tracy wessel

samples of work

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tracy wessel
web design

branding & web design

tracy wessel

client | att - corrigo

project | co-branded design of web portal and sales documentation for att and business partner corrigo



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

co-branding, emarketing, web design

tracy wessel

client | sprint - corrigo

project | web portal and emarketing flyer design, branding for corrigoconnect

intention | establish identity for corrigoconnect, a sprint service provided by corrigo, maintain corrigo presence of identity in all documents





software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

web design
tracy wessel

client | north county dog training

project | web design for southern california agility trainer



software
cs2 [photoshop, illustrator]
dreamweaver

skills
design
web design
web production
html/css coding

web design (ecommerce site)

tracy wessel

client | irideon riding wear

project | redesign of website, template creation, production

intention | redesign website and create templates for functionality and ease of update for bi-annual clothing lines



software
cs2 [photoshop, illustrator, indesign]

skills
web design
web production
digital photography
html
css

client | att, sprint, verizon with corrigo

project | design of co-branded web channel sites

intention | intruduction of the corrigo name to the channel sites with telecomm business partners



software
cs2 [photoshop, illustrator]

skills
design

specifications
design only, programmed for asp by staff programmer

exhibit design

tracy wessel

interpretive signs (usfws)

tracy wessel

client | formations inc

project | interpretive panels for usfws marble bluff dam and fish passage facility

intention | panels to educate visitors; phenolic resin with cutouts







software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

exhibit design and production

tracy wessel

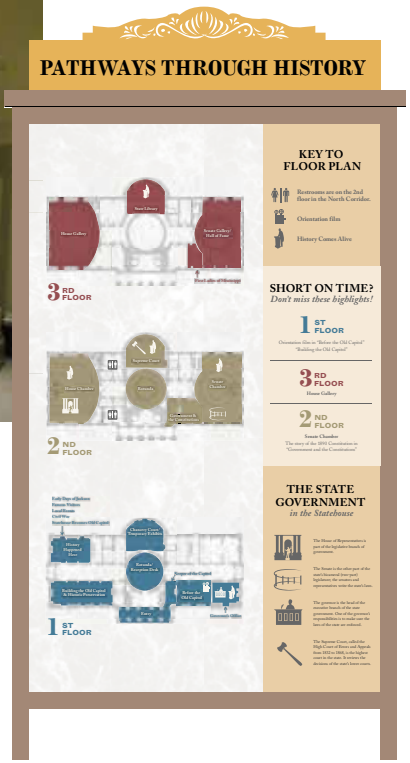
client | formations inc

project | design of concepted exhibit pieces for old capital museum in mississippi

intention | exhibit serves to educate and convey the importance of the era, architecture and culture







software
cs2 [photoshop, illustrator]

skills
design
print production

specifics
curved rail panel with touchable architectural replicas and brochures with directive tours and architectural information. flanked by architectural guide to the museum and a self-guided map of the museum

exhibit design and production

tracy wessel

client | formations inc

project | design of concepted exhibit pieces for old capital museum in mississippi

intention | exhibit serves to educate and convey the importance of the era, architecture and culture



software
cs2 [photoshop, illustrator]

skills
design
print production

specifics
10 ft curved wall with duotone mural of historic images topped by posted timelines and interactive elements pertaining to lawmaking, slavery, the constitution and voter rights

exhibit design (banners)

tracy wessel

client | formations inc

project | design of banners for sam noble natural history museum in oklahoma

intention | develop a touchable feeling to graphics with texture and images that reach off the page. most exhibits target all audiences.



software
cs2 [photoshop, illustrator]

skills
design
print production

specifics
6ft panels to be hung from cieling

spreading my wings...
co-editor, art director, lead designer

tracy wessel

periodicals

periodicals – editor, art director, lead designer

tracy wessel

client | belgian sheepdog club of america

project | bi-monthly newsletter

role | co-editor, art director, lead design and production





software
cs4 [photoshop, illustrator, indesign]

skills
content development, management and conception
design
print production

periodicals – editor, art director, lead designer

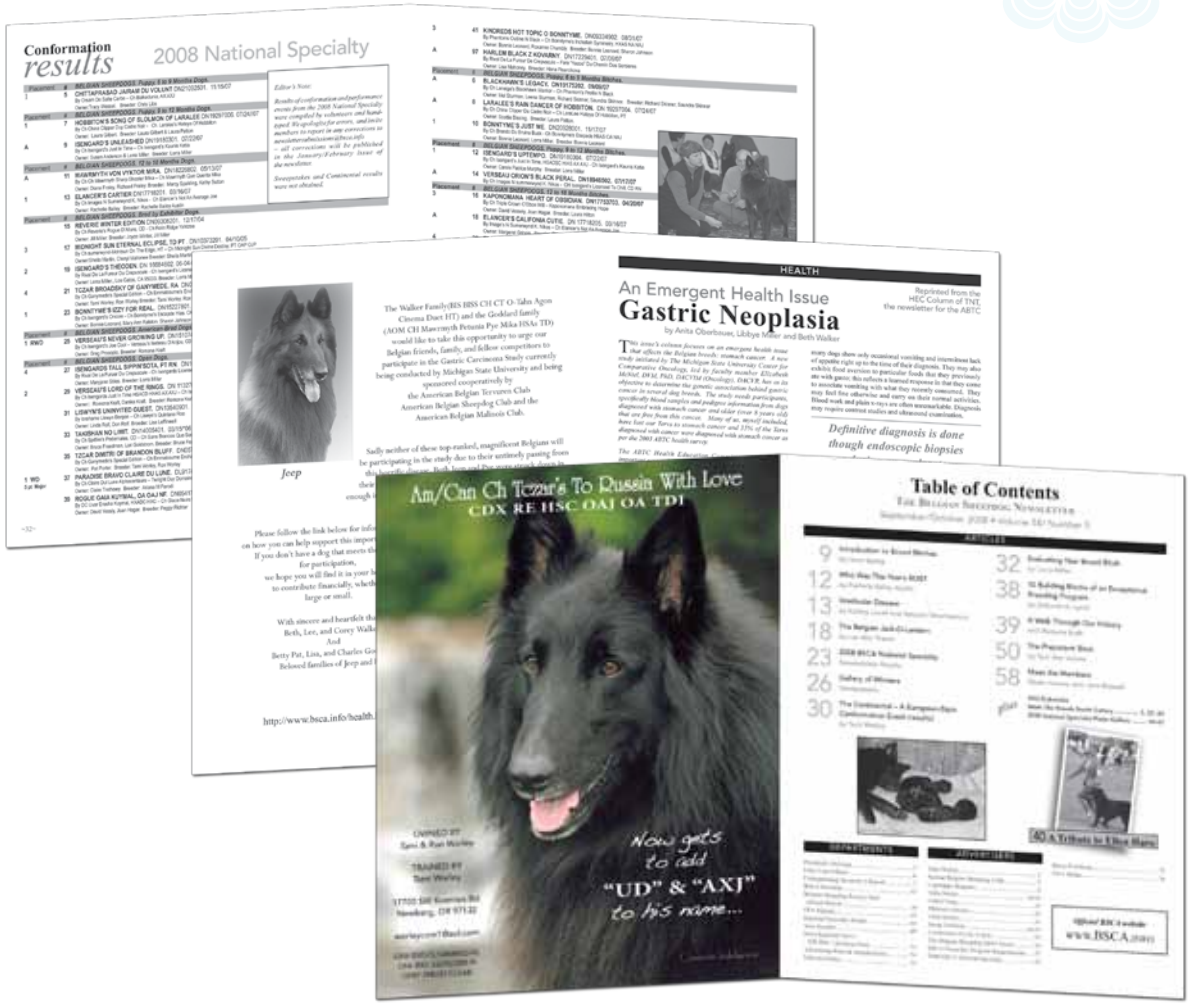
tracy wessel

client | belgian sheepdog club of america

project | bi-monthly newsletter

role | co-editor, art director, lead design and production





software
cs4 [photoshop, illustrator, indesign]

skills
content development, management and conception
design
print production

periodicals – editor, art director, lead designer

tracy wessel

client | belgian sheepdog club of america

project | bi-monthly newsletter

role | co-editor, art director, lead design and production





software
cs4 [photoshop, illustrator, indesign]

skills
content development, management and conception
design
print production

tracy wessel

ad design

ad campaign (newsprint)

tracy wessel

client | holiday retirement corp

project | series of ads as part of the "warm and fuzzy" campaign

intention | this series serves to callout holiday's offering of 3 cooked meals per day, a service not offered by most of the competition



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

ad campaign (newsprint)

tracy wessel

client | holiday retirement corp

project | series of ads as part of the "warm and fuzzy" campaign

intention | this series serves to callout holiday's petfriendly position



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

ad concept and design/inserts

tracy wessel

client | holiday retirement corp

project | series of ads as part of the "warm and fuzzy" campaign

intention | this series serves to callout holiday's all-inclusive rental standard





software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

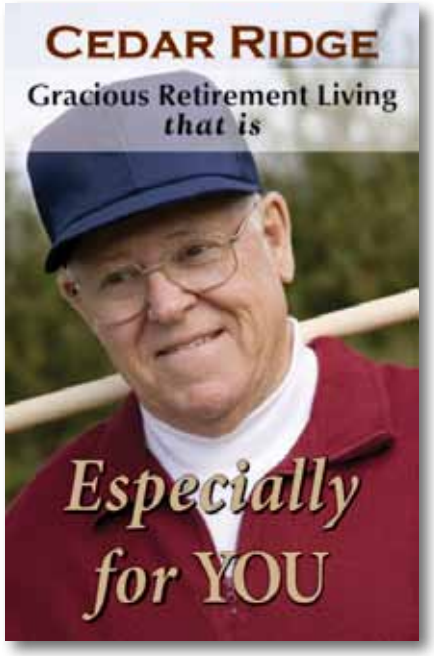
ad concept and design (inserts)

tracy wessel

client | holiday retirement corp

project | series of ads as part of the "warm and fuzzy" campaign

intention | this series targeted male senior citizens and called out the freedom that residents experience.





software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

ad design and photo retouching (catalog)

tracy wessel

client | toklat – caballero

project | ad redesign and replacement of saddle blanket through photo retouching



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

ad design (magazine)

tracy wessel

client | toklat – myler bits

project | myler bit ad



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

tracy wessel

signage

event signage
tracy wessel

client | sprint - corrigo

project | sprint-branded event signage

intention | first event for corrigo after having acquired worktrack





software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

event signage
tracy wessel

client | corrigo-buildermt

project | product promo event signage

intention | recruitment event for homebuilders and developers



software
cs2 [photoshop, illustrator, indesign]

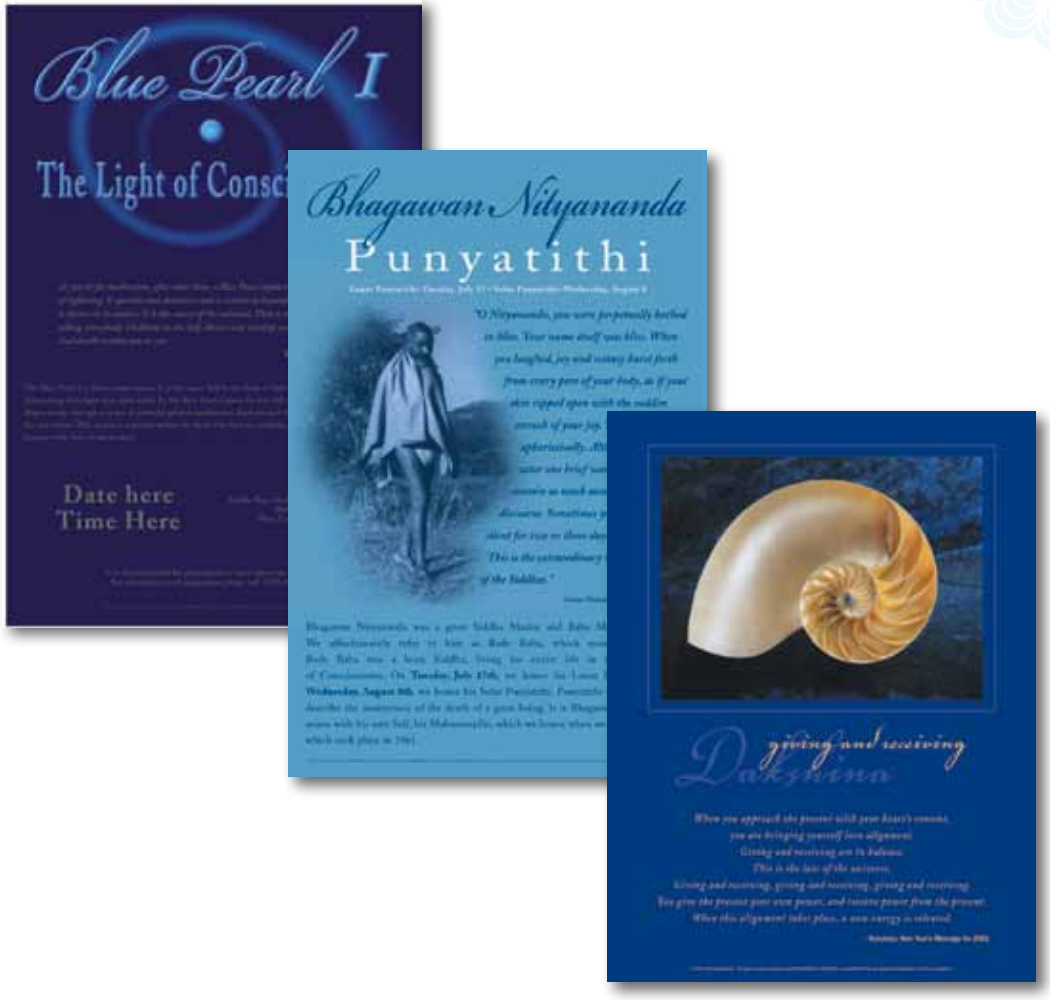
skills
design
print production

event signage
tracy wessel

client | syda foundation-la

project | event signage for non-profit

intention | convey information while maintaining the feeling and tone of themes and teachings of the syda foundation





software
photoshop
illustrator
quark

skills
concept
design
production

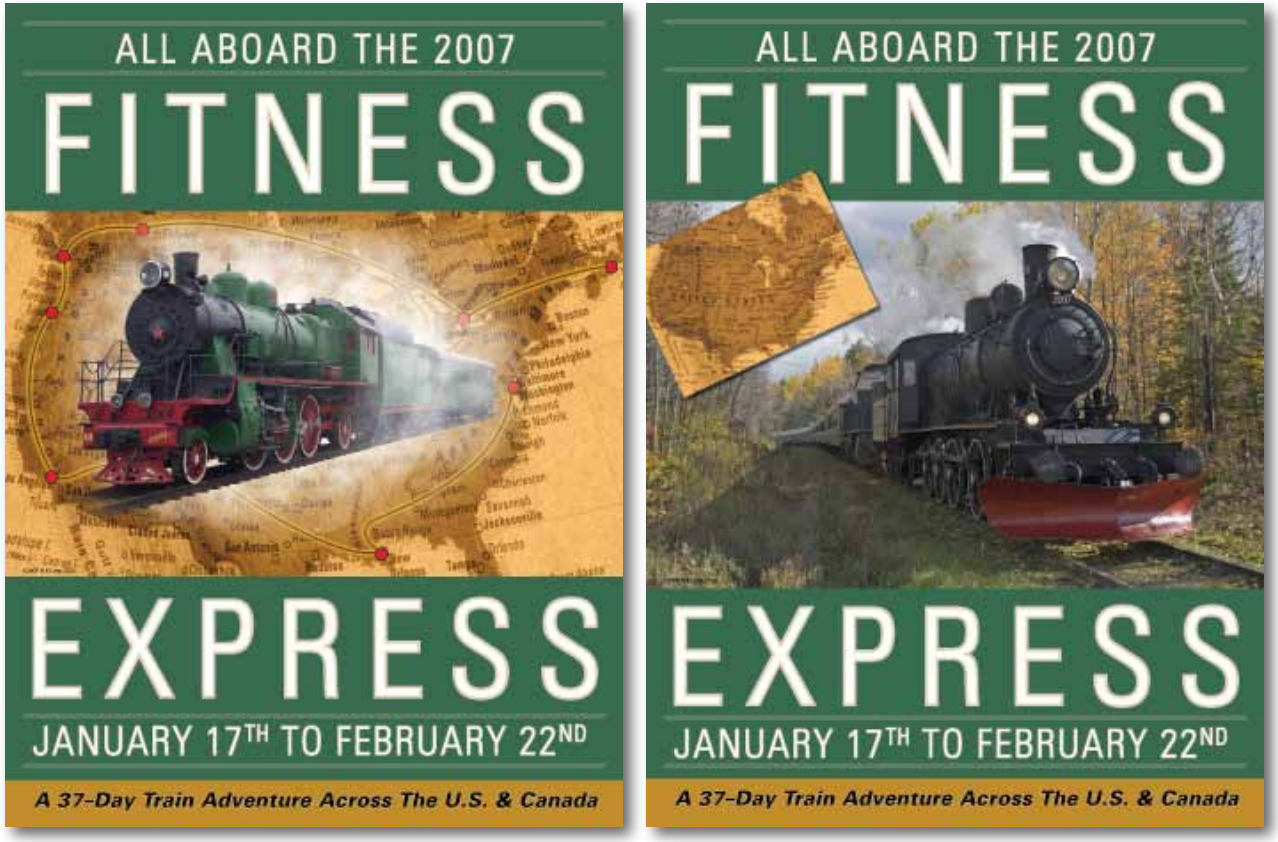
program signage

tracy wessel

client | holiday retirement corp

project | fitness drive for resident enrichment program at holiday retirement facilities. program conducted as a contest and journey across north america and included baggage stickers for "train" stops, travel "tickets" and prizes. these posters were used in the lobbies of each facility.

intention | capturing the great era of train travel



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

specifics
2x3 ft posters for display in facility lobbies

tracy wessel

illustration

flow charts, icons, line-art

tracy wessel

client | worktrack - corrigo

project | flowchart for newly branded worktrack site





software
cs2 [photoshop, illustrator]

skills
design
web production

client | stowaway2

project | banner for web outlet for cargo boxes



software
cs [photoshop, illustrator]

skills
design
web production

client | ironwood pacific outdoor

project | boating expert icon for ecommerce faq link









software
cs2 illustrator

skills
design
web production

brochure/catalog

tracy wessel

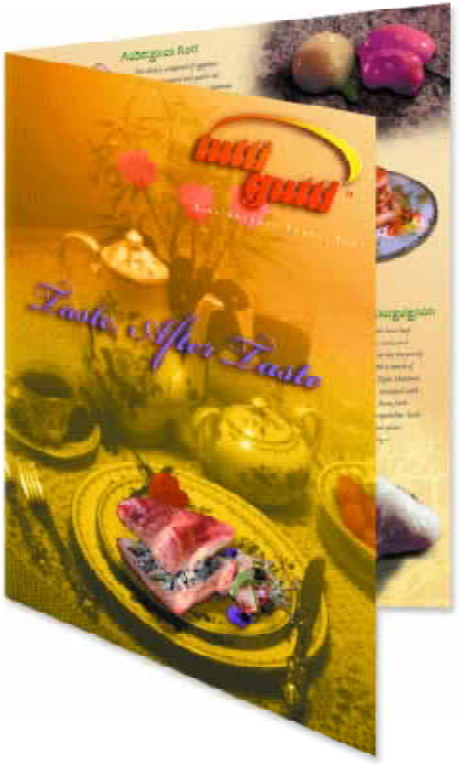
sales brochure, grocery industry

tracy wessel

client | tutti gutti fine gourmet foods

project | sales brochure for government and grocery presentations

intention | capture the feeling of a french cafe





software
photoshop
illutrator
quark xpress

skills
design
print production

product catalog
tracy wessel

client | belkin components

project | design template and produce catalog for print and interactive pdf cdrom, automate indexing process with style sheets



software
quark xpress
photoshop
illustrator

skills
design
print production
digital photography

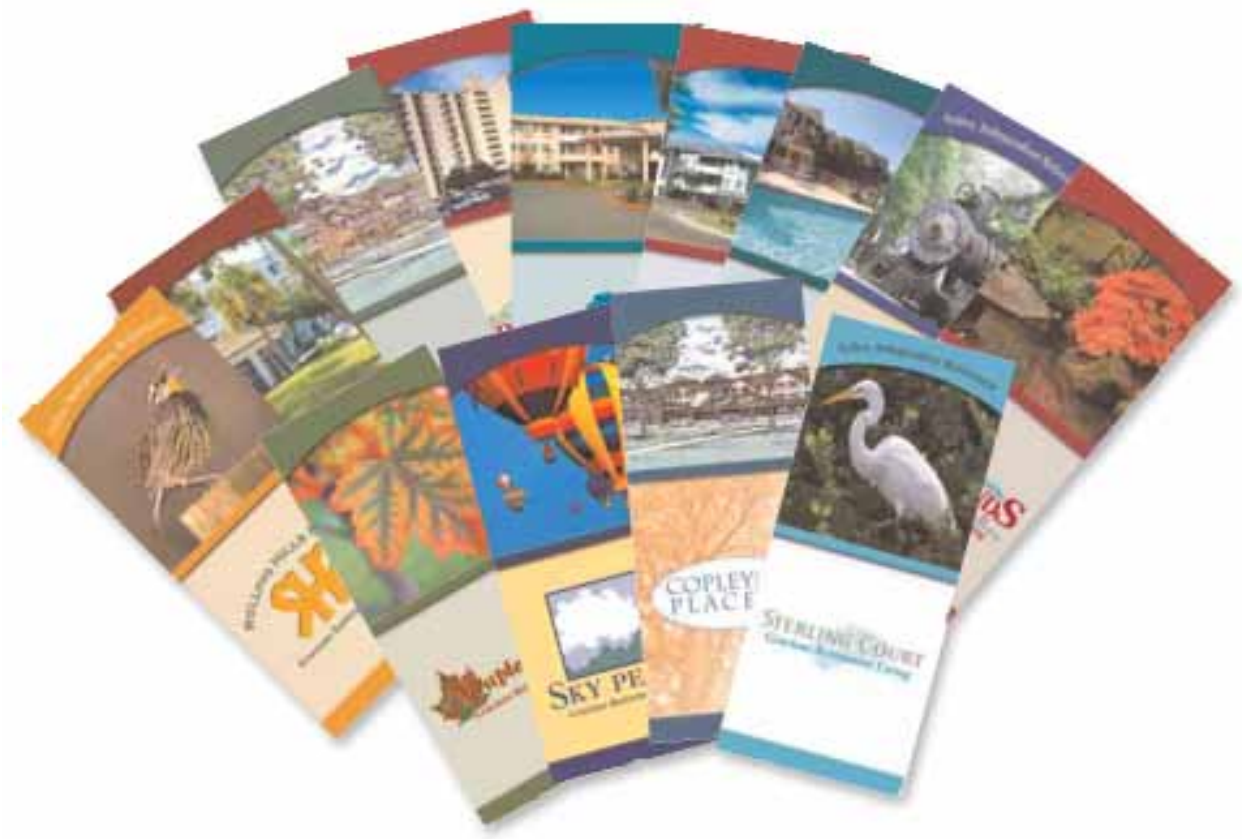
brochure production design

tracy wessel

client | holiday retirement corp

project | production design of facility brochures

intention | have all facilities using a templated standard brochure listing ammenities, but provide each facility with their own idendity with color, logo and imagery



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

specifics
8.5 x 11 tri-fold brochure

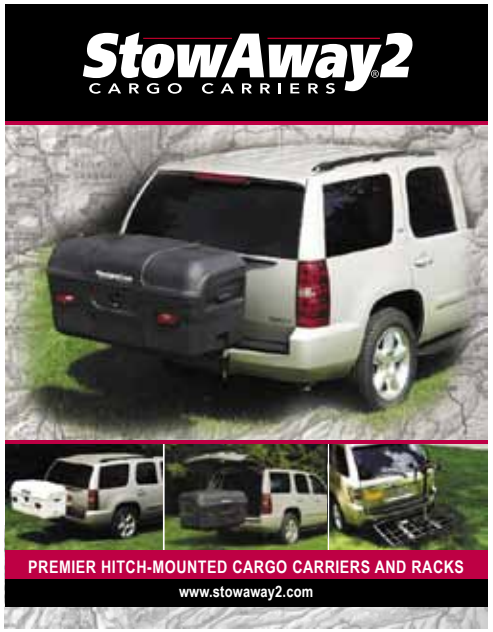
product catalog, concept, design and production

tracy wessel

client | stowaway2

project | product catalog

intention | overview product offering while capturing the culture of the stowaway2 customer blog





software
cs [photoshop, illustrator, indesign]

skills
concept
design
print production

specifications
8.5 x 11, 12 pages

brochure design
tracy wessel

client | infocus photography and video

project | sales brochure



software
photoshop
illustrator
quark xpress

skills
design
print production

brochure design
tracy wessel

client | xl management

project | brochure for bentley manor assisted living with alzheimer care services



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

branding & web portal design

tracy wessel

client | ironwood pacific outdoors

project | product brochure

intention | clean, easy to read and informative. included line drawings for some products.





software

cs1 [photoshop, illustrator, indesign]

skills

design

print production

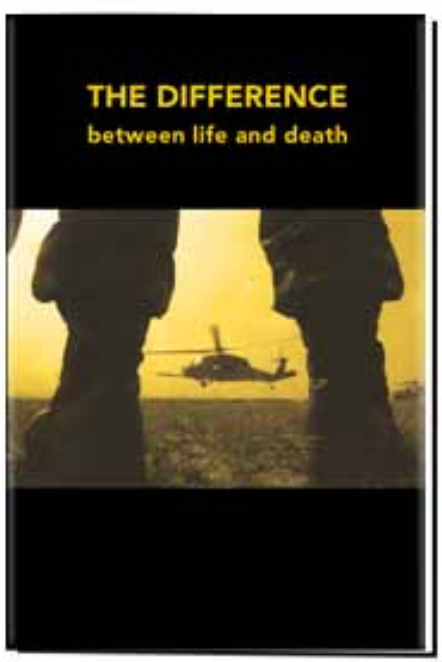
book design

tracy wessel

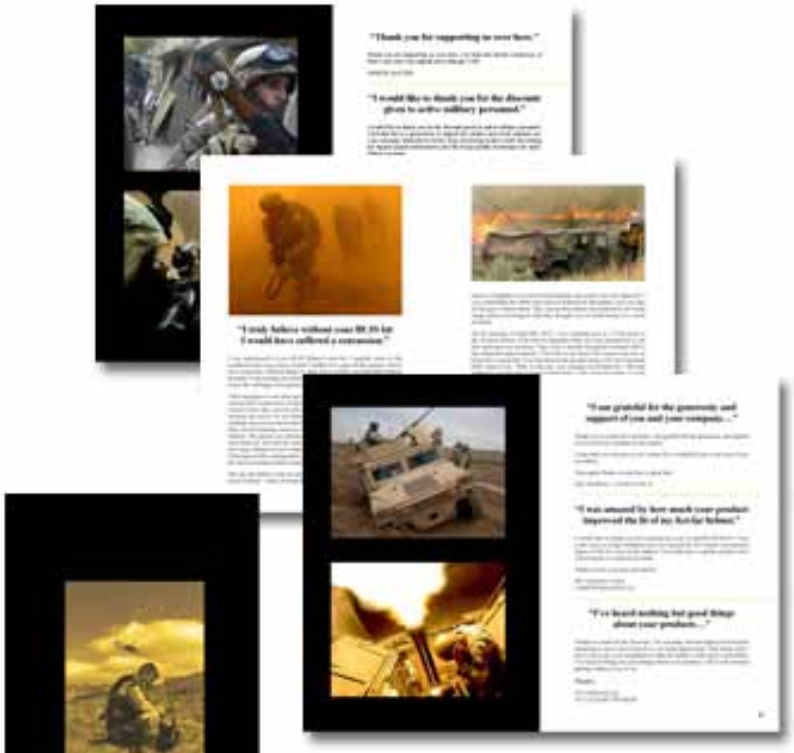
client | oregon aero

project | coffee table book of soldier testimonies of oregon aero ballistic helmets and military aircraft seat cushions

intention | use in meeting with congress in an effort to make oregon aero equipment standard issue



front cover



inside pages

back cover

software
cs [photoshop, illustrator, indesign]

skills
design
print production

book production design
tracy wessel

client | mcgraw-hill workbooks for k-7

project | production design of concepted workbooks for grades k-7

Number and Operations

Name _____ Date _____

Using the 5-Step Formula

Use the 5-step formula to solve the problems.

1. Kelly has long hair and glasses. She loves to climb the stairs to her pink bedroom 2 steps at a time. She lands on 7 steps. Her mother doesn't think it is a safe way to use the stairs.

   a. How many stairs are there all together?

   b. What process did you use to find the answer? How did you know you were choosing the right process?

2. Laura and Tanya like to jump rope. They join a jumping contest on Friday. The person who makes the most jumps in 5 minutes without missing wins. Laura jumped 23 times. Tanya jumped 35 times. What was the difference in the number of jumps?

3. Chocolate chip cookies are Dina's favorite dessert. At lunch she ate a sandwich, a banana, yogurt, and two cookies. After school, she ate another two cookies.Dina and her brother each ate two cookies after dinner. Later that night, her mother found the cookie jar empty. "Dina! How many total cookies did you eat today?" she asked. What will Dina, who always tells the truth, say?



EXPANDING

Write a problem that can be solved using the 5-step formula. Include distracting information. Make sure it can be solved using a simple process.

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Number and Operations

Name _____ Date _____

Decimals and Distance

1. Tracy took 8 friends to the climbing wall for her birthday. Look at the table to see how high each person climbed before slipping off.

Climber	Distance (feet)	Climber	Distance (feet)
Clare	6.4	Sunee	9.3
Diego	10.8	Spencer	10.2
Honi	8.4	Keshawna	7.1
Amanda	11.5	Tracy	12.6

   a. Place the winners in order from first to last according to their distances climbed.

   1st _____ 2nd _____ 3rd _____ 4th _____

   5th _____ 6th _____ 7th _____ 8th _____

   b. What is the height difference between first and eighth place? What process did you use to answer this question?

   c. How high did the children climb all together? _____

2. Clare claims she fell because the others were making her laugh too hard. She gets another chance and climbs 9.7 feet.

   a. How much farther did she climb on her second try? _____

   b. Now what is the height difference between first and eighth place? _____

REFLECTING

What strategies did you use to solve these problems? Would the 5-step formula help you solve these problems?

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software
quark xpress
illustrator

skills
production design

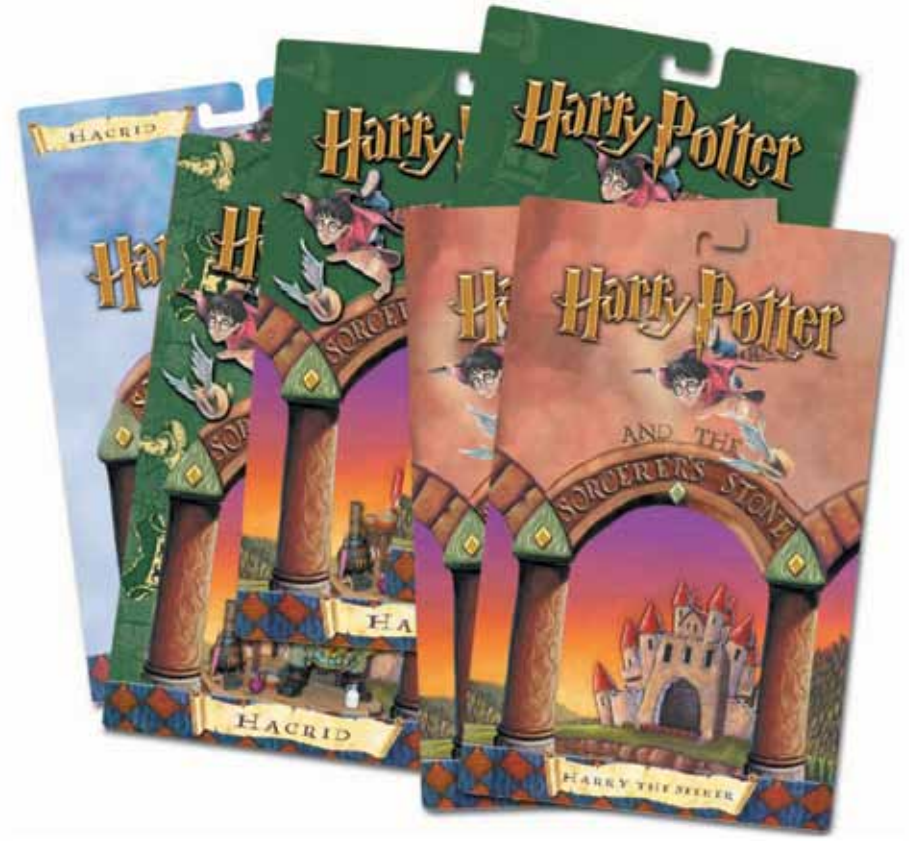

tracy wessel
package design

package design
tracy wessel

client | mattel

project | harry potter first toy roll-out

team | mattel, 30-60, warner bros



software
photoshop
illustrator

skills
design

client | belkin components

project | packaging design for gaming devices



software
photoshop
illustrator
quark xpress

skills
design
print production

packaging production design

tracy wessel

client | belkin components

project | packaging production design to retailer specs





software
photoshop
illustrator
quark xpress

skills
production design
print production

package concept design

tracy wessel

client | ironwood pacific outdoor

project | hangcards for helmsmate



software
cs illustrator

skills
design

tracy wessel

direct mail

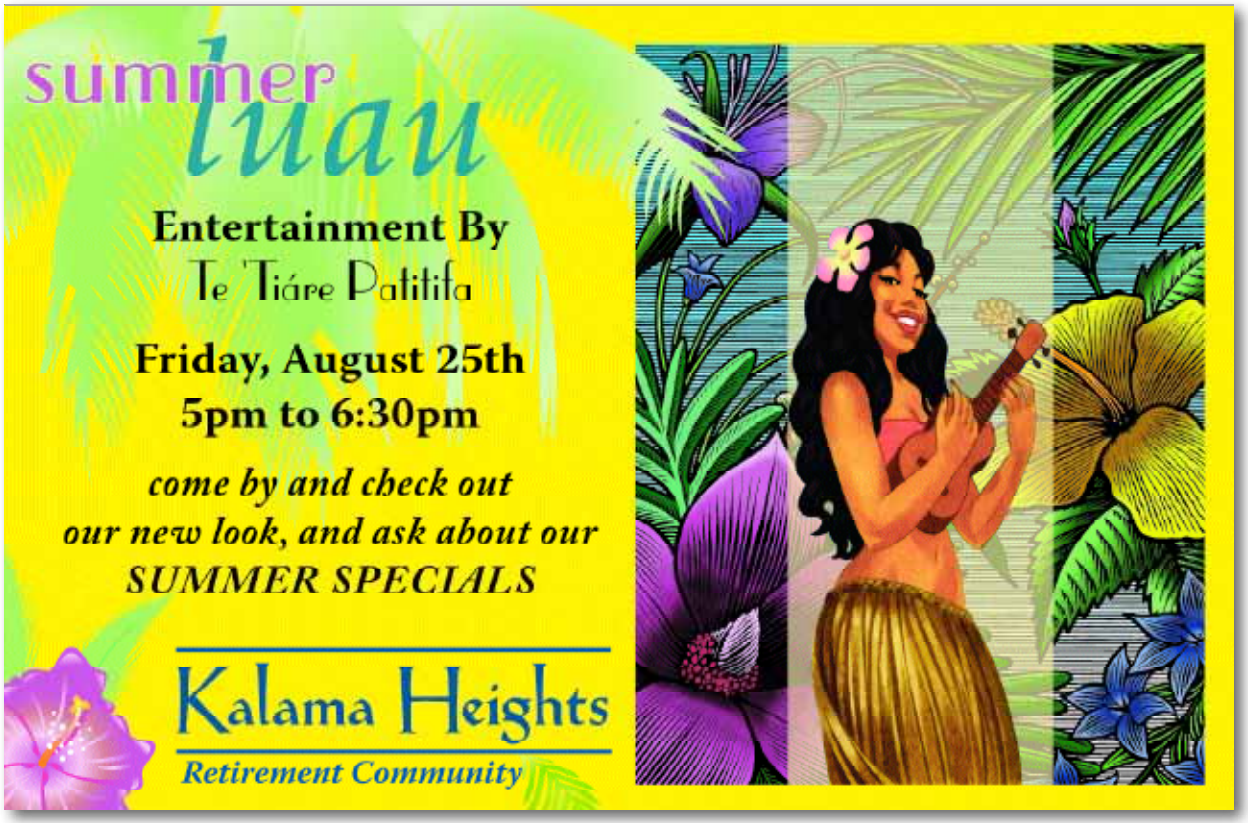
direct mail (postcard)

tracy wessel

client | holiday retirement corp

project | resident enrichment and occupancy drive event postcard for direct mail

intention | capture the essence of a luau and the live music element of the event



software
cs2 [photoshop, illustrator, indesign]

skills
design
print production

identity/logos

tracy wessel

identity, press kit, web design

tracy wessel

client | epdol

project | branding, identity package, web design and sales collateral



software
photoshop
illustrator
quark xpress

skills
design
print production
web production

client | shark technology (formerly graydon corp)

project | identity/press kit

Shark Technology
Razor-sharp I.T. Solutions



software
illustrator
quark xpress

skills
design
print production

logo design
tracy wessel

client | holiday retirement corp

project | logo/identity for individual facilities

intention | prior to its sale to fortress investments, holiday retirement facilities were individually branded with little branding of holiday retirement corp. these are a some of the property logos i designed for them during a 1 year contract












Plan-It-Time™
12
1
2
3
4
5
6
7
8
9
10
11


prePFERD
EQUESTRIAN


Red
Short
Sports


Shark Technology
Razor-sharp I.T. Solutions


Edgecombe
Casket Company Inc.


earth friendly
promotions


tracy wessel
messaging

product launch messaging concepts

tracy wessel

client | att - motorola - corrigo

project | branding and messaging concepts for product launch of new symbol mc35

intention | to attract prospects through direct mail, signage and emarketing tools





software
cs2 [photoshop, illustrator, indesign]

skills
concept
design