



Alex Nettles

Graphic Design & Animation



So here's the thing about me...

I am a graduating student at EWU majoring in Visual Communications Design earning a BDES. I've always been fond of drawing, comics, cartoons, video games and movies, and that's really what pushed me into design, after my wife said I'd be stupid if I didn't. It really does help, at least for me, having the experience and the interests that I do because it fuels the creative side and helps build all projects. What experience you ask? I served eight years in the military so hard work and attention to detail are major tools in my wheel house. This is my fourth year in college for design and I have done paid work for logos and animations.

I am a family man, father to two daughters and a husband to my wife, they are my life and why I do all that I do. If I'm not reading comics, playing games or even watching sci-fi or horror films chances are I'm with my family.

What do I do exactly? Well let me tell ya, I help your design speak for you! Logo / Branding for your company, packaging for your products, and animation for your ads, social media and website.

FULL METAL BEER

Packaging Design

ADDY Award winning design

Student Best of show Award

Gold Award

Task:

Create a unique and creative packaging design for a brewing company for a military themed beer.

Client:

The Drunken Vet Brewing Company

Timeframe:

September 20TH 2023 - December 15TH 2023

Design tools:

Adobe Illustrator, Photoshop, InDesign and Fresco



CREATIVE THINKING CONCEPTS

There have been many different types of bottles and containers for our beverages over the years, how can we make it different? The design has to reflect heavily on military support and bridge a connection between veterans and civilian supporters by a means that isn't already being used.

The solution was that beer bottles and cans are cylinder shaped and for a few specific types match the size of certain ammunition. This birthed the idea of using bullets as beer bottles which then turned into a revolver chamber for the package amongst other ideas.

After conceptualizing different package ideas and researching the best way to stack the product on shelves safely a design was chosen.

Name options:

1. Chambeered
2. Full Metal Beer (FMB)
3. Fully Loaded

Connections:

6 shooter
6 pack
Full Metal Jacket
Full Metal Beer
Chambered
Chambeered



FINAL PRODUCT

Once the design had been chosen the label and packaging were refined and setup for print. The packaging itself was laid out in Illustrator for graphics and labeling fold, cut and glue areas. Once labeled the layout was then placed in InDesign for type layout and formating for nice clean legible typography; The label went through the same process.

After completion the design went on and won two awards at the Spokane American Advertising Award show with a gold and student best of show awards.









Country Folk vs City Slickers Logo Design

Task:

Create a arm wrestling league logo for a specific event for Country Folk vs City Slickers. Logo has to be even with both teams and not lean to much in either direction.

Client:

Montana Arm Bender League

Timeframe:

August 8TH 2024 - August 28TH 2024

Design tools:

Adobe Illustrator, Photoshop and Fresco

Collaborators:



PHOTOGRAPHY



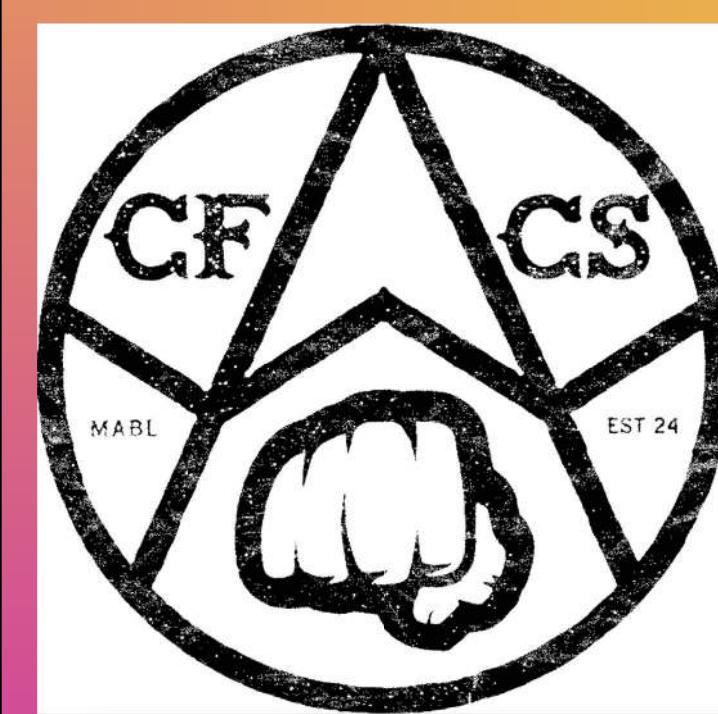


Logo Design

CREATIVE THINKING CONCEPTS

Montana Arm Bender League created an event called “Country Folk vs City Slickers” and they needed to replace their Ai made logo with a more human touch. The main goal was getting across the idea of the event without it overweighing to one side or the other. Trying to avoid the over used symbolism of a flexing arm, logos similar to that of WWE and other sports were researched as well as branding equipment for cattle.

The hardest part was having three ideas that the client didnt want to let go of. They eventually dropped to just two instead, the belt buckle and the branding circle.



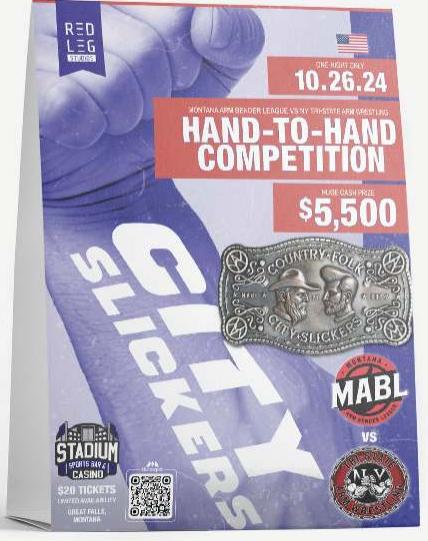


Logo Design

FINAL PRODUCT

Once the design was made it was sent to Josh Wood Photography where it was then turned into a 3D rendering of the belt buckle logo I had designed. With the design it leads into an old western look show casing designs that hint back toward both sides as well as a persona for each.

Credit towards Josh Woods 3D rendering and Ashleigh Hughes for signage design and layout.





Logo Design





Logo Design







**SFCC Grad Show
25th Year Anniversary
Animation overlay
and video editing**

Task:

Create social media ads and videos to promote the SFCC graphic design graduating class Grad Show.

Client:

SFCC Graphic Design Department

Timeframe:

April 2024 - May 2024

Design tools:

Adobe Illustrator, Fresco,
After Effects and Premier

Collaborators:

Sierra Adist, Hayden Anderson, Megan Bronsch,
Kaiah Caru, Kailey Chambers, Dilan Chavarria,
Kathryn Dexter, Greyson Elliott, Douglas Finger,
Emily Fry, Ashleigh Hughes, Tristan Holdren,
Alishia Kerbs, Ashley Klinke, Emilee Lendon,
Taylor McGuire, Eve Rose, Kambria Schaffer,
Heather Swiderski, Trail Thompson,
Brittany Wallace, Eli Watson



Animation overlay
and video editing

FINAL PRODUCT

The main goal was to make a quick eye catching and easy to understand video for the audience to see and be drawn in for the message. The elements such as the logo and photographs were produced by Trail Thompson as well as Kambria Schaffer and Ashley Klinke for color palette. The task was to make the signature 25 flash in and out with a moving background that matched the curves of the logo while displaying the information for the event as well as photos of the graduates.

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