



SARAH
WICKENHAUSER

**GRAPHIC DESIGN
PORTFOLIO**

www.sarahwickenhauser.com
sarahwickenhauser@gmail.com

ABOUT THE ARTIST

EDUCATION

I got my start in graphic design from a young age by building ads in Corel Draw for my family's local newspaper business. When I was 16, I even stepped up to handle all pagination of the newspaper for about a year, where I learned a lot about the layout and publishing process of print publications.

These skills came in handy when my family moved to Arizona and I began studying graphic design at Huntington University Center for Digital Media Arts in Peoria, Arizona. Though I switched to their animation program a year later, I continued to study graphic design and incorporate this knowledge into my animation projects. In May of 2021, I graduated from Huntington University summa cum laude with a Bachelor's degree in Animation.



POST-GRADUATE EXPERIENCE

*Since graduating, I have continued to make use of my graphic design education at my current job as a Marketing and Web Coordinator, where I regularly use **Adobe Photoshop, Illustrator, and InDesign** to create and update all company marketing materials, including a 200+ page product catalog, web photos for 3000+ products, advertisements, flyers, and graphics for email mass marketing.*

*In addition to digital and print media, my skill set also includes motion graphics and animation experience. I am very comfortable using **Adobe After Effects** and **Premiere Pro** to animate logos, edit videos, and composite artwork for animated or motion graphics projects. In addition to these commonly used programs, I also have experience using other animation programs such as **Adobe Character Animator, Toon Boom Harmony, Autodesk Maya, and ZBrush**.*



PHILOSOPHY

Throughout my artistic career, I have explored many areas of focus and developed a variety of skill sets reflecting my interests in visual design and storytelling. I believe storytelling does not have to be limited to written novels, though this is also a dream I am actively working towards. Not only can stories be told through artwork, whether in the form of a video or still image; I also believe that graphic design can be used to tell a story or convey a message using principles of typography, color theory, and layout. With this perspective, I have become comfortable using a variety of artistic skill sets, including animation, illustration, graphic design, and video editing - all with the intention of sharing a story and inspiring the viewer!

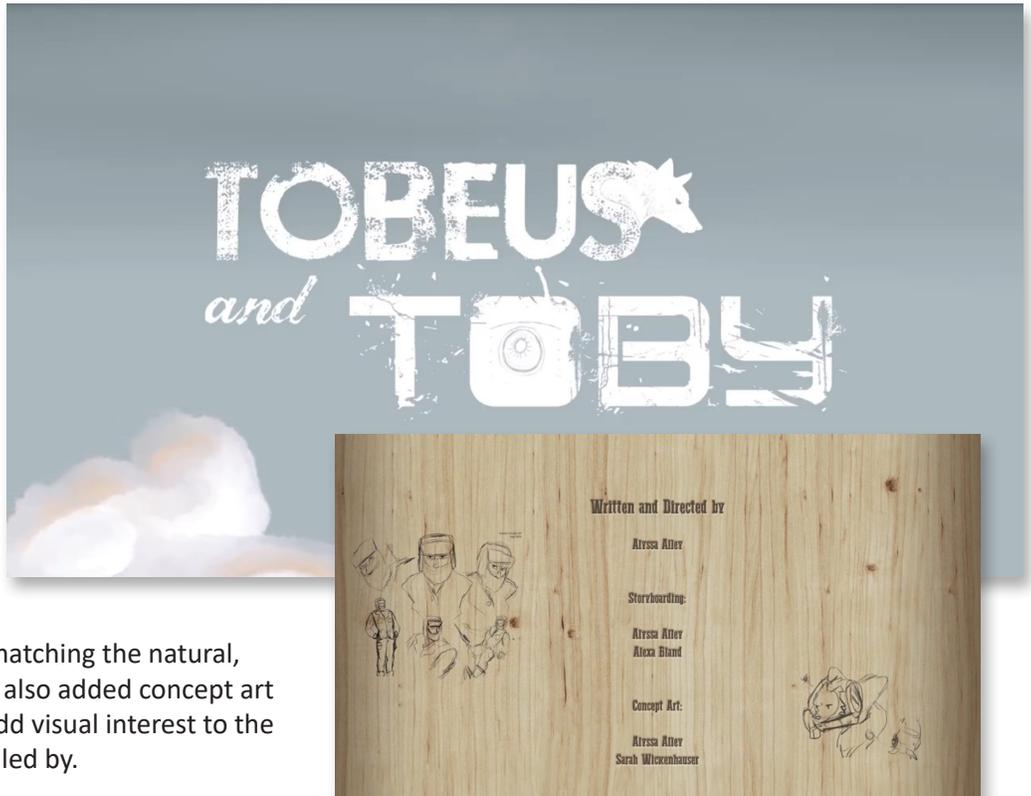
— Sarah Wickenhauser

SHORT FILM TITLE CARD AND END CREDITS DESIGN

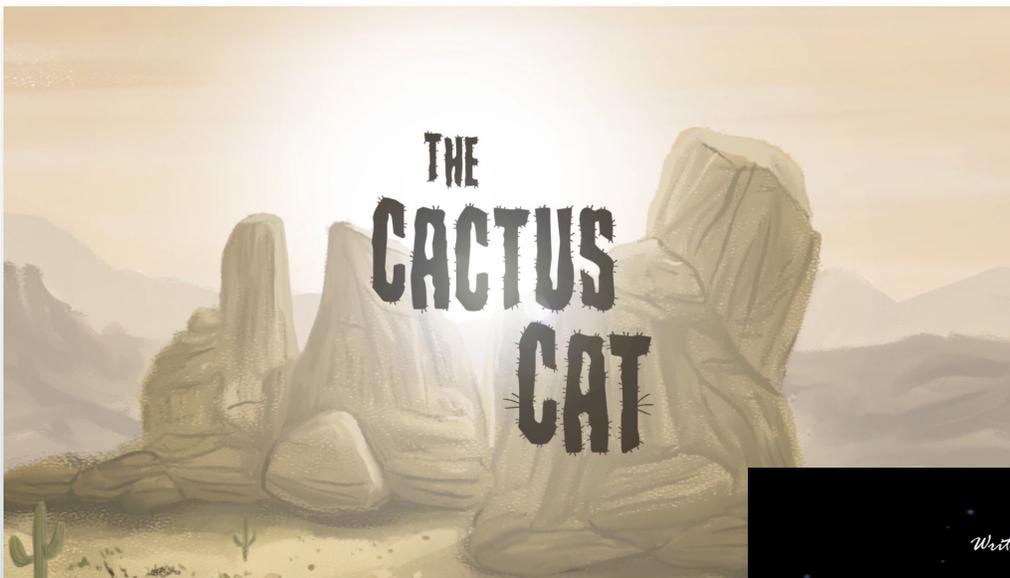
TOBEUS AND TOBY (2019)

In addition to drawing all the backgrounds and handling all the compositing and special effects for this 2D animated short film, I also designed the title card and end credits. For the title card, I searched for fonts with a post-apocalyptic feel to complement the film's setting; then I added some artwork representing the film's two main characters within the typography of the title.

For the end credits, I chose a vignetted wood grain background with the text colored and shaded to look like it was burned into the wood, matching the natural, rustic setting of the film's ending. I also added concept art sketches by the film's director to add visual interest to the margins of the credits as they scrolled by.



THE CACTUS CAT (2020)



When I got the opportunity to direct my own animated short film in the spring of 2020, I volunteered to design the title card and end credits for this film as well. For this film's title card, I chose a font that captured the mixture of fun and spookiness in my film's tone, and then I added cactus spikes and whiskers to complete the design.

For the film's end credits, I chose a caligraphic font for the section titles to reflect the peaceful tone of the film's ending, and a simple sans serif font for maximum readability of the artist credits. I also added a light particle effect to the background using After Effects, a callback to some of the lighting effects used earlier in the film.

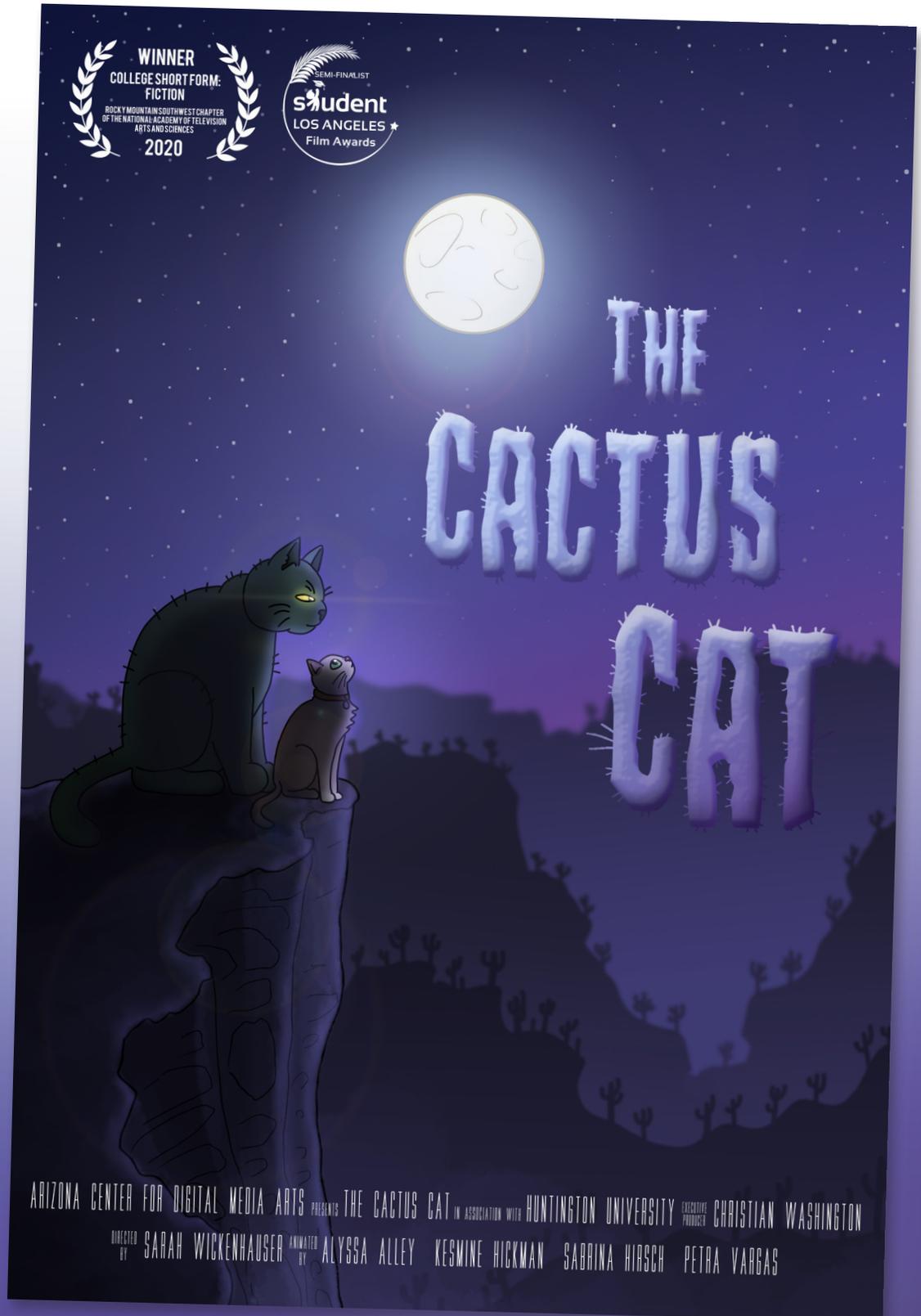


SHORT FILM POSTER DESIGN

THE CACTUS CAT (2020)

One of my favorite aspects of directing my own animated short film during my junior year of college was designing the poster! For this project, I drew all-new artwork in Photoshop rather than using any existing still images from the film created with Toon Boom Harmony, so I could achieve the layout and composition I was looking for.

Using the typography design from the film's title card as a starting point, I added additional visual effects such as shading and color alteration to match the artwork I had created for the background of the poster. I then made sure to credit all members of the team who created the film at the bottom of the poster, imitating the style of big-budget movie posters in my choice of font.



SCHOOL NEWSLETTER DESIGN

THE FILMSTRIP (2016 - 2017)

During my first year at Huntington University in Peoria, Arizona, I had the opportunity to put together a school newsletter using Adobe InDesign. For several months, I was in charge of gathering content, planning the layout of each issue, editing submitted content, and even writing some of the content myself. Below is an example of one issue of the newsletter from March 2017.



BOOK COVER DESIGN

CRIMSON HIGHWAY and ROAD TEST

When my dad decided to write a series of action novels about a truck-driving hero, he asked me to design the cover jackets for both books. This project not only involved digitally painting the illustrations for both book covers, but also creating and assembling all other visual elements in Photoshop, including the titles, author credit, spine text, and back cover text within the margins of the template he provided.

To achieve the look my dad wanted for these covers, I utilized reference photos of the correct models of trucks to represent the vehicles used in the story. I also took inspiration from multiple scenery photos my dad provided to reflect the locational settings of both stories.

