



Sierra Johnson

"I dont fix the mess, I frame it"

Who Is Sierra?



Sierra Crisp-Johnson (she/her) is a designer with a B.A. in Design from Eastern Washington University. She's spent two years building community through social media marketing with EWU Campus Recreation and Spokane Arts. Her brand, Make it Rayne Designs, reflects her creative chaos and love for storytelling through illustration, zines, and Riso prints. Known as "Hurricane CC" by her family, Sierra thrives in color-coded messes and believes creativity lives in the beautiful chaos of everyday life.

Roller Derby Logos



The Lilac City Roller Derby project brought Spokane's derby energy to life through design. My class created full logo systems for three home teams: Garbage Goats, Pavilion Panic, and River City Wreckers. Each one was inspired by local landmarks and the city flag colors. We designed professional logos, logomarks, and merch concepts while working with a real nonprofit client. This project taught me how to merge community identity with personality and capture the grit, humor, and heart that make roller derby special.





Panion Paurc



GARBAGE GOAT

GARBAGE GOATS



Process sketching

Finding strong visual representations of what each team wanted, I started with sketches to give them clear first drafts and help me understand which direction to explore.

Their feedback helped me refine and develop the final logos so each team felt accurately represented.



Final Products



Itron Donor Signage

I collaborated with a student design team to create donor recognition signage for Itron in Room 172 of the Catalyst Building. Our goal was to design a modern, professional installation that honored Itron's contribution while fitting seamlessly into the existing EWU and Catalyst environment. We developed three distinct concepts, aligned them with both EWU and Itron brand standards, and prepared the selected design for production and spring-quarter installation within a \$1,000 budget.



The brief

Itron supplied a full brand and logo usage kit, which guided our color choices, spacing, and layout to ensure the final design met their official brand standards.



COLOR OPTIONS

Shown here are the only approved color options for the logotype. The Itron logotype may not be reproduced in any other color.

Itron

Full Color: Red is Pantone 711c, yellow is Pantone 1225c

Itron

Red - Pantone 711c

Itron

Black

Itron

White

Itron

White + Pantone 1225c

CLEAR AREA

When applying the logotype, it is essential to leave a measured amount of clear space around the logotype to maintain optimum readability. Always maintain at least a minimum of **.5x** of breathing room around the logotype. Keep this area clear of other elements such as text, rule lines, and page edges.



n = .5x

Smallest logo size:

Itron
0.375" (9mm)

drafting...

Our process centered on rapid ideation, sketching, and material exploration before narrowing down to three strong concepts. We presented drafts to EWU stakeholders and Itron's creative team, refined the work based on feedback, and prepared production-ready files that considered feasibility, durability, and brand alignment.



Final Results!



Courses > Zine Assignment

Zine Assignment

Due: Apr 19, 2024 by 11:59 pm Points: 100 Submitting: File upload

Description

Create an 8-page zine on the topic of your choice. Your zine should incorporate both text and images and demonstrate a cohesive visual style.

Details

Your zine, must be in PDF format. Please scan your zine at a high resolution before submitting it. Consider the layout and design elements that contribute to an engaging zine.

Start Assignment

Account Dashboard Courses Calendar Inbox

Human + AI Emotion Zine

Due Oct 4 by 11:59pm 100 pts Submitting File types pdf

Assignment Overview

You will create a 2-page zine; exploring how human-created and AI-generated illustrations interpret emotions differently.

Your final zine will include:

Side 1 (Human Side)

- Left: Your illustration
- A short written summary describing the

Side 2 (AI Side)

- Left: AI-generated illustration
- The exact prompt you used - prompt

- 300-word reflection

Step-by-Step Checklist

1. Choose 3 emotions
Examples: nostalgia, frustration, serenity, longing, anticipation, dread.
2. Make your human illustrations
Use any medium (pencil, watercolor, digital brush, marker)
3. Write 1-3 paragraphs or 6-10 sentences each
4. Generate AI illustrations
Use your preferred model (Gemini, DALL-E, Midjourney, Sora)
5. Put the zine together
Spread 1: Emotion 1 (human left / summary right) - Spread 2
Spread 2: Emotion 1 (AI left / prompt right)
6. Write the 300-word reflection

This capstone project, *Illustrated Vulnerability: Human + AI*, explores how human creativity and artificial intelligence collide through a collaborative zine. It examines how humor, emotion, and chaos show up when human intuition meets algorithmic image making. The project looks at the tensions and possibilities of co-creation, where the artist and AI work as equal partners in visual storytelling. The zine acts as both creative work and research, asking questions about authorship, emotion, and authenticity in machine assisted art.

Emotion AI Zine





Behind the scenes

The project was built through ongoing experimentation with AI image generation and written reflection. Each prompt tested how emotion and humor could be expressed through AI visuals, and revising the results shaped both the images and the ideas behind them.



MY ZINE: THE PRODUCT



Human vs. Machine: Emotion Edition

Our Milanote Board

Learning Objectives

Project brief

Part 1 — Your Project Plan
5 pts

Part 2 — Human-Made Illustrations
15 pts

Part 3 — AI Interpretations
15 pts

Part 4 — Zine Layout Build
20 pts

Part 5 — Final Reflection
30 pts



Album cover



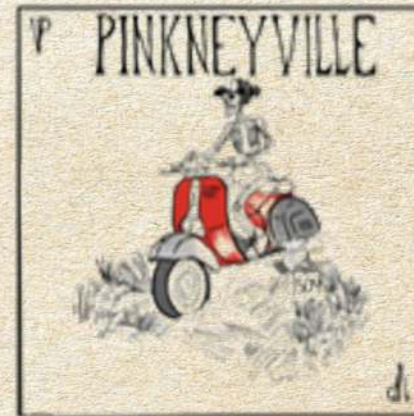
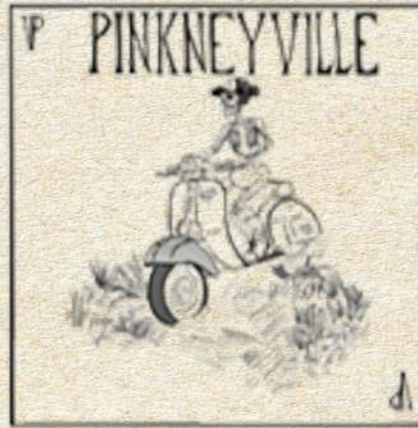
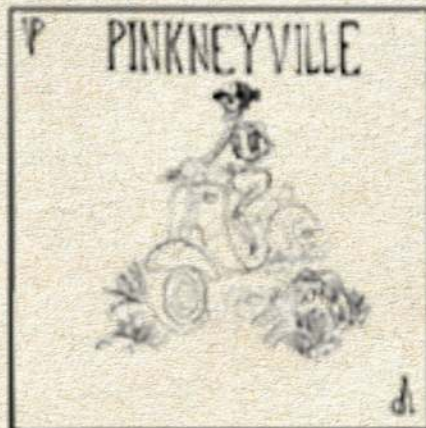
I designed the album cover for Jolly As All Getout by local musician Pinkneyville. The project focused on translating the artist's storytelling and sound into a visual identity that felt nostalgic, offbeat, and a little gritty. The final design features a hand drawn skeleton riding a scooter through the 509, a playful nod to the artist's Spokane roots and the album's themes of life, motion, and humor. Through ongoing client communication, I refined sketches and concepts to match his creative vision while keeping my own illustrative style present.



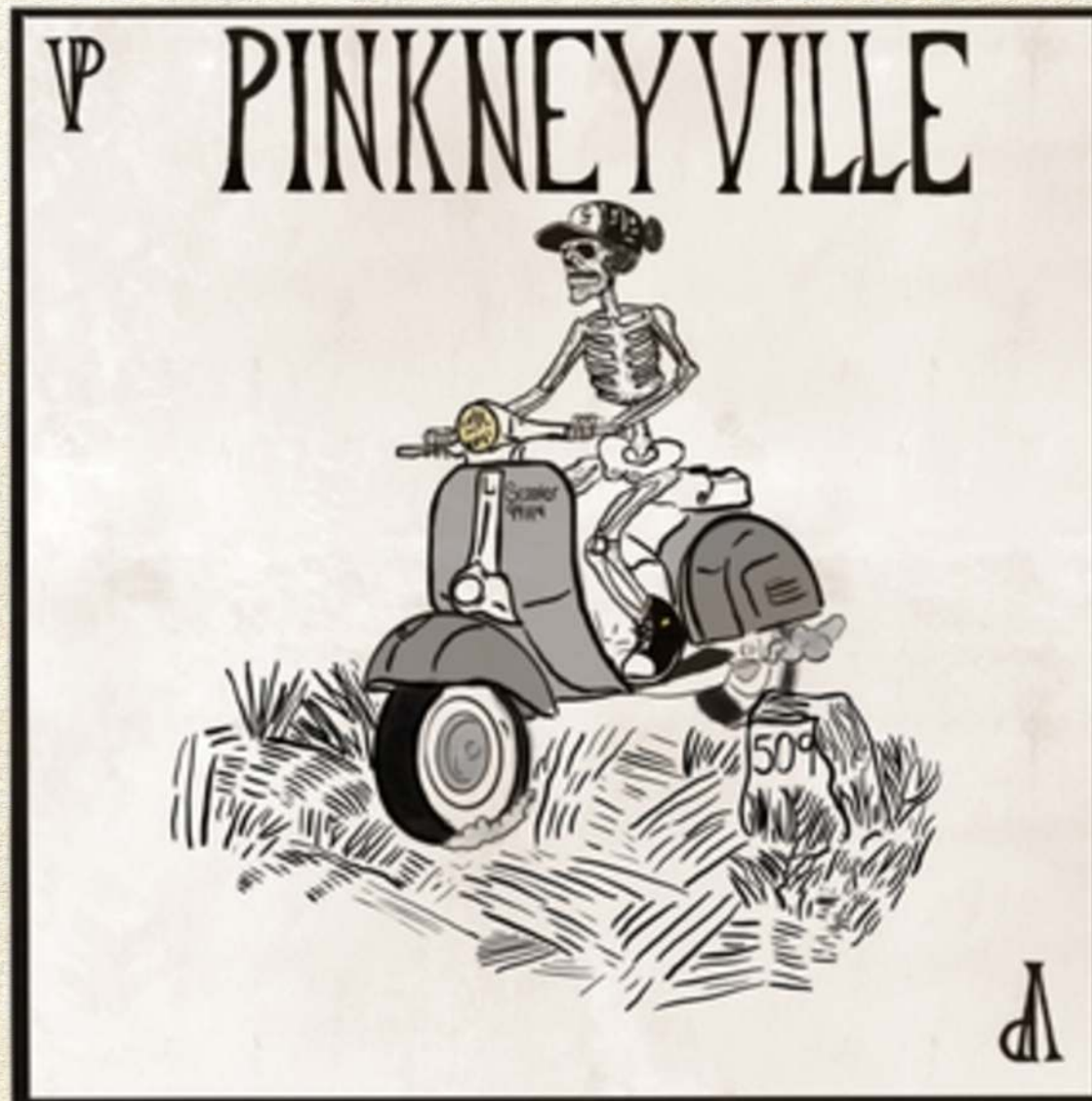
The building blocks



This project represents the culmination of my design education, combining illustration, branding, and client collaboration into a polished real world deliverable that reflects both artistic voice and professional process. These are the steps I took in my illustration process.



End Results



Lets get in touch!

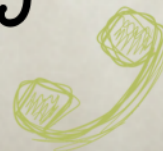


Instagram:
@raynesdesign



Email:

Sierra_Rayne@icloud.com



Phone Number:

509-808-9650