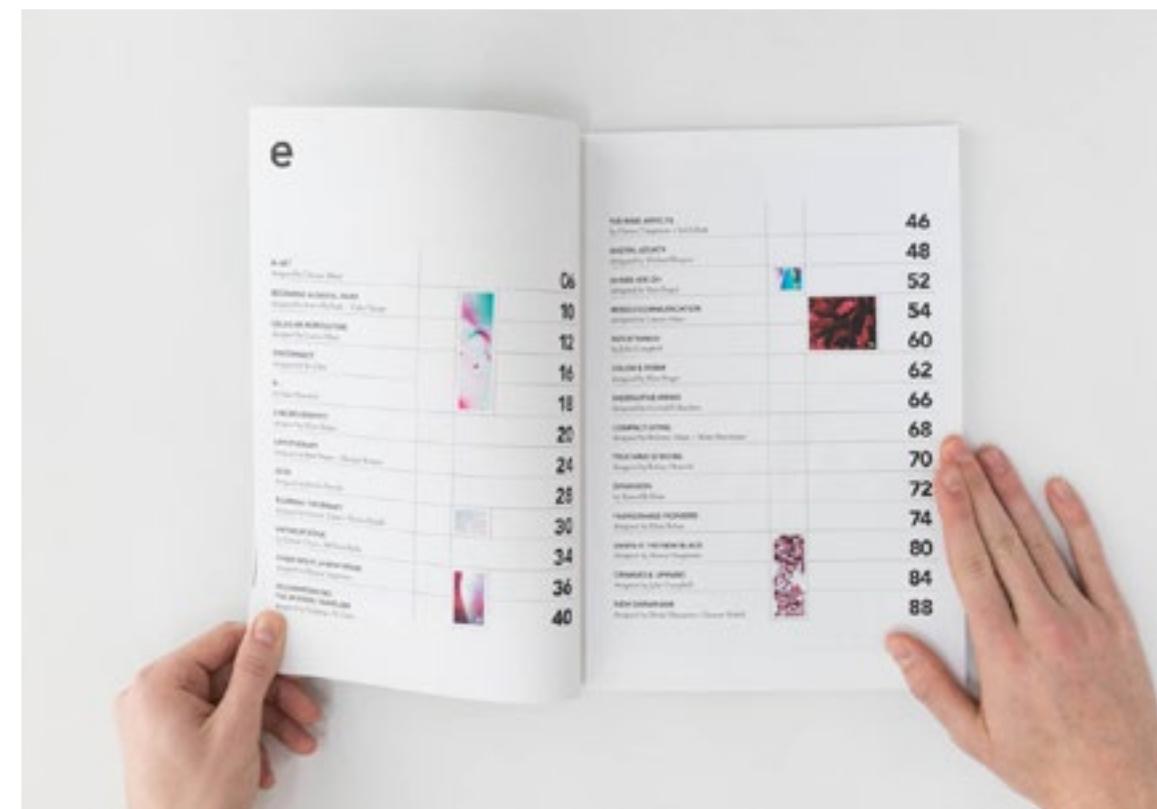
Body Text

Logo and Design Language

ellipse



The logo is based off of the Avenir typeface, with the manipulation of the backwards "e". A simple change that introduces the possibility of the unfamiliar within the magazine. Throughout the publication, these terrain-like graphics also support the idea of a "new wave".

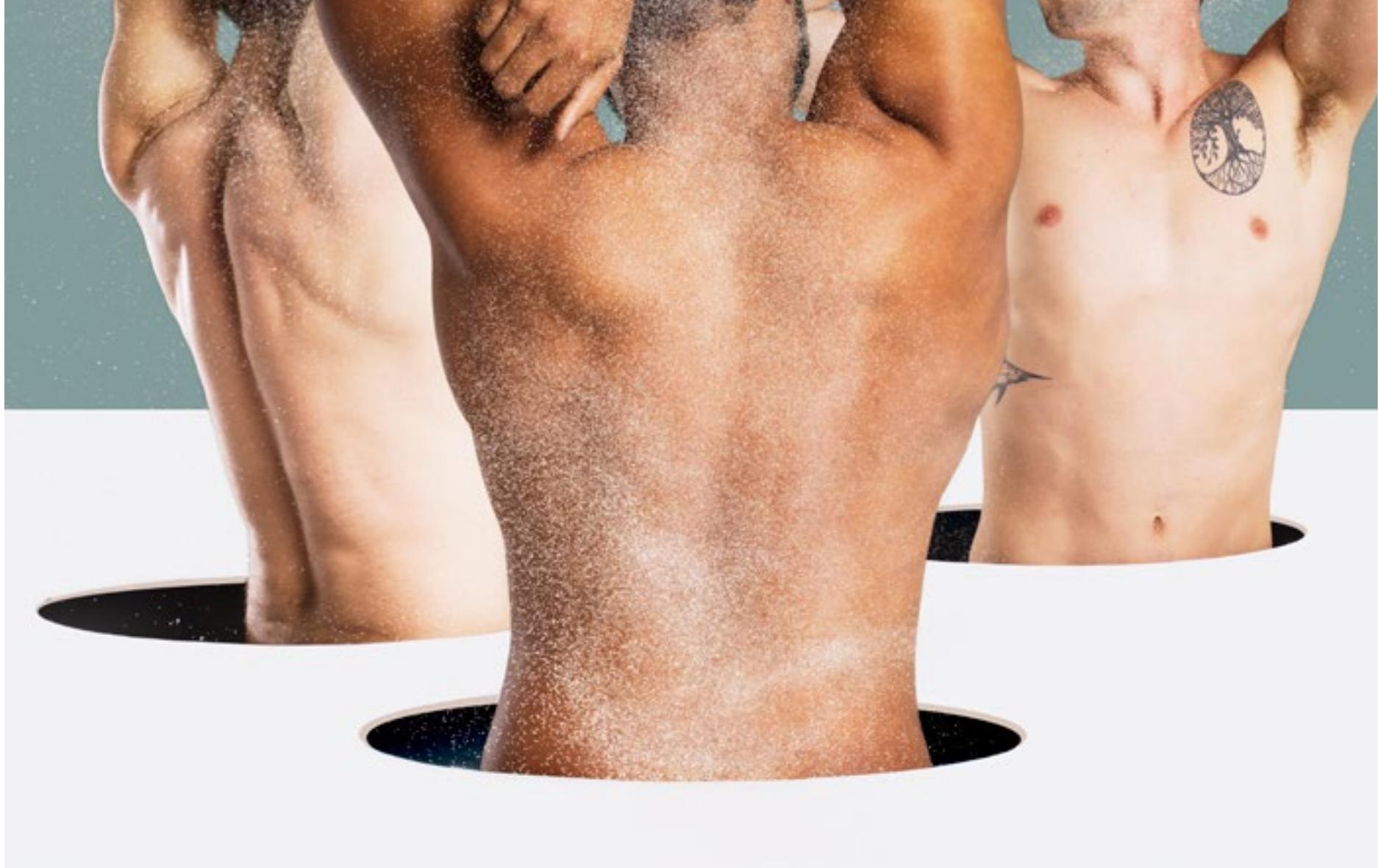
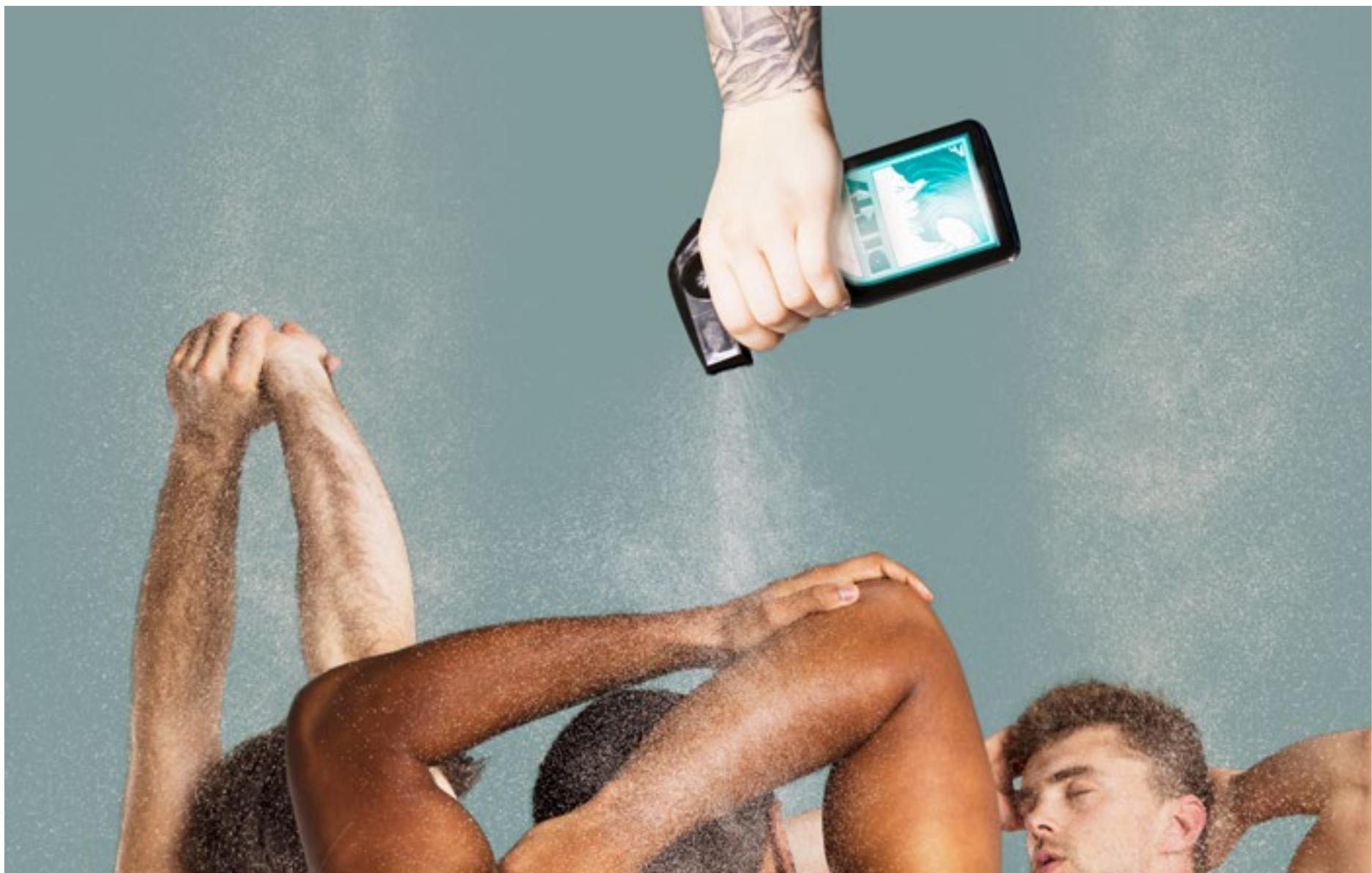


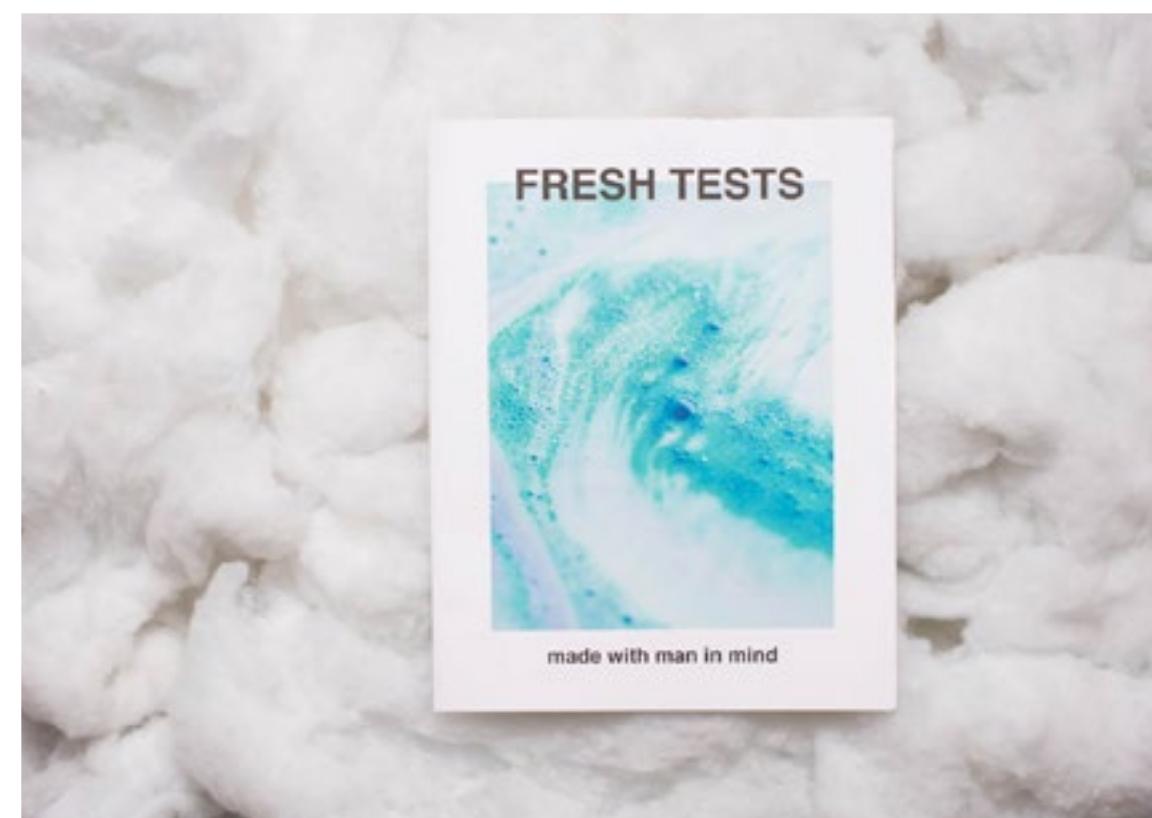
LUSH

The LUSH Concept came from lack of male-directed marketing within the company. Additionally, LUSH geared its aesthetic towards a bespoke, wholesome direction and my team and I wanted to "test the waters" for a high-production, heavily art directed approach to the products.

e-commerce production
photo styling
retouching and composite







thank you

garrettchase.com