

DESIGN

PORTFOLIO

H

HOFFMAN

Media Design 2023

Delaney Hoffman

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“There will always be a reason why you meet people. Either you need them to change your life or you’re the one that will change theirs.”

— Angel Flonis Harefa



# About Me

Greetings! I am a dynamic individual hailing from the picturesque town of Saint Charles, IL, and a proud graduate of St. Charles North High School. My journey has been shaped by my passion for competitive horse riding, which has taken me to various corners of the nation, alongside my dedication to women's lacrosse.

Currently, I proudly represent Baylor University as an Equestrian athlete, an experience that enriches both my personal and professional growth. Anticipating my graduation in 2025, I will pursue my major in Advertising with a complementary business minor, aiming to meld creativity and strategic thinking.

A few key qualities can encapsulate my approach to life. I am an unwaveringly hard worker, constantly striving for excellence in everything I undertake. A natural people person, I revel in connecting with others and thrive in collaborative environments. As a dedicated problem solver, I relish challenges and approach them with a solutions-oriented mindset.

My journey thus far has afforded me a diverse range of experiences, providing me with a multifaceted skill set. Notably, I was honored to receive the esteemed Work Horse Award in 2023, a testament to my unyielding work ethic and dedication. Beyond the arena, I have been recognized as a Four-time Baylor Athletic Academic Champion, my commitment to academic excellence alongside my athletic pursuits. Furthermore, I have contributed over 36 hours of community service, emphasizing the importance of giving back to the community that supports us.

As I embark on this professional journey, I am excited to leverage my unique blend of skills, experiences, and unwavering determination to make a meaningful impact on everyone around me. With a vision fueled by creativity, tempered by business acumen, and grounded in a passion for connecting with people, I am poised to rise to new heights in pursuit of my goals.

## CONTACT



630-864-7713



Delaneyehoffman@gmail.com



Waco, Texas





# DELANEY HOFFMAN

## DESIGN

### CONTACT

-  630-864-7713
-  Delaneyehoffman@gmail.com
-  Waco, Texas

### EDUCATION

#### UNDER GRAD

Baylor University  
**2021-2025**

GPA 3.0  
Major: Public Relations and Journalism  
Minor: Business

#### AWARDS

- Work Horse Award
- Four Time Academic champion
- Over 36 hours of community service

#### HIGH SCHOOL

**2018-2021**

Saint Charles North High School

### SKILLS

Marketing  
Project Management  
Budget Planning  
Social Media Management  
Advertisement  
Event Planning  
Livestock Management

### LEADERSHIP STYLE

Confident  
Forward thinking  
Accountable  
Creative  
Self- Awareness

### COMMUNICATION STYLE

Outwork thinking  
People person

### EXPERIENCE

#### KINVARRA FARM

Barn Manager/ Show Groom

**August 2018- August 2022**

- Managing 20+ top level show horses care
- Preparing each horse to go in the show ring
- Medication management

#### MED PRO MOBILE IMAGING

Receptionist

**July 2022- July 2022**

- Answering phones
- Managing schedules
- Faxing

#### SOCIAL MEDIA MANAGING & CONTENT CREATION

**Summer of 2023**

- Creating reels and post
- Scheduling content

### REFERENCES

Janet Sassmannshausen- Kinvarra Farm  
Robin Hoffman- Med Pro Mobile Imaging  
Cassie Maxwell- Baylor Equestrian Head Coach

# Concert Advertisement Package

Based on my poster of the country singer Zach Bryan. He has very minimalistic taste, which I tried to follow all the way through. The colors were chosen and carried throughout all the designs. He was in the Navy and gives thanks to everyone who served time for our country. In his content, these colors are used frequently.

## Digital

300 pixels wide x 600 pixels tall

Quick, simple, easy to look at. The cowboy hat from above is carried over to this online advertisement, along with the artist's name and tour, being able to put the tour dates for our area.

970 pixels wide x 250 pixels tall



# Print

4.9 inches wide x 10 inches tall

Following through with the minimalistic theme and the outline of him at the end of the page. While also displaying the tour name and all the dates.



# Poster

11inches x 17 inches



The red, white, and blue color theme is used with an outline of him leaning against the end of the page and the guitar to include the featured artist on this tour. Bryan sings Country Folk, which I brought in with a more rustic, worn out font, drawing the eye to his name and the tour.



# Magazine Cover

The inspiration for this magazine was to showcase all of the great things the city of Chicago has to offer. It touches on bars, brunch, trendy places to stop by, and much more.



My thought process behind this cover was to bring in the vibrant orange from the boat. While also using the dark water color to my advantage. Showcasing the beautiful skyline of Chicago.

# Magazine Spread

I pulled the orange from the boat on the cover onto the table of contents, sketching the Chicago-style line for the headlines to branch off. I collaged some photos of Chicago's local restaurants and scenery on the right side of the spread to highlight a few places it has to offer.

## TABLE OF

TRENDY BUT EVEN MORE DELICIOUS....

Page 3

UNDERGROUND BARS....

Page 5

THE BEST BRUNCH IN TOWN....

Page 7

SUBWAY TIPS....

Page 9

THE DUES AND DON' TS FOR CITY DINNER...

Page 11

## C O N T E N T S





# Magazine Spread

Scoobie's is a trendy and delicious place to stop for a bite to eat. I wanted to keep the page fun by adding a checkerboard pattern on each corner found on the restaurant's ceiling.

## TRENDY BUT EVEN MORE DELICIOUS

### HIDDEN GEMS OUTSIDE THE CITY

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Chicago Review  
Page 4



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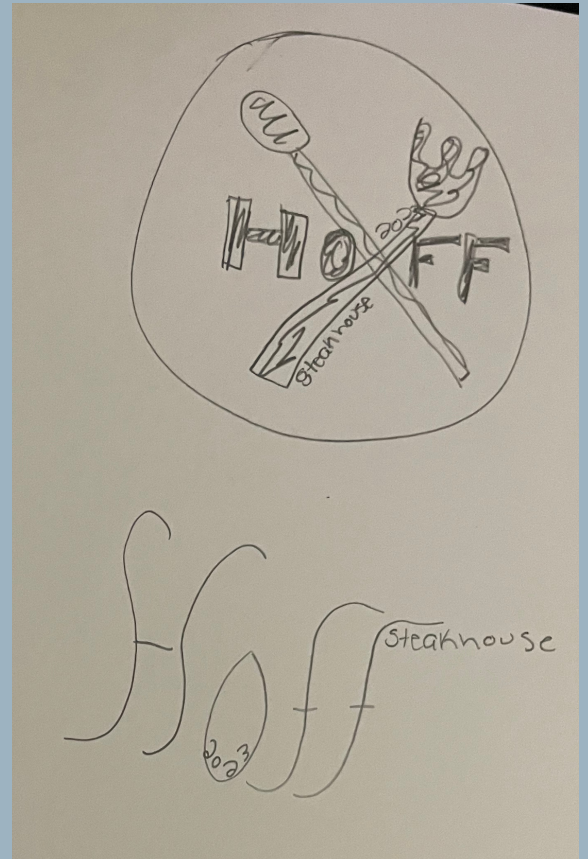
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Chicago Review  
Page 5

The photo on the left page of the spread (page 4) was taken by me.

# Logo Creation

When I was sketching these logos I was thinking clean, sleek, crisp, for a steak house. Throughout the sketches, you can see that I was trying to give the steakhouse name dimension while still looking clean-cut. I drew a few vertical and horizontal each to try and achieve that look.



**HOFF**  
STEAKHOUSE

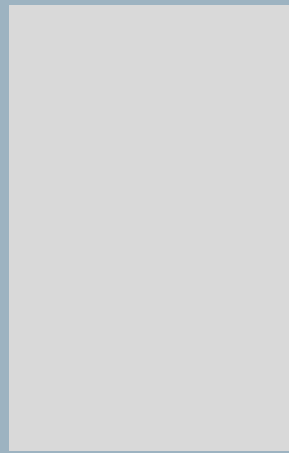
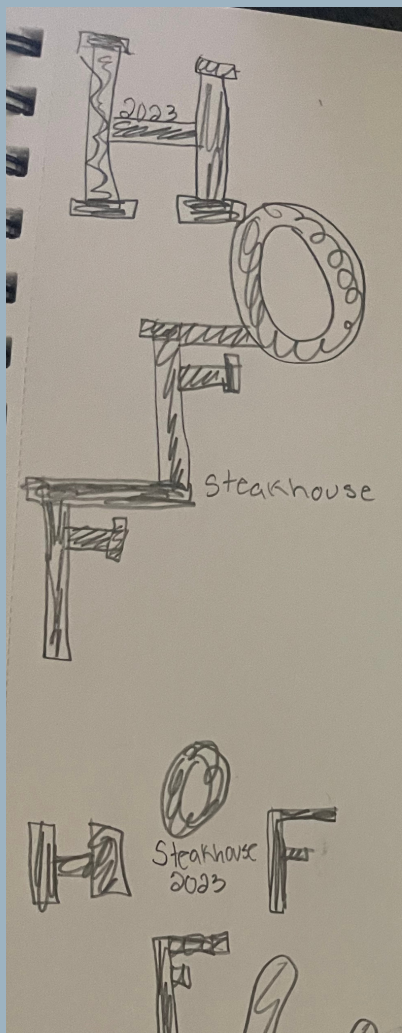


*HOFF* ESTD 2023  
STEAKHOUSE





# Logo Creation



# Premiere Rotating Advertising

468 pixels x 200 pixels



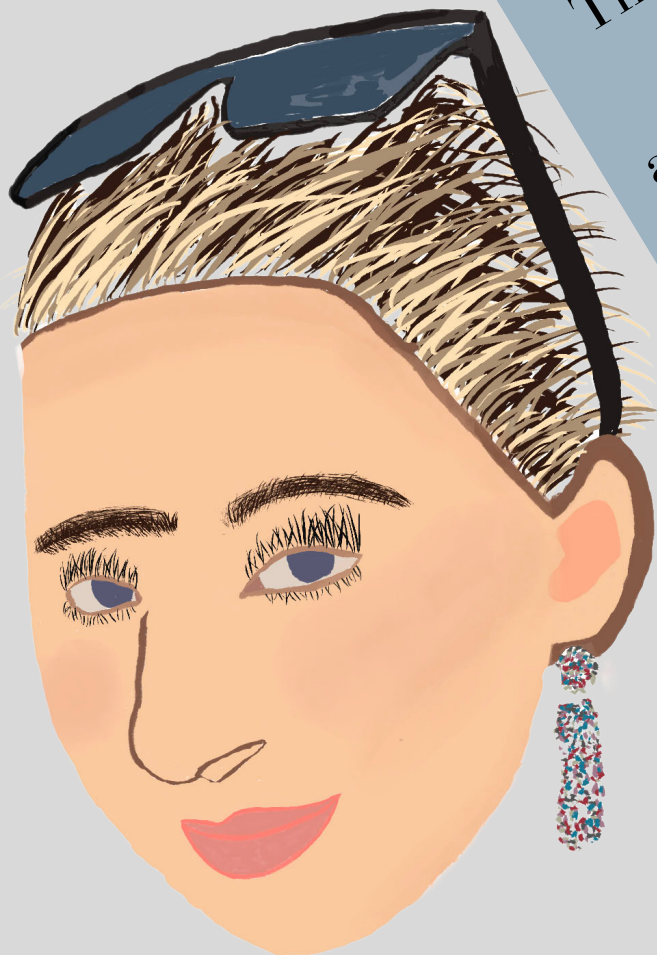
This rotating advertisement was made to get more subscribers to the Baylor Lariat TV News YouTube channel. By informing the people via email about all they have to offer. Below is a shot-by-shot of the advertisement.

# Rotating Advertising





# Adobe Photoshop Selfie



This was an Adobe Photoshop assignment for class, find a self of yourself and recreate it using only Photoshop. My main focus was on the coloring in the earrings and the browns used to recreate the highlights in my hair.

# Brochure

Following the crisp, clean lines from the logo in this trifold steakhouse brochure. The orange or any color you want to add in for a pop of color keeps the reader's eyes focused on the great things they have to offer.



11" x 8.5" with a 1/8 in bleed, CMYK and 300 dpi



Thank you for taking the time to look through my portfolio. Please contact me with any questions.

## **C O N T A C T**



630-864-7713



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Waco, Texas