



Taylor R. Wilford

Graphic / Exhibit

Introduction

Hello my name is Taylor Willford, I have been studying Exhibit and Graphic Design, with a special interest in illustration. I grew up on a farm in a small town called Harmony Minnesota, roughly 5 miles from the Minnesota / Iowa border. My house is located almost directly on the border, and I like to say “You walk a mile out my back yard and you’re in Iowa.”



Introduction

After hearing about Bemidji from my cousin, a 2017 BSU Grad, I chose to start my career here at BSU. Although I have spent a majority of my time in the design programs, I have also participated on the Bemidji State Women's Rugby team, as a player for 4 years and as Vice President for 3 years. Not only did I participate in a fun and new sport, but I also was able to use my design skills to promote and support the team on campus and social media.



Introduction

For my presentation, I will be showcasing my most recent projects. For my first project I will showcase a design solution for an exhibit created for B+N Industries. My design solution for my second project highlights graphic posters, that showcase my design style and illustrative talents. Finally, for both BSU design courses and my freelance work, I will show a complete branding experience for the up-and-coming band Sidewinder.



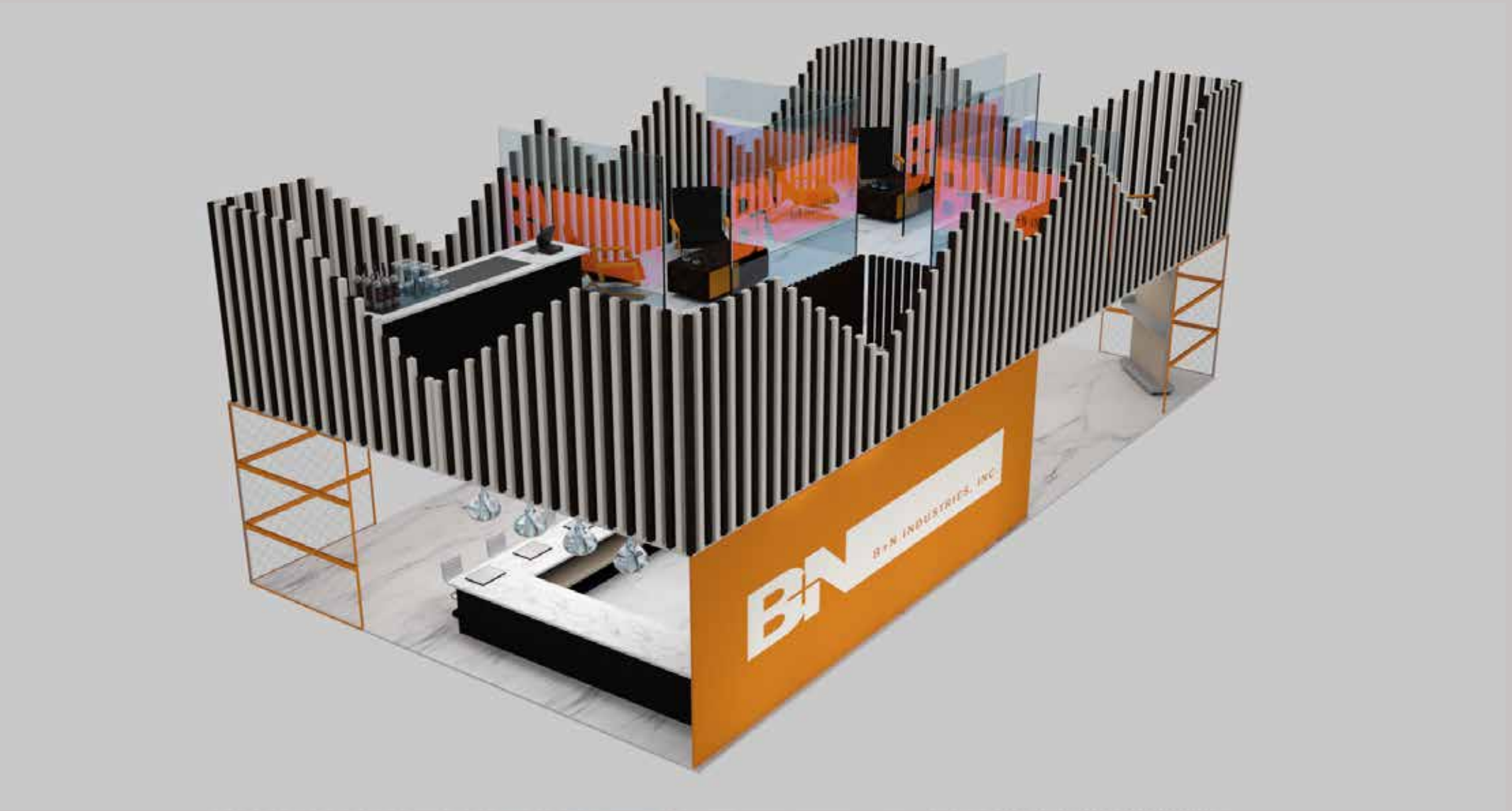
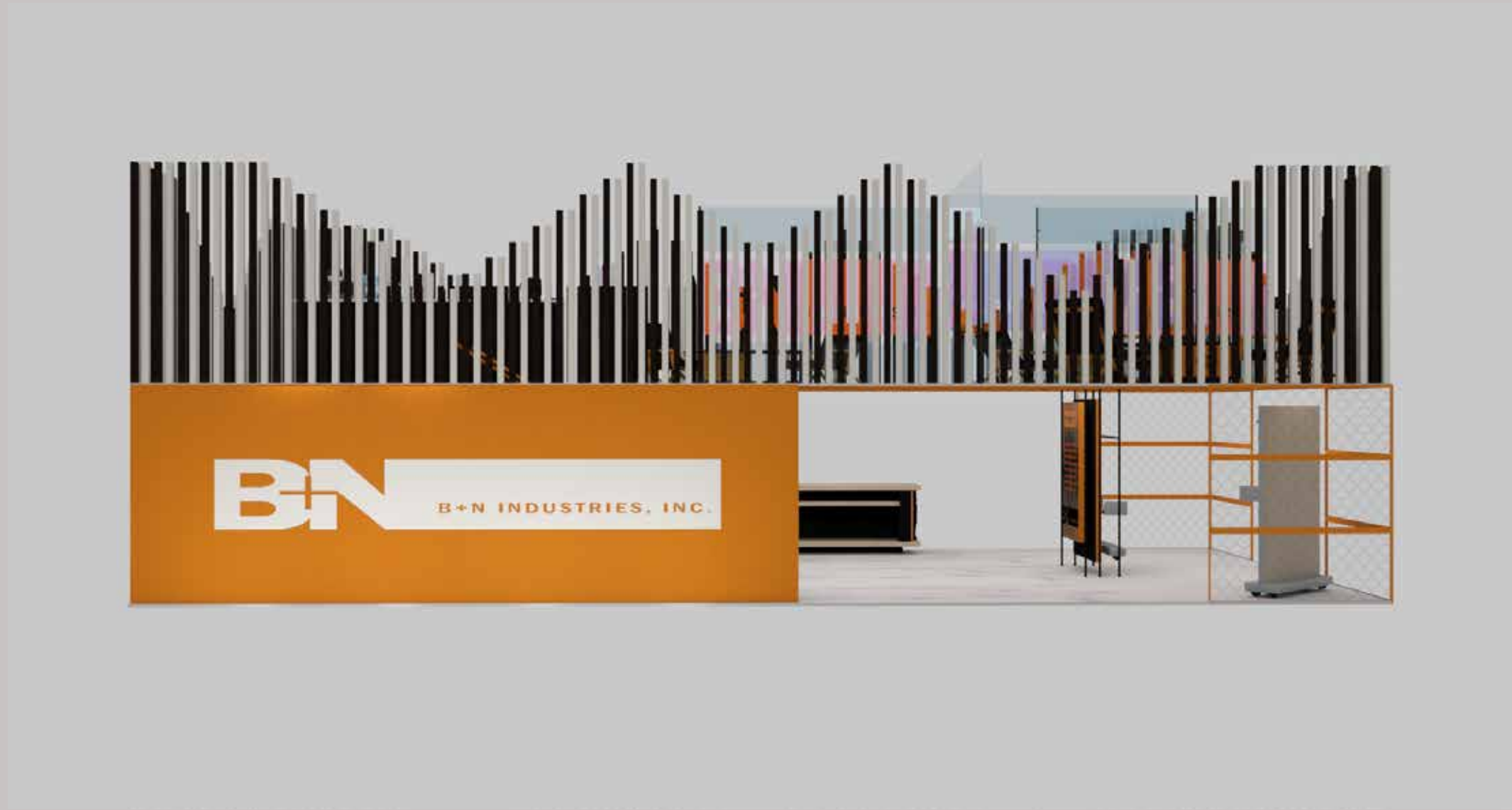


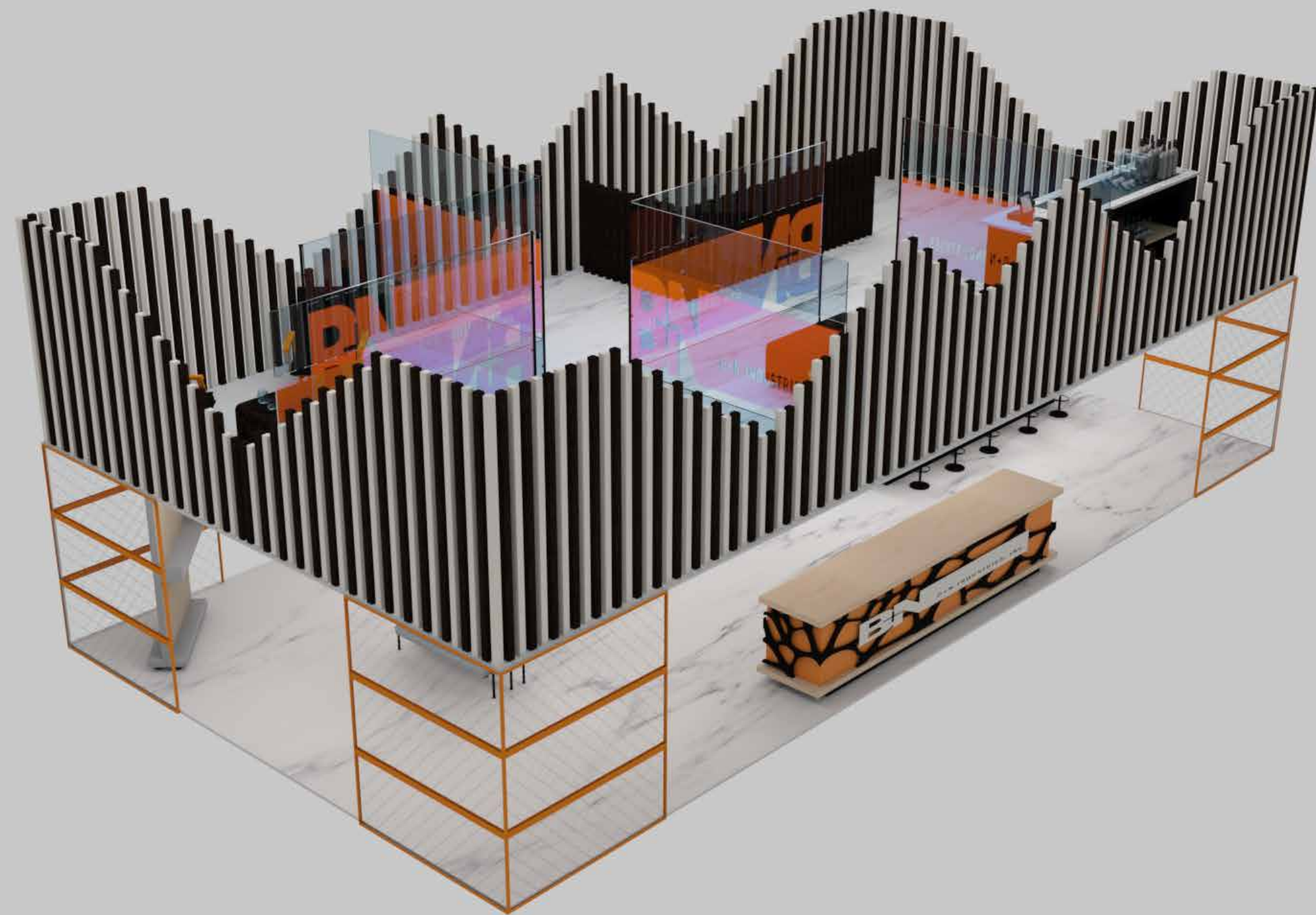
Project 1

B+N Exhibit



The Simulated educational challenge was to design a brand experience for B+N Industries that will take form of a trade show exhibit to NeoCon 2022. The Goal was to develop a space that exploits the design that B+N Industries offers, leading to an increased number of customers and more adopters of the system 1224 product line. The challenge was to design an island exhibit fitting a 20ft x 40ft space with a height of 14th.







Project 2

Illustrative Posters





The goal for this Project was to create a typographical illustrative poster, using hand illustrated font styles, and original imagery. I chose the topic of this project to be based off of a Wizard of OZ spoof play I participated in, in high school.



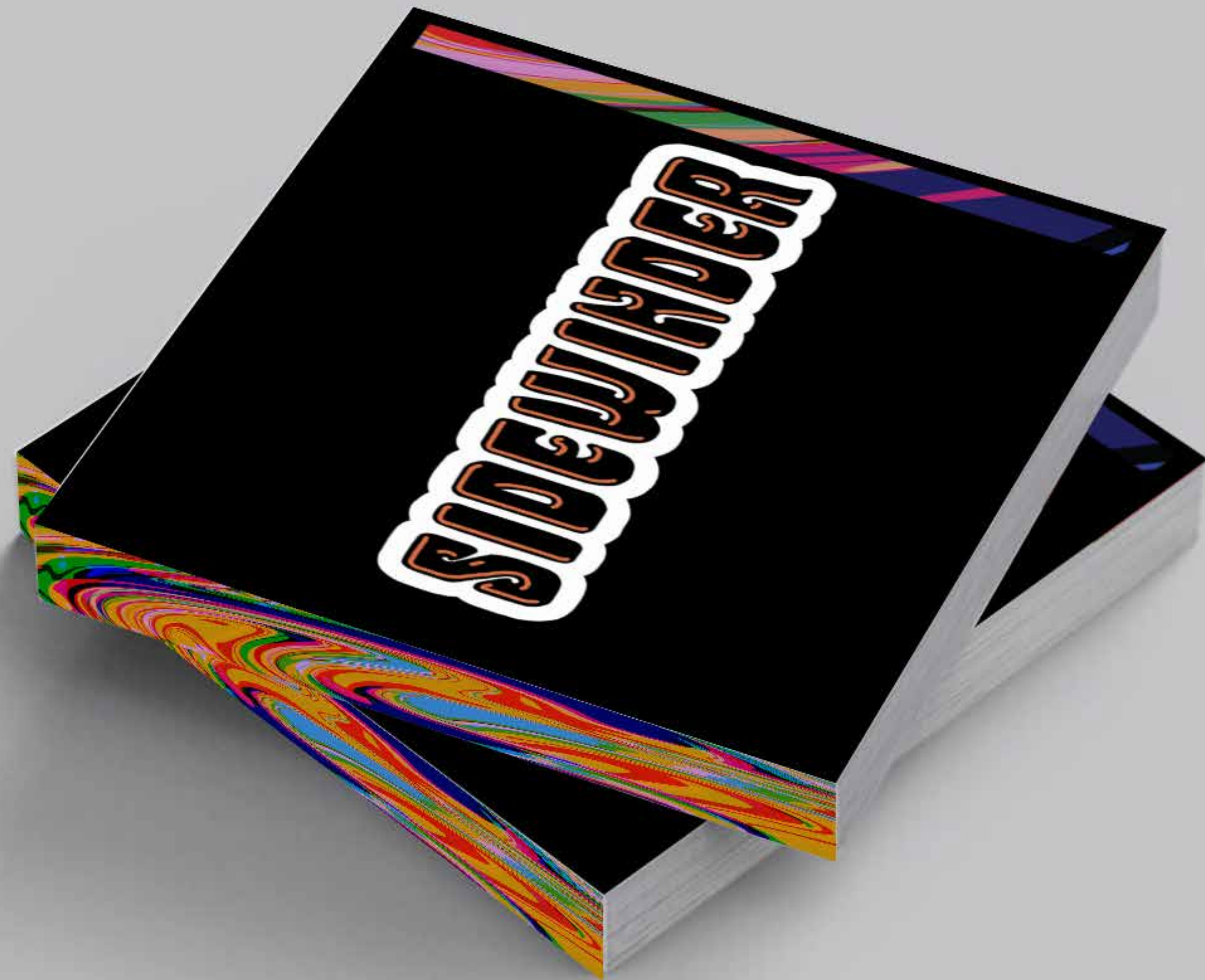
The goal for this project was to create a typographical illustrative poster, using hand illustrative font style and original imagery. The topic I chose for this project to be based off of the Bemidji State Rugby teams, The Angry Beavers, and the Ballistic Beavers to showcase the teams as a club at BSU.



Project 3
Sidewinder ID



Sidewinder is a up and coming band from all over Minnesota, made up of students and non-student who are passionate about music and funk. I was asked to produce, mock up, and provide logos, promotional items and a full brand ID for the band as they grow and produce more music for themselves and their listeners.









SIDEWINDER
@bemidji - Sidewinder



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SIDEWINDER
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Thank You!