

THIS
IS
WHAT
I
DO

Portfolio of selected
graphic design work,
1992-2017



765.285.4070 day
765.286.0329 eve
chris@chrisraleigh.com

IDENTITY

The majority of my work since 1999 has been in-house for the Indiana Academy, but I'm beginning to do a little more freelance work.

During my college years, I was already beginning to develop an understated style, because less is more. Or at least, more is often too much.



Corporate Logo, 2017
Alliance Construction & Property Management



Corporate Logo, 2017
Urban Muncie



ANCESTRAL MEATS

Corporate Logo, 2015
Ancestral Meats



Corporate Logo, 2012
Disaster Master Restoration



Organization Logos, 2014
Primacy of Place Initiative,
Ball State University

A lot of my clients seem to like circles.

I don't mind; I've been using them for my own things as far back as 1992.



Organization Logo, 2013
Delaware County
Historical Society



Corporate Logo, 2016
Servesting



Corporate Logo, 2014
No Crumb Left Behind
Gourmet Cookie Company



Corporate Logo, 2013
The Caffeinery



Organization Logo, 1992
Absolutnacy,
Ball State University

ACADEMY

The first thing I did when I started at the Indiana Academy was to standardize the logo, of which there were no less than three versions in use at the time.

I had to wait eleven more years before I finally got to redesign the logo for a more modern clientele.



THE INDIANA ACADEMY
FOR SCIENCE, MATHEMATICS, AND HUMANITIES

Organization Logo, 1999

The Indiana Academy,
Ball State University



THE
INDIANA ACADEMY
FOR SCIENCE, MATHEMATICS, AND HUMANITIES

Organization Logo, 2010

The Indiana Academy,
Ball State University



Organization Logo, 2008

Indiana Virtual
Learning Consortium



Grant Project Logo, 2003

The Indiana Academy,
Ball State University



Grant Project Logo, 2004

The Indiana Academy,
Ball State University

VANITY

Sometimes, I don't win the contest.

Sometimes the client hates my first draft.

Sometimes *I* hate my first draft.

Sometimes it's just not the perfect fit.

I still think it's good work, even if it doesn't get to be out there in the "real world" with the rest.



THE MULTICULTURAL CENTER
BALL STATE UNIVERSITY

Department Logo, 2004
Multicultural Center,
Ball State University
(Contest Entry)



**DELAWARE COUNTY
HISTORICAL SOCIETY**

Organization Logo, 2013
Delaware County
Historical Society
(Proposed)



Organization Logo, 2016
Ross Community Center
(Proposed)



Organization Logo, 2016
Ross Community Center
(Proposed)



Corporate Logo, 2006
Wilson Homes
(Proposed)

STABILITY

Making sure that everything from the Indiana Academy looks like it came from one place is my responsibility.

From posters to postcards, letterhead to leaflets, I created the language and I speak it fluently.



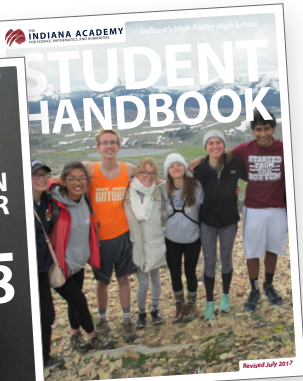
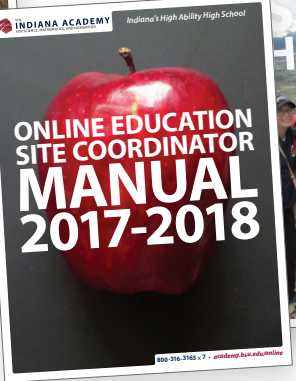
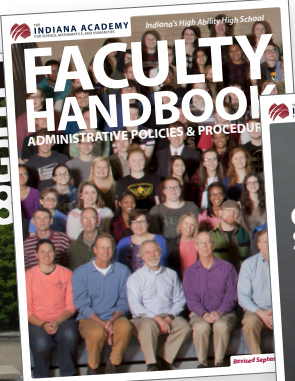
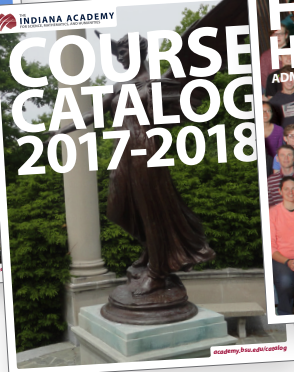
Identity Standards Manual, 2017
The Indiana Academy,
Ball State University



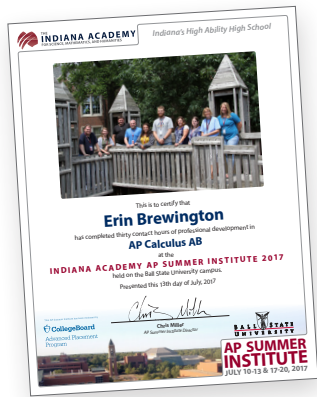
School Calendar, 2017
The Indiana Academy,
Ball State University



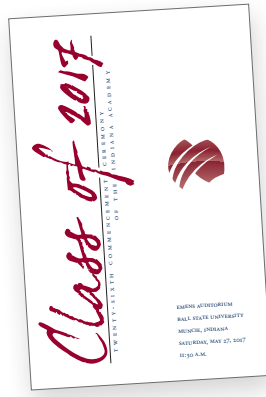
School Profile, 2017
The Indiana Academy,
Ball State University



Various Publications, 2017
The Indiana Academy,
Ball State University



Participant Certificate, 2017
 AP Summer Institute,
 The Indiana Academy,
 Ball State University



Graduation Program, 2017
 The Indiana Academy,
 Ball State University

For a small division of one college at a medium-sized university, I produce a surprising amount of printed materials.



Business Card, 2014
 The Indiana Academy,
 Ball State University



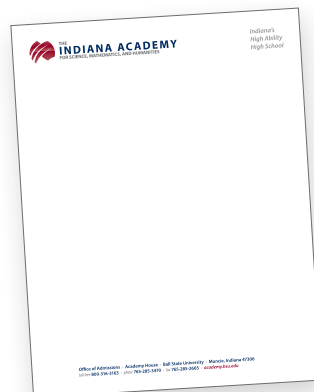
Chinese Business Card, 2015
 The Indiana Academy,
 Ball State University



Display Banner, 2017
 The Indiana Academy,
 Ball State University



Postcard, 2016
 The Indiana Academy,
 Ball State University



Letterhead, 2016
 The Indiana Academy,
 Ball State University

MIMICRY

Every organization has its own design language, and I have to be able to follow their rules if we're going to work together.

Public Relations Plan, 2015
Boys & Girls Club of Muncie
(Student Work)

Serving Families

Since its founding in 1994, the Center for Gifted Studies and Talent Development has identified, promoted, and developed giftedness. The Center endeavors to fulfill its mission through enrichment programming, professional development, parent seminars, and research activities designed to improve educational programs and create a better understanding of the needs of gifted and talented individuals. As one of Ball State University's system Knowledge Units on campus, the Center has achieved national recognition for its work.

For Students

The Center strives to extend enrichment and academic acceleration opportunities for Indiana students by providing several high quality programs throughout the year. The Center partners with local schools to provide in-school, after-school, Saturday, school break, and summer enrichment programming. Offerings have included:

- Future Problem Solvers Program International
- Future City
- FIRST LEGO League Robotics
- Camp Invention
- Middle School Biology
- Creative Writing
- 3D Design and Printing
- Chess

For Parents

The Center facilitates regular 8 week SENG Model Parenting Groups and special, individual seminars by request for parents who seek strategies for meeting the social and emotional needs of their gifted children. Through discussion groups and role playing, parents have the opportunity to experiment with various strategies to support their gifted children at home and in the classroom. Topics have included:

- Characteristics of gifted children
- Communication strategies
- Motivation, enthusiasm, underachievement
- Discipline and self-management
- Intensity, perfectionism, and stress
- Idealism, unhappiness, depression
- Acquaintances, friends, peers
- Family relationships
- Twice exceptional children
- Educational options for gifted children

www.bsueu.edu/gifted

Serving Educators

K-12 Teachers

Educators interested in earning advanced credentials in gifted and talented education can pursue a Gifted and Talented (High Abilities) Education Certificate or License. Participants in Ball State's flexible and accelerated program will gain knowledge in four key areas critical to serving gifted students, including the identification of gifted students, the evaluation of students and programs, the design of appropriate curricula for talent development, and the social and emotional needs of gifted students. Interested applicants should visit the program webpage for more information.

K-12 Administrators

The Center partners with K-12 schools to provide targeted professional development to better serve the unique academic and social/emotional needs of high ability students. Professional development includes all aspects of high ability programs, including elements of differentiated curriculum, instruction, assessment, and program effectiveness. Types of professional development include stand-alone seminars and workshops as well as longer-term instructional coaching and consulting.

www.bsueu.edu/gifted

Get Training

Earn a license/certificate in gifted education in just six months.

Because the gifted classroom is no ordinary classroom, Ball State University's gifted and talented education license/certificate program prepares you to recognize promising students and learn to design appropriate curricula.

What's more...

- Our faculty has a long history in the field of education for high ability students.
- Our program is one of the few in the nation that completely aligns with NAAG/CEC standards.
- License/certificate has national accreditation through the Council for the Accreditation of Educator Preparation (CAEP).
- The program is available 100 percent online.
- Courses can be applied to the master's degree in educational psychology, also available online.

This program leads to a gifted and talented certificate for students in every state but Indiana, where you can get the gifted and talented license. Upon completion of coursework, candidates for the license are required to pass the Indiana CORE Assessment for High Ability.

Course Offerings

- **EDPS 520:** Introduction to the Gifted and Talented Student Required (no prerequisite)
- **EDPS 621:** Identification and Evaluation of Gifted Students Required (EDPS 520 is prerequisite)
- **EDPS 625:** Models and Strategies Required (EDPS 520 is prerequisite)

Either:

- **EDPS 611:** Development of Creative Thinking (no prerequisite)
- **EDPS 622:** Investigating the Social and Emotional Needs of Gifted Students (no prerequisite)

Apply Now. This course for completing licensure can also be lengthened program is flexible to meet needs of students.

Please contact **Dr. Kristie Spiehs Neumeister** with questions at kspiehsneu@bsu.edu

www.bsueu.edu/online

Portable Display Panels, 2015
Center for Gifted Studies and Talent Development,
Ball State University

AFFINITY

People who work with me invariably want to work with me again. And again. And again. Former colleagues and supervisors provided the bulk of my early freelance work.

Simple tasks often led to more and more projects. Wilson Homes wanted a new logo. That grew into photography, stationery, ads, and signs. Which led to Disaster Master. Which led to Fat Daddy and Stepping Stones. Same owners. Nine years of work from one logo.

Clients tell friends, who tell friends, who tell friends, who tell...



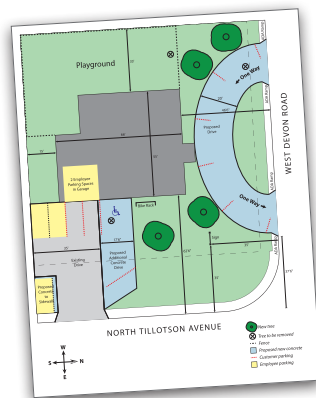
Letterhead, 2006
Wilson Homes



Business Card, 2006
Wilson Homes



Business Card, 2012
Disaster Master Restoration



Site Plan, 2015
Stepping Stones Day Care



Menu, 2015
B•K Root Beer & BBQ /
Fat Daddy Smokin' BBQ



CHARITY

I'm always happy to donate my skills to a worthy cause, and I've had a life-long involvement with the theatre, so helping out the Delta High School theater troupe is a good fit, and the academic team coach is a friend.



Organization Logo, 2014
Delta High School
Academic Team



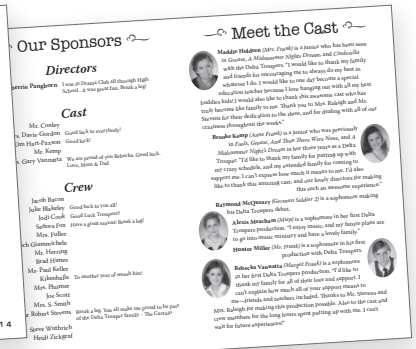
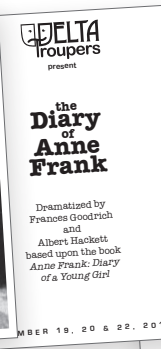
Organization Logo, 2013
Delta Troupers



Production Logo, 2013
(also playbill and t-shirt)
Delta Troupers



Production Logo, 2016
(also playbill and t-shirt)
Delta Troupers



Production Materials, 2014
The Diary of Anne Frank,
Delta Troupers

DIGITALLY

It is, of course, difficult to convey the dynamic and interactive nature of a web site on the printed page.

Don't believe me? [Click here.](#)

Told ya.

I am well-versed in HTML, CSS, XML, PHP, MySQL, ASP, JavaScript, Flash, ActionScript, and a whole host of software. What I don't know, I learn quickly. Try me.

What to see something else? There's always more where this came from. After all...

This is what I do.



Responsive, Mobile-Friendly, CMS-Driven Website, 2017
The Indiana Academy,
Ball State University
academy.bsu.edu



HTML-Enabled Mass Marketing Email, 2017
The Indiana Academy,
Ball State University