



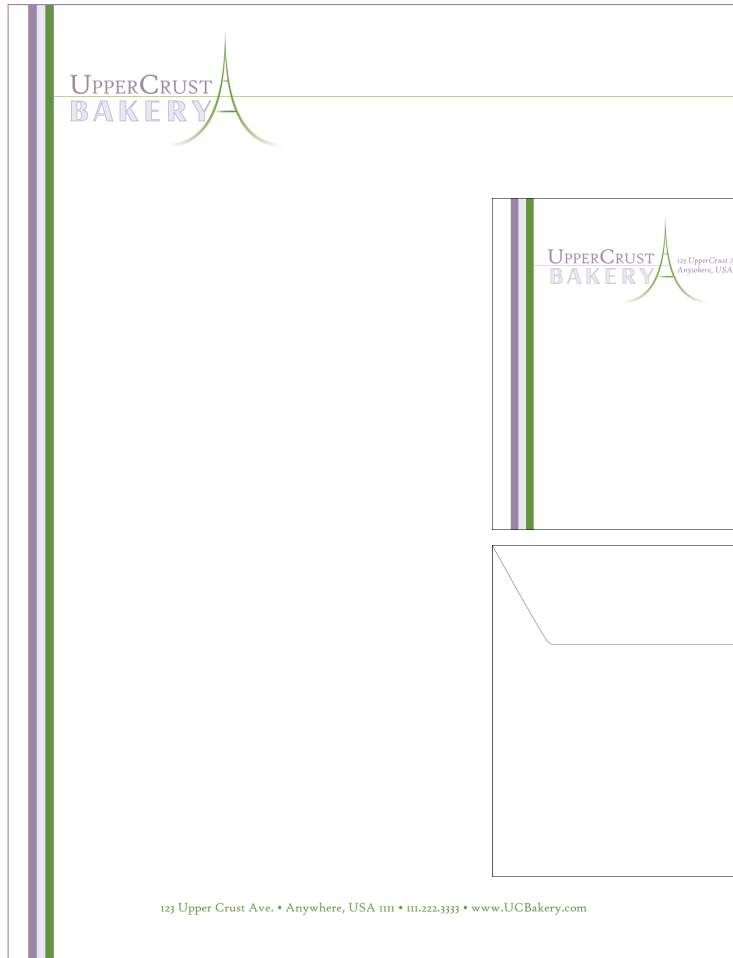


# Table of Contents

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- 1 | *Upper Crust Bakery*
- 2 | *TOWN*
- 3 | *TOWN*
- 4 | *Amethyst Bay Resort & Spa*
- 5 | *Bodoni*
- 6 | *Monster Pop!*
- 7 | *Marilyn*
- 8 | *Are the Planets Inhabited?*
- 9 | *Wood-Block Printing*
- 10 | *Pasta Amore*
- 11 | *Web Design Suite*
- 12 | *Business Card*
- 13 | *Leave Behind Piece*
- 14 | *Resume*

# BRANDING PACKAGE



# BRANDING PACKAGE

**ABOUT Us**

TOWN aims to bring quality, style and the wish of good fortune to all of our guests. We provide experiential dining that is more than just a night out, combining quality and luxury with traditional Chinese cuisine.

Within our vision always lies the promise of inspiring creativity, conversation, and quality.

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**OUR SERVICES**

To seat parties larger than four, reservations are recommended. Reservations for private parties are generally booked three to four months in advance.

Catering for receptions, graduations, and other events are available. Our catering menu offers a wide array of items perfect for any occasion.

To speak with our catering specialist call 555-867-5310 or email at catering@town.com



114<sup>TH</sup> AVENUE  
OCEAN PARK, MAINE 04063

email us at  
reservations@town.com

555-867-5310







**DESSERTS**

**HOMEMADE ICE CREAM** \$8  
(Azuki Bean, Chocolate, Green Tea, Vanilla)

**CHEESECAKE** \$10

**HONG DOU TANG** \$8

**RICE PUDDING** \$7

**BEVERAGES**

**SODA** \$3  
Coke, Diet Coke, Sprite, Root Beer, Fruit Punch

**FRENCH ICE COFFEE** \$5  
Slowly filtered drip with condensed milk, served with separate glass of ice.

**Thai Ice Tea** \$4

**Bo Ba Tea** \$5  
Black pearl smoothie in assorted flavors.

**Hot Tea or Coffee** \$3

**NOODLE PLATTERS**

**CHOW FUN & CHOW MEIN**

Mixed Vegetables  
Chicken  
Beef  
Char Siu  
Shrimp  
House Special

Small \$45 | Serves 5 - 10 guests  
Large \$75 | Serves 10 - 12 guests





**RICE PLATTERS**

Mixed Vegetables  
Chicken  
Beef  
Char Siu  
Shrimp  
House Special

Small \$40 | Serves 5 - 10 guests  
Large \$65 | Serves 10 - 12 guests

**MEAT PLATTERS**

Roast Duck  
Peking Duck  
Roast Pork  
Oriental Fried Chicken  
Ginger Chicken  
Roast Char Siu

Small \$50 | Serves 5 - 10 guests  
Large \$85 | Serves 10 - 12 guests





**WINE**

Per Glass \$10

**CABERNET**

**MERLOT**

**PINO NOIR**

**ZINFANDEL**

**CHARDONNAY**

**SAUVIGNON BLANC**

# BRANDING PACKAGE

# 福 TOWN

## APPETIZERS

SINGLE ORDER \$8

**SPRING ROLLS (4)**  
Deep fried spring rolls: Pork with long rice, mixed vegetables, and served with house special sauce.

**SUMMER ROLLS (4)**  
Oriental Style: cold noodles with raw bean sprouts, cilantro, basil, thin slices of pork, shrimp, mint, lettuce and house hoisin sauce with crushed, roasted peanuts.  
  
Local Style: cold noodles with shrimp, thin slices of pork, lettuce, raw bean sprouts, and house hoisin sauce with crushed, roasted peanuts.

**VEGETARIAN ROLLS (4)**  
Cold noodles, tofu, lettuce, cucumbers, raw bean sprouts, cilantro, basil, mint, and served with house hoisin sauce with crushed, roasted peanuts.

**CRAB RANGOONS (6)**  
Fried Wontons: Crab meat and cream cheese, served with house special sweet & sour sauce.



## WINE

Per Glass \$10

CABERNET	ZINFANDEL
MERLOT	CHARDONNAY
PINO NOIR	SAUVIGNON BLANC

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## BEVERAGES

**SODA \$3**  
Coke, Diet Coke, Sprite, Root Beer, Fruit Punch

**COFFEE**  
French Ice Coffee \$5  
Slowly filtered drip with condensed milk, served with separate glass of ice.

**TEA**  
Thai Ice Tea \$4  
Bo Ba Tea \$5  
Black pearl smoothie in assorted flavors.  
  
Hot Tea or Coffee \$3

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## DESSERTS

**HOMEMADE ICE CREAM \$8**  
(Azuki Bean, Chocolate, Green Tea, Vanilla)

**CHEESECAKE \$10**

**HONG DOU TANG \$8**

**RICE PUDDING \$7**

## NOODLE DISHES

**CLEAR NOODLES (LONG RICE)**: served with fresh lettuce, bean sprouts, fried shallots and green onions.

**HOUSE SPECIAL CLEAR NOODLE SOUP \$10**  
Thin sliced pork, shrimp, and thinly sliced char siu.

**SEAFOOD CLEAR NOODLE SOUP \$12**  
Shrimp, squid, crab, and fish balls.

**HOUSE SPECIAL CLEAR OR EGG NOODLE (DRY) \$13**  
Thin slices of pork, char siu, shrimp, bean sprouts, garnishes, with house special soy sauce, served separately with small bowl of chicken broth soup.

**COLD NOODLES \$10**  
Served with: spring roll, lettuce, cucumbers, raw bean sprouts, mint, and your choice of meat, sprinkled with crushed, roasted peanuts and house special sauce.  
**Choices of Meats: BBQ Beef, BBQ Chicken**

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## CHOW FUN & CHOW MEIN

Stir-fried with celery, onions, cabbage, carrots, green onions, and bean sprouts.

<b>MIXED VEGETABLES \$8</b>	<b>CHAR SIU \$10</b>
<b>CHICKEN \$9</b>	<b>SHRIMP \$12</b>
<b>BEEF \$10</b>	<b>HOUSE SPECIAL \$15</b> <small>(Shrimp, Char Siu, and Chicken)</small>




## FRIED RICE

Stir-fried with cabbage, carrots, peas, diced onions, green onions, and bean sprouts.

<b>CHICKEN \$8</b>	<b>VEGETABLE \$7</b>
<b>BEEF \$9</b>	<b>SHRIMP \$11</b>
<b>CHAR SIU \$9</b>	<b>HOUSE SPECIAL \$13</b> <small>(Shrimp, Char Siu, &amp; Chicken)</small>

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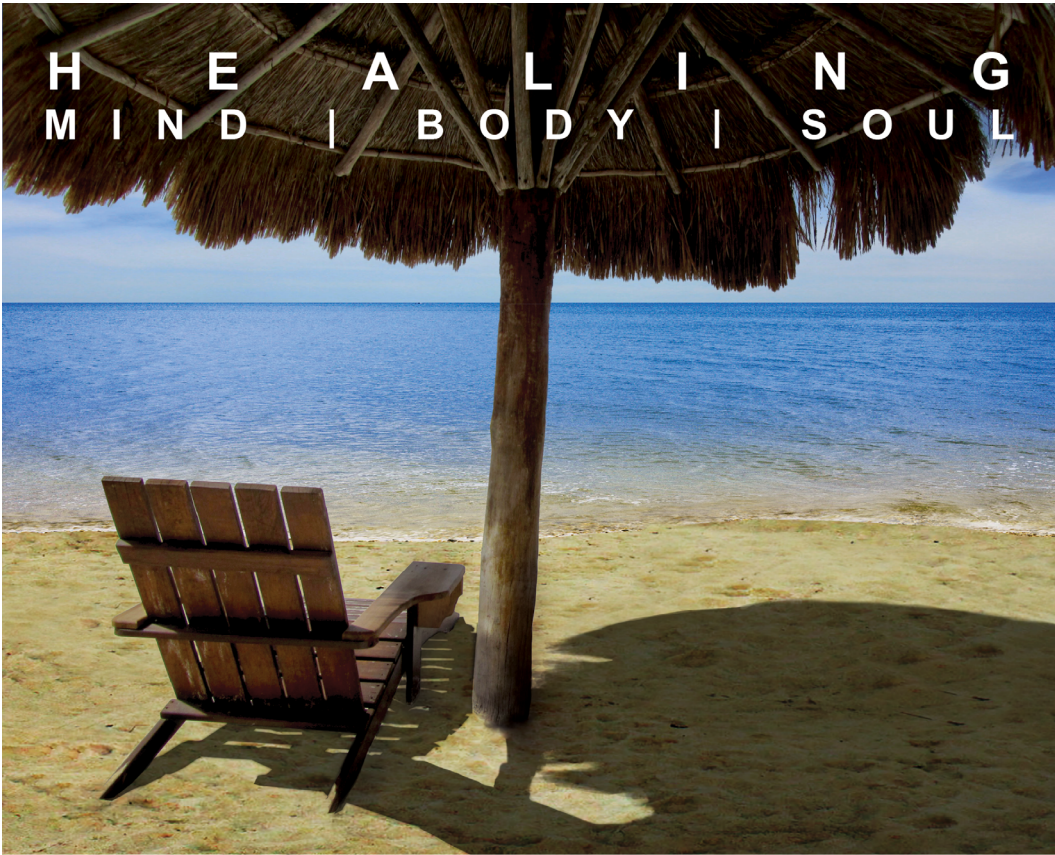
## ORIENTAL BBQ

HALF WHOLE

<b>ROAST DUCK \$15   \$25</b>	<b>ORIENTAL FRIED CHICKEN \$10   \$14</b>
<b>PEKING DUCK \$19   \$34</b>	<b>GINGER CHICKEN \$11   \$16</b>
<b>ROAST PORK \$14   \$24</b>	<b>ROAST CHAR SIU \$12   \$17</b>



ADVERTISEMENT



**AMETHYST BAY**  
*Resort & Spa*



Embrace serenity with our Amethyst infused springs and beaches.  
Amethyst Bay Resort and Spa harnessed the healing  
qualities of Amethyst to bring you the ultimate relaxing getaway.

[www.amethystbay.com](http://www.amethystbay.com)

Referred to as the “King of Printers,” or the “prince of typographers,” Giambattista Bodoni, was an Italian typographer, type-designer, compositor, printer and publisher. An admirer of the types of John Baskerville, he, alongside Firmin Didot, evolved a style of type called “New Face.” The letters of type were cut to produce a contrast between the thick and thin parts of their body. Combining his many decided type-faces with his skills as a compositor, allowed him to craft his pages with great subtlety of spacing.

The Bodoni type-faces, initially developed in the late 1700s, had a bold look with its contrasting strokes and a condensed upper case in comparison to the more stylish Baskerville. It became a favorite font in numerous typesetting situations, particularly title fonts and logos, due to its unbracketed serifs and even geometric styling.

Through the years, various type foundries have released variants, with notable designs coming from American Type Founders and Monotype. Bodoni has found its place in multiple forms of media, from album covers and magazines to movie posters and the logos of fashion designers.

**Identifying Characteristics:**

- easily recognizable Romantic typeface
- vertical stress
- slight serif bracketing
- cupped top serifs on b, h, l, not parallel to baseline in some versions
- top & bottom serifs on C
- vertical tail of Q
- small upper bowl of g
- usually no middle serif on w
- large ball terminal of c

**Sources:**

[abc.planet-typography.com](http://abc.planet-typography.com)  
[www.pressure.com](http://www.pressure.com)  
[www.fonts.com](http://www.fonts.com)  
[www.linotype.com](http://www.linotype.com)  
[www.rightreading.com](http://www.rightreading.com)

**Bb**

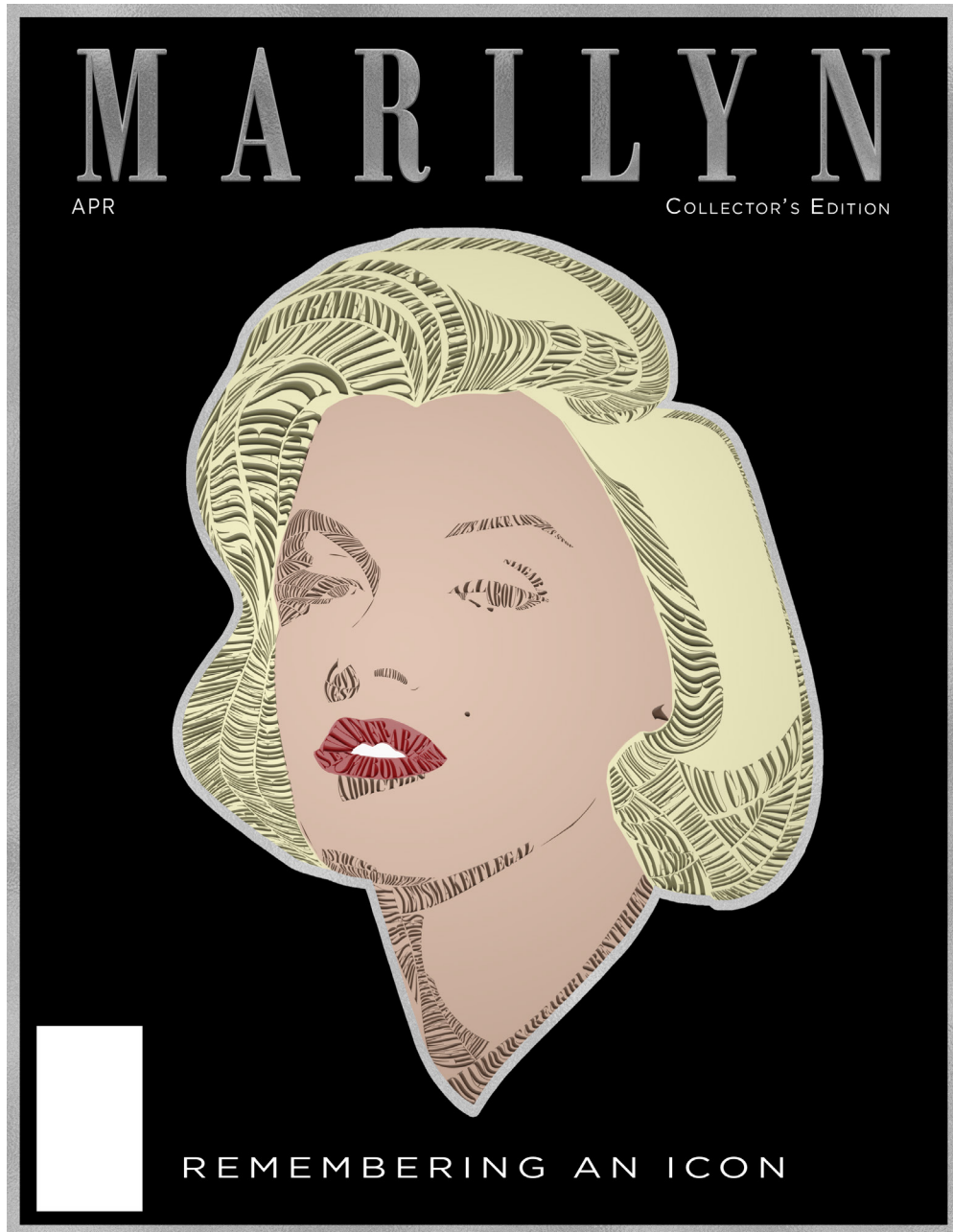
**Bodoni Typeface:**  
 Considered a “New Face” font, Bodoni distinguished itself through the strength of its characters. These modern fonts displaced the Old Face and Transitional styles, maintaining popularity until the mid-19th century.

The font has a strong emphasis on vertical strokes and the marked contrast between the fin and thick lines lessens Bodoni’s legibility, making the font better for larger print with generous spacing. Although with the development of differing variations, Bodoni can also be used within the body of text.

**POP CULTURE APPAREL MERCHANDISE CULT CLASSICS**

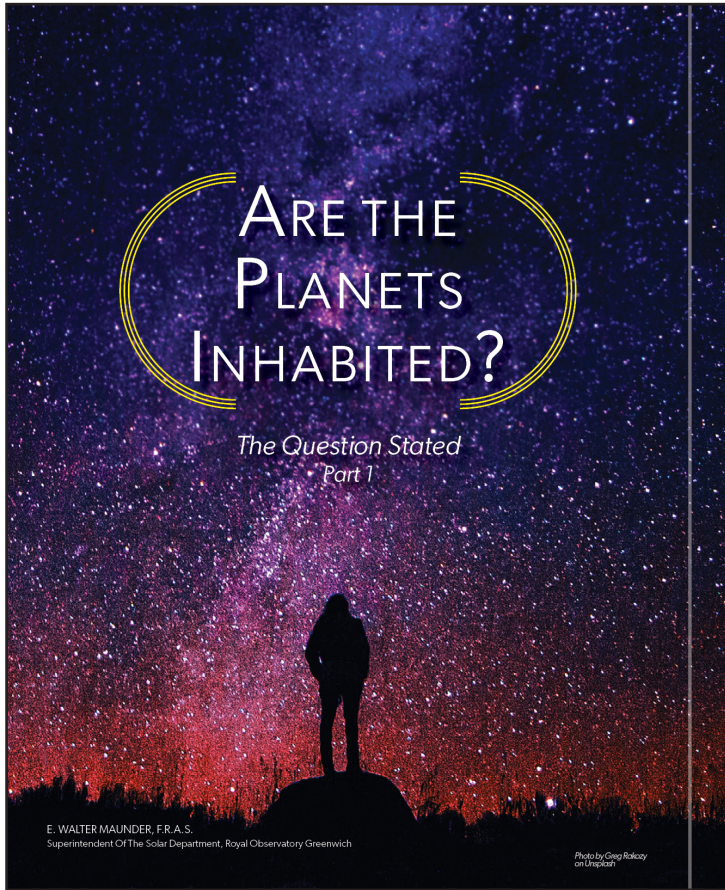
**MONSTERPOP.COM**

PUBLICATION



MARILYN COVER

TYPE MANIPULATED GRAPHIC,  
COVER DESIGN



THE first thought that men had concerning the heavenly bodies was an obvious one: they were lights. There was a greater light to rule the day; a lesser light to rule the night; and there were the stars also.

In those days there seemed an immense difference between the earth upon which men stood, and the bright objects that shone down upon it from the heavens above. The earth seemed to be vast, dark, and motionless; the celestial lights seemed to be small, and moved, and shone.

The earth was then regarded as the fixed centre of the universe, but the Copernican theory has since deprived it of this pride of place. Yet from another point of view the new conception of its position involves a promotion, since the earth itself is now regarded as a heavenly body of the same order as some of those which shine down upon us. It is amongst them, and it too moves and shines—shines, as some of them do, by reflecting the light of the sun. Could we transport ourselves to a neighbouring world, the earth would seem a star, not distinguishable in kind from the rest.

But as men realized this, they began to ask: "Since this world from a distant standpoint must appear as a star, would not a star, if we could get near enough to it, show itself also as a world? This world teems with life; above all, it is the home of human life. Men and women, gifted with feeling, intelligence, and character, look upward from its surface and watch the shining members of the heavenly host. Are none of these the home of beings gifted with like powers, who watch in their turn the movements of that shining point which is our world?"

This is the meaning of the controversy on the Plurality of Worlds which excited so much interest some sixty years ago, and has been with us more or less ever since. It is the desire to recognize the presence in the orbs around us of beings like ourselves, possessed of personality and intelligence, lodged in an organic body.

This is what is meant when we speak of a world being "inhabited." It would not, for example, at all content us if we could ascertain that Jupiter was covered by a shoreless ocean, rich in every variety of fish; or that

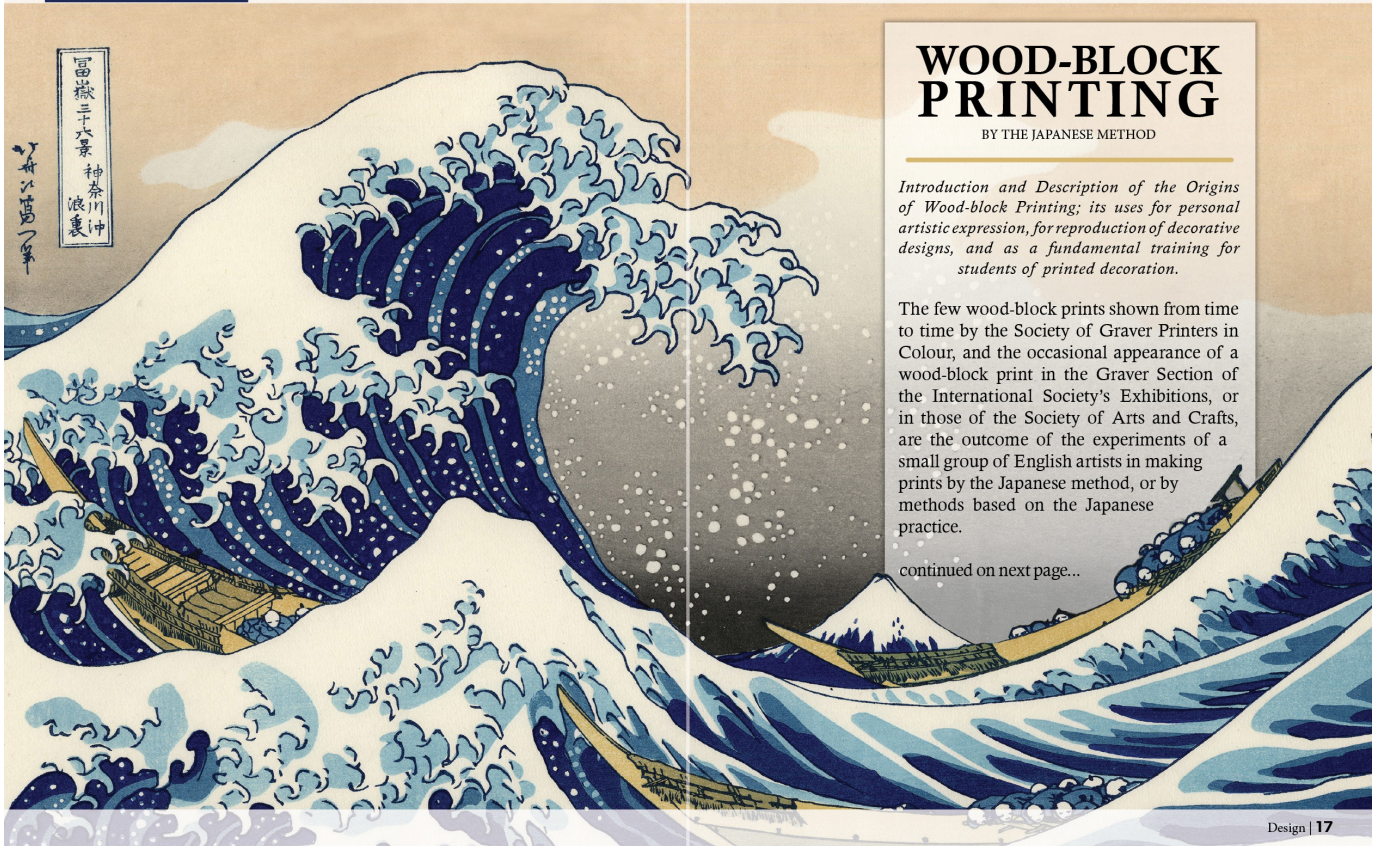
the hard rocks of the Moon were delicately veiled by lichens. Just as no richness of vegetation and no fineness and complexity of animal life would justify an explorer in describing some land that he had discovered as being "inhabited" if no men were there, so we cannot rightly speak of any other world as being "inhabited" if it is not the home of intelligent life. If the life did not rise above the level of algae or oysters, the globe on which they flourish would be uninhabited in our estimation,

and its chief interest would lie in the possibility that in the course of ages life might change its forms and develop hereafter into manifestations with which we could claim a nearer kinship.

On the other hand, of necessity we are precluded from extending our enquiry to the case of disembodied intelligences, if such be conceived possible. All created existences must be conditioned, but if we have no knowledge of what those conditions may be, or means for attaining such knowledge, we cannot discuss them. Nothing can be affirmed, nothing denied, concerning the possibility of intelligences existing on the Moon or even in the Sun if we are unable to ascertain under what limitations those particular intelligences subsist. Gnomes, sylphs, elves, and fairies, and all similar conceptions, escape

**"As nothing can be asserted of them they remain beyond investigation, as they are beyond sight and touch."**

WOOD-BLOCK PRINTING



# WOOD-BLOCK PRINTING

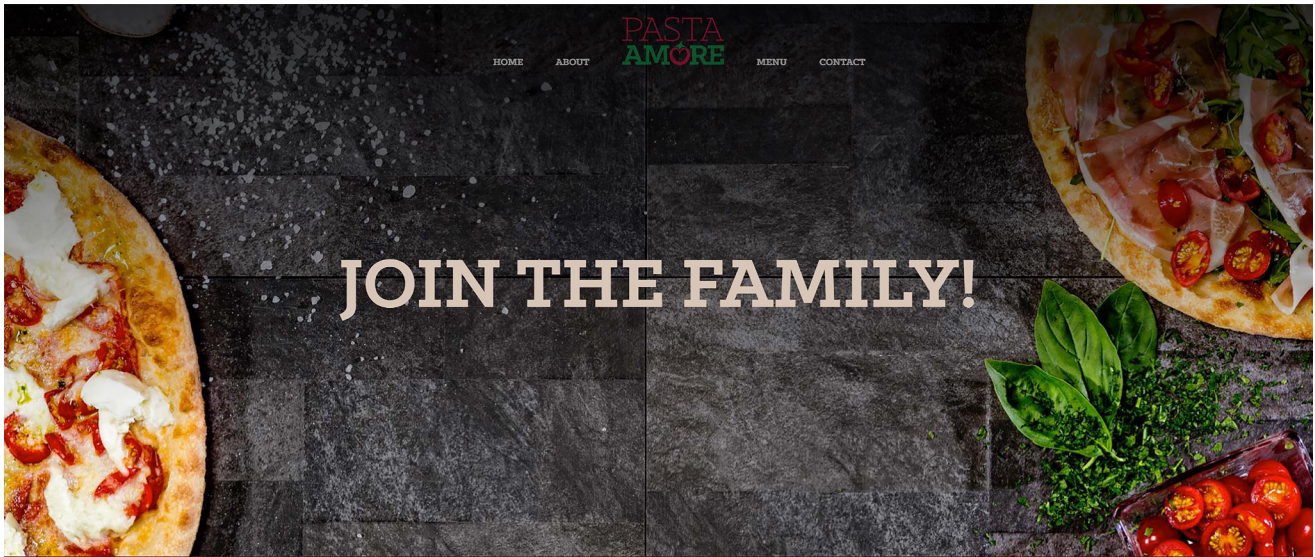
BY THE JAPANESE METHOD

*Introduction and Description of the Origins of Wood-block Printing; its uses for personal artistic expression, for reproduction of decorative designs, and as a fundamental training for students of printed decoration.*

The few wood-block prints shown from time to time by the Society of Graver Printers in Colour, and the occasional appearance of a wood-block print in the Graver Section of the International Society's Exhibitions, or in those of the Society of Arts and Crafts, are the outcome of the experiments of a small group of English artists in making prints by the Japanese method, or by methods based on the Japanese practice.

continued on next page...

Design | 17



**Our Mission**

To provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love.

**Our Vision**

Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand.

**Sides & Salads**

**Appetizer Combination**

Tomato Caprese, roasted peppers, fried calamari, artichoke hearts and marinated olives.

**Mozzarella Caprese**

Fresh mozzarella, tomatoes, olive oil, basil and balsamic.

**Fritto Misto**

A medley of fried calamari, shrimp, octopus, and whitefish served with house made marinara sauce and spicy gardenfresh peppers.

**Mains**

**Spaghetti or Penne**

Spaghetti or Penne topped with your choice of meatballs or sausage.

**Ravioli**

Stuffed with ricotta cheese and spinach, served with bolognese or marinara.

**Chicken Parmigiana**

Chicken breaded and baked in marinara and topped with cheese.

**Desserts**

**Mini Cannoli**

**Cannoli**  
Filled with ricotta and mini chocolate chips.

**Panna Cotta**

An Italian Custard  
**Turtle Cheesecake**

**Spumoni Ice Cream**

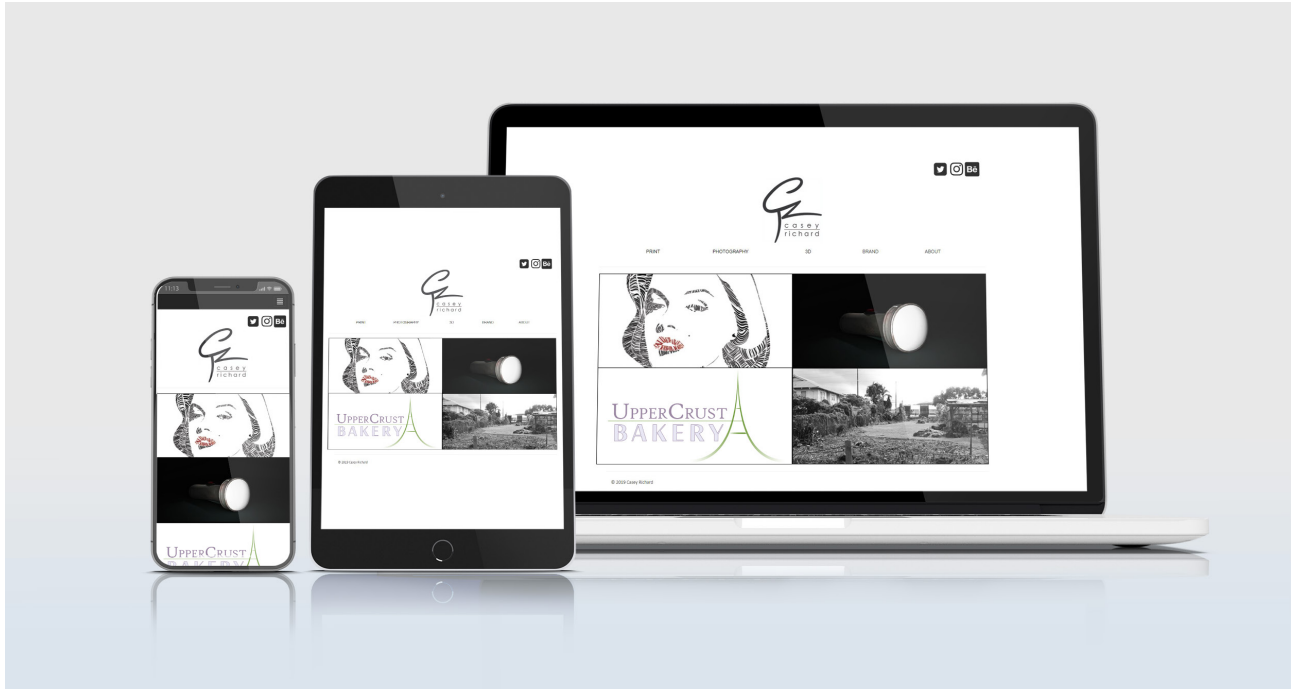
**Tirami Su**

[Home](#)  
[About](#)  
[Menu](#)  
[Contact](#)

Sunday: 9:00am - 9:00pm  
Monday: 10:00am - 9:00pm  
Tuesday: 10:00am - 9:00pm  
Wednesday: 10:00am - 9:00pm  
Thursday: 10:00am - 9:00pm  
Friday: 10:00am - 11:00pm  
Saturday: 9:00am - 11:00pm

Pasta Amore © 2019

# WEB DESIGN



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WEBSITE SUITE

RESPONSIVE WEB DESIGN

BUSINESS CARD



Casey Richard casey.richard@snhu.edu <a href="http://www.geocities.ws/richardc">www.geocities.ws/richardc</a>

LEAVE - BEHIND PIECE



# RESUME



casey.richard@snhu.edu  
www.geocities.ws/richardc

## education

### Hawaii Community College

Digital Media Arts. Completed 2013. Courses covering Graphic Design, 3D, Animation, Mixed Media, and Photography.

### Southern New Hampshire University

BA in Graphic Design -- 3D/Animation Concentration. July 2020. Courses covering Graphic Design, 3D, Animation, and Photography.

## experience

### Public Access Television

#### 2012 - 2015 --- Client Services/Production Assistance

Reserving rooms and equipment for producers.  
Maintaining up-to-date records of usages and certification.  
Greeting incoming producers and managing the front desk.  
Receiving and displaying schedule updates as they come in.

#### 2015 - Present --- Programming Coordinator

Receiving and processing client programs regularly for playback.  
Maintaining twenty-four (24) hour programming on three (3) channels.  
Distributing promised schedules to clients.  
Scheduling and monitoring playback and recordings for LIVE events on three (3) channels.

## skills

Adobe Creative Suite  
Autodesk Maya & Mudbox  
File and Data Management

Data Visualization  
HTML/CSS  
Microsoft Office