

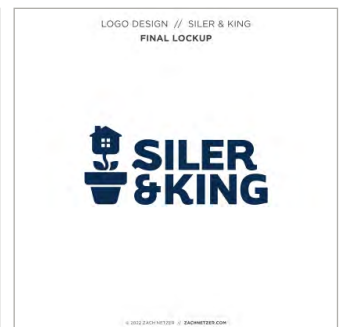
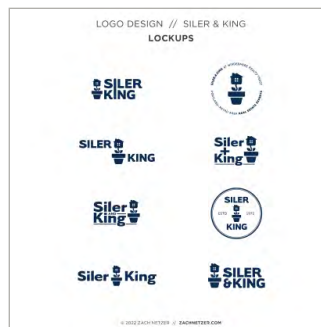
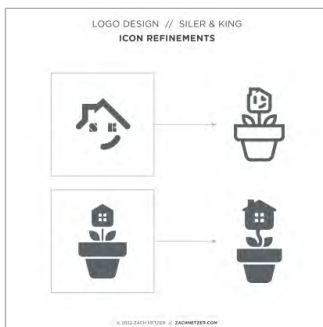
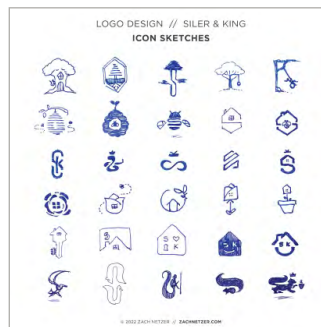


Zach NETZER

Portfolio: Logo Design Process



- CLIENT **Siler & King Realtors**
- PROJECT **Logo Design**
- PROCESS
1. **Concept**
 2. **Keywords & Research**
 3. **Hand-Drawn Sketches**
 4. **Vector Sketches**
 5. **Colors & Typography**
 6. **Lockup Designs**
 7. **Final Lockup**





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Portfolio: Print Design Process



CLIENT
PROJECT
PROCESS

**NCRFU Referee Society
Guidebook Design**

1. **Concept**
2. **Type & Color**
3. **Design Elements**
4. **Reference Images**
5. **Template Design**
6. **Page Design**
7. **Final Selection**

CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Concept

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Type + Color

Title: **LATO BLACK // ALL CAPS // 26.2 PT**
 Subheader: **Lato Bold // Normal // 18.0 pt**
 Body: Lato Regular // Normal // 12.0 pt
 Emphasis: Lato Italic // Normal // 12.0 pt

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Design Elements

Pelican Beak (Pouch Shape)

Monochrome Photography (Image Bars)

Underlines & Hairlines (Emphasis & Layout)

Body Text // Subheader

LOREM IPSUM SIT AMET, CONSECTETUR adipisicing etc.

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Reference Images

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Front Cover

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Table of Contents

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Letter from the President

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Chapter Page

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Subpage A

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Subpage B

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Back Cover

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CLIENT: NCRFU Referee Society
PROJECT: Referee Guidebook
CATEGORY: Print Design
STEP: Mockup

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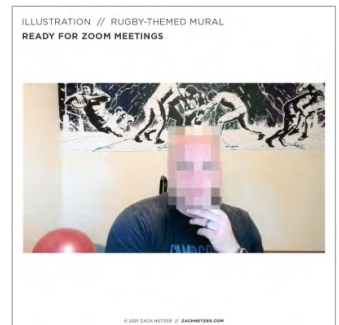
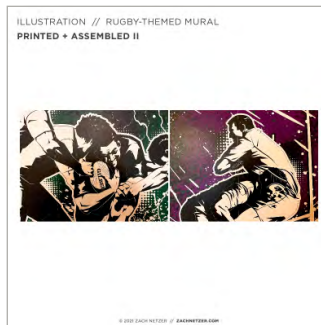
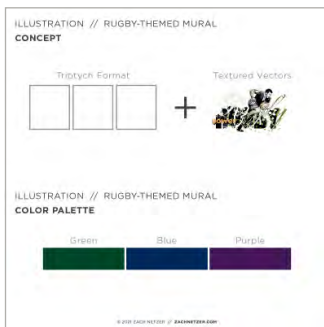


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Portfolio: Illustration Process



- CLIENT **Private Commission**
PROJECT **Zoom-Meeting Backdrop**
PROCESS
1. **Concept**
 2. **Reference Images**
 3. **Digital Sketches**
 4. **Vector Illustration**
 5. **Printing & Assembly**





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Portfolio: Web Design Process



- CLIENT **ConMet**
- PROJECT **Web Design**
- PROCESS
1. **Concept**
 2. **Keywords & Research**
 3. **Reference Images**
 4. **Wireframing**
 5. **Design Elements**
 6. **Page Design**
 7. **Device Testing**

