



**G.CARTER
DESIGNS**

TACO STOP BRANDING

For this project I was tasked with branding a food truck based around a certain regional food style. So for the project I created a Tex-Mex inspired food truck named Taco Stop. The brand was themed around traffic signals and featured takeaway packaging, a food truck design, and a menu design

The project required significant research and experimentation with packaging design and how to brand all these elements together.





TACO STOP	
TACOS	
Mocktail Maki Taco	\$12.99
Spicy and Creamy Chicken Tacos	\$8.99
Chicken and Lime Chicken Tacos	\$10.99
Pork Taco	\$10.99
BOWLS	
Vegan Taco Bowl	\$7.99
Spicy and Creamy Chicken Bowl	\$10.99
Pork Bowl	\$10.99
Beef Bowl	\$10.99
NACHOS	
Nacho Box	\$6.99
Loaded Nacho Box	\$12.99

YIELD
FOR
TACOS

WHO NEEDS A TACO?



BEACH POLLUTION AWARENESS CAMPAIGN

This project focused on the topic of beach pollution. This project was important to me because I am from an area that is very beach centric. To create the poster, I used a collage method with pieces of trash that is normally found on beaches. I decided to create a beach scene from the various pieces of trash to tie a connection between the beach and the devastation pollution causes.



'We Are Being Eaten From Within.' Why America Is Losing the Battle Against White Nationalist Terrorism

When you think of a terrorist, what do you see? For more than a generation, the image lurking in Americans' nightmares has resembled the perpetrators of the 9/11 attacks: an Islamic jihadist. Not a 21-year-old white supremacist from a prosperous Dallas suburb. But long before that young man drove to El Paso, Texas, on Aug. 3 and allegedly murdered at least 22 people at a Walmart crammed with back-to-school shoppers, it was clear that white nationalists have become the face of terrorism in America. Since 9/11, white supremacists and other far-right extremists have been responsible for almost three times as many attacks on U.S. soil as Islamic terrorists, the government reported. From 2009 through 2018, the far right has been responsible for 73% of domestic extremist-related fatalities, according to a 2019 study by the Anti-Defamation League (ADL). And the toll is growing. More peo-

ple—49—were murdered by far-right extremists in the U.S. last year than in any other year since the Oklahoma City bombing in 1995. FBI Director Christopher Wray told Congress in July that a majority of the bureau's domestic-terrorism investigations since October were linked to white supremacy. Yet the nation's leaders have failed to meet this menace. In more than a dozen interviews with TIME, current and former federal law-enforcement and national-security officials described a sense of bewilderment and frustration as they watched warnings go ignored and the white-supremacist terror threat grow. Over the past decade, multiple attempts to refocus federal resources on the issue have been thwarted. Entire offices meant to coordinate an interagency response to right-wing extremism were funded, staffed and then defunded in the face of legal, constitutional and political concerns.



"THE RISE OF WHITE NATIONALISM" MAGAZINE COVER AND SPREAD

For this project, I needed to create magazine cover and a center spread that featured a controversial subject. To create the spread and the cover, I utilized a series of destructive photo manipulation techniques. Some of the methods used were cutting, burning, and photo-transfer. I selected various images that represented the topic I had selected and then proceeded to alter the images so that they would embody the feelings of danger and destruction that was detail in the subject.

QUARANTINE SURVIVAL JOURNAL

In this project, I created a personal journal of everything that kept me sane over the course of the pandemic. I left this completely open to self expression and put all of my bottled up emotions in to this project. In the the creation of this project I experimented with expressive imagery and type to create a style unique to my personal experiences



"Its the End of
the World as
We Know it,
and I Feel Fine"
-REM

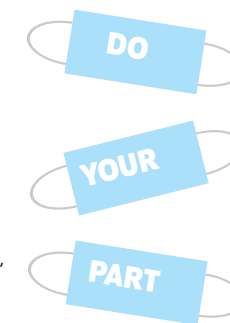
GOOD LUCK

We're Going to Need It



Now, for reasons I can't quite understand, some people seem to think its okay to just casually not wear a mask. And this truly boggles my mind. There is consistently proven data that states that wearing a mask will keep you safe from the virus and yet people don't listen. And they never have a good reason, they're, simply stated, dumbfucks with no concern for their own safety or that of others.

And now that that's out of the way let's laugh about some dumbass excuses used by the irresponsibly dumb populace



"IT IMPEDES MY FREEDOM"

"COVID 19 IS BEING SPREAD THROUGH 5G"

"I TESTED NEGATIVE SO I'M IMMUNE TO COVID"

"PEOPLE WON'T BE ABLE TO SEE MY SMILE"

"COVID 19 TESTED POSITIVE FOR FRAUD"

"BEING FORCED TO WEAR A MASK IS DISCRIMINATION"

"I CAN'T GET THE VIRUS"

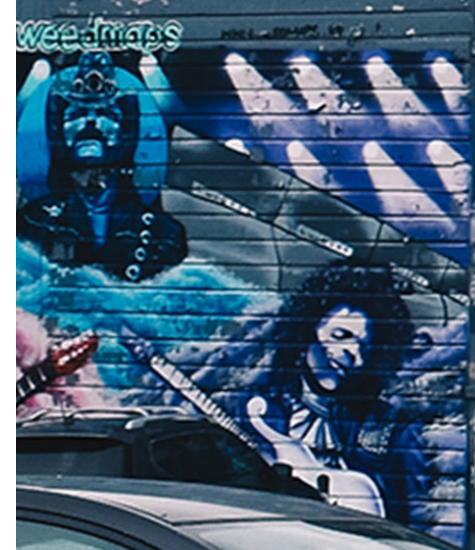
"WEARING A MASK IS FEMININE"

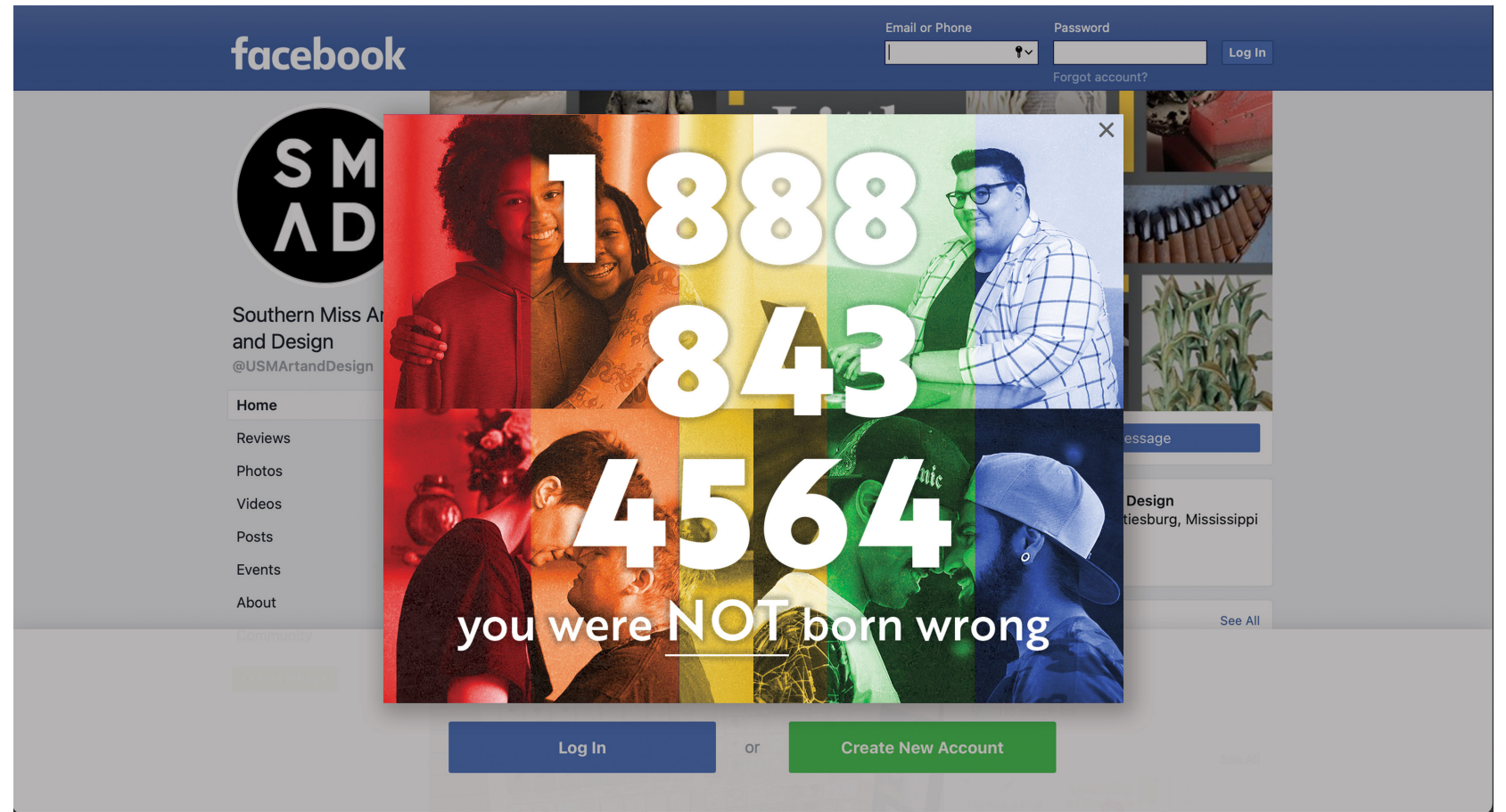
1 888 843 4564

you were NOT born wrong

LGBT National Hotline

The billboard is set against a background of a multi-story building with blue and tan siding. The billboard itself is divided into four vertical panels, each with a different color and a portrait of a person: pink (left), yellow, green, and blue (right). The text is overlaid in white, with '1 888 843 4564' in a large, bold font and 'you were NOT born wrong' in a smaller font below it. 'LGBT National Hotline' is written in a smaller font at the bottom left of the billboard area.



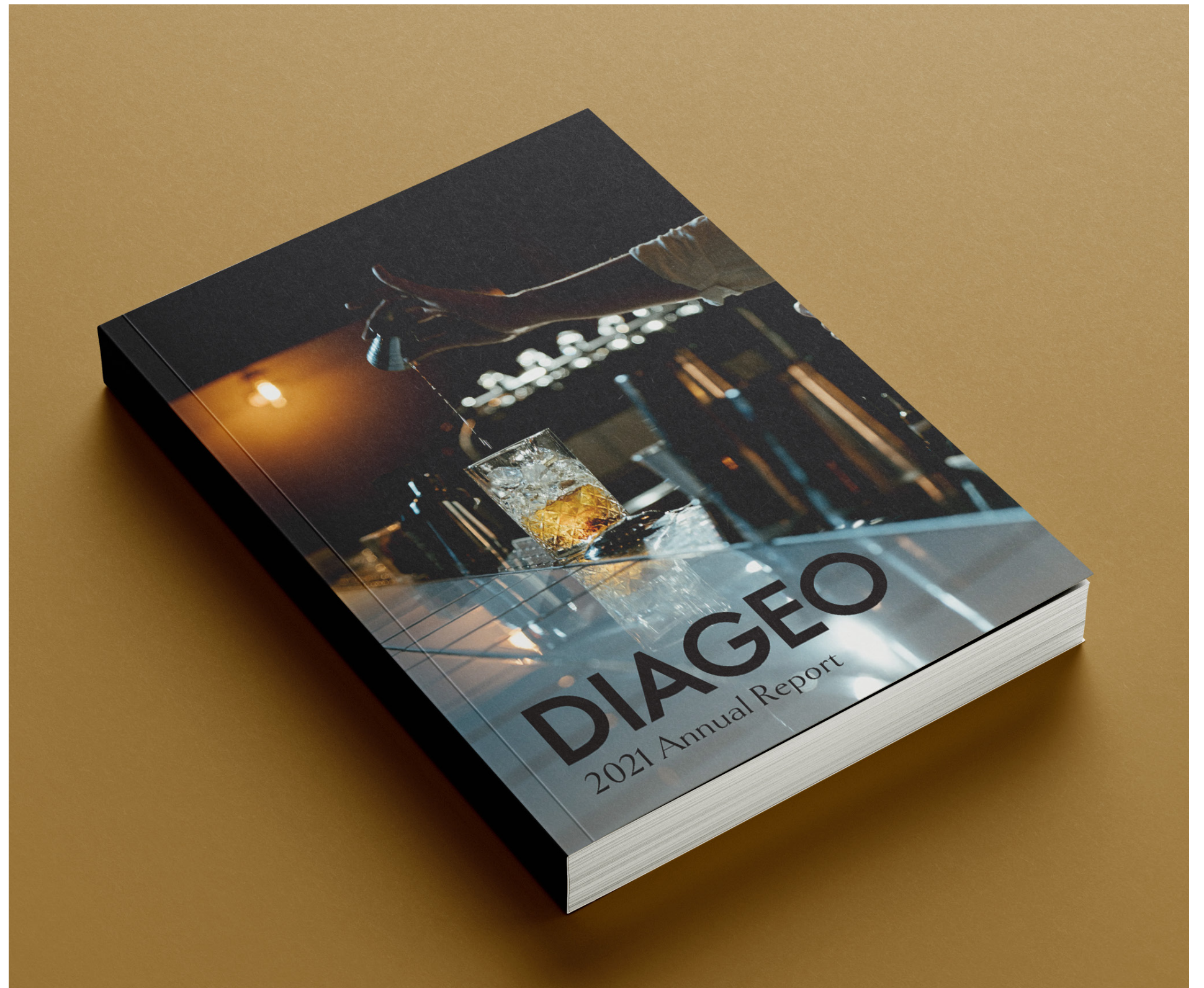


1 800 Ad Campaign

This project was a What-If campaign centered around the LGBT+ hotline. The most prominent part of the design had to be the 1 800 number associated with the hotline itself. I wanted to make sure the campaign was representative of the LGBT community by including photography to create a human connection to the campaign.

DIAGEO ANNUAL REPORT

This project was an annual report for the brand DIAGEO. For the project I need to take all of the information from their usual annual report and create a designed publication with it. It was important for this project to keep the feeling of the brand consistent while also putting my own style into the design. Additionally, the most important part of the project was laying out the information without overwhelming and readers, which means lots of pacing pages and negative space in the spreads.





An Engaged and Empowered Workforce

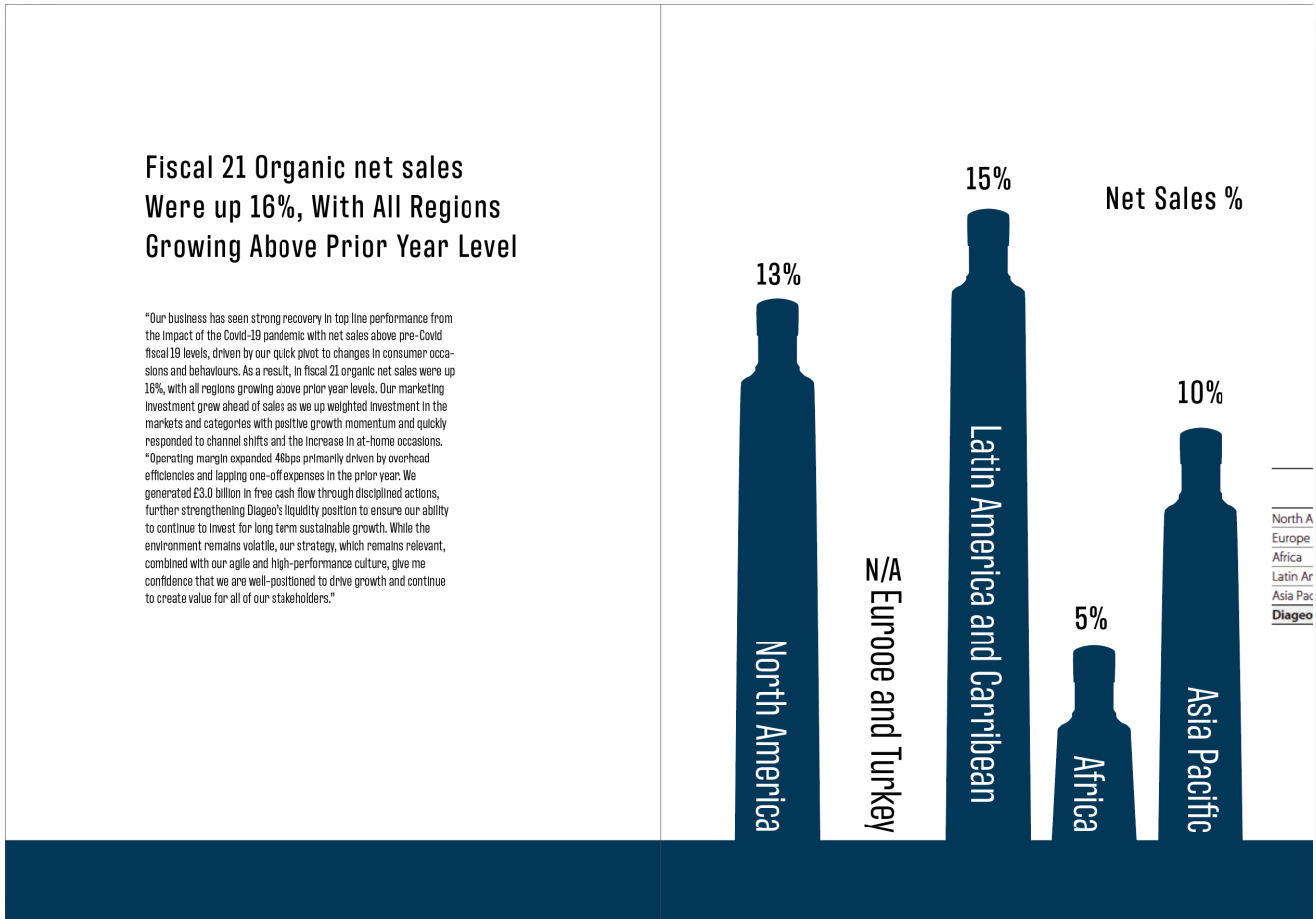
At the core of our Performance Ambition is a commitment to enable our 27,650 people to be the best they can be, have the freedom to succeed and feel valued for who they are. From the moment they join Diageo, we want our people to feel engaged, passionate about our Performance Ambition, connected to our values and motivated to achieve their potential.

We provide our people with robust career and development opportunities, competitive reward offerings, and an inclusive environment that harnesses their diversity. The health and wellbeing of our people continues to be our priority and we have implemented progressive policies and procedures to safeguard them and help them successfully navigate the Covid-19 pandemic.

Staying engaged and responsive
We pride ourselves on our unique culture, rooted in a deep sense of purpose, a passion for winning, and a personal connection to our brands and each other. Everyone at Diageo plays a part in creating this culture. Our bi-annual Your Voice survey, in addition to the regular pulse surveys we ran throughout the pandemic, provides us with valuable insights on employee engagement, what works well in the organisation, and what can be improved. The Your Voice survey results released in May 2021 told us that 89% of respondents are proud to work for Diageo and 81% would recommend Diageo as a great place to work. Across our business, the insights gained from the Your Voice and pulse surveys are used to develop meaningful action plans. We ran a Global Wellness week in February 2021, in response to the feedback from the pulse survey conducted on the impact of the pandemic on people's wellbeing. The impact of this initiative can be seen in 78% of respondents telling us in this year's Your Voice survey that they believe Diageo is sufficiently supporting their health and wellbeing.

Over the past year, it has become even more important to embed more flexible ways of getting work done, so our people can own how they deliver their best work. We call this our 'Diageo Flex philosophy' - a framework of principles for our people and their line managers to discuss and agree working patterns that best reflect each employee's individual needs alongside business requirements. This framework continues to be a catalyst for stronger employee engagement and performance.

CH 2







CURA PERSONALIS

This client wanted a clean and natural feeling logo ID system for a health food style restaurant. To create this feeling of clean and natural, I used simple line work and a soft geometric typeface. The icon I created was inspired by the leafy vegetables that permeate most healthy food. Expanding on the project allowed me to design to go boxes and cups as well as a menu.



Join Us for a Sacred Event and Witness the Ultimate Gift.

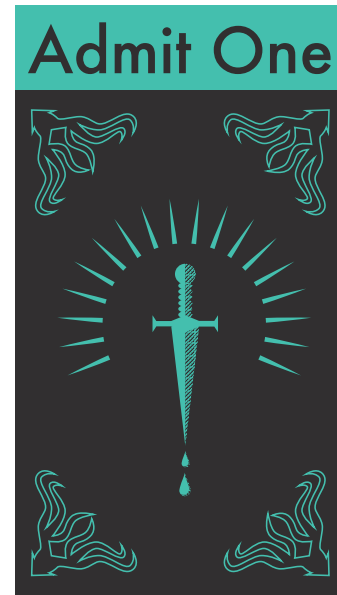
Again we gather on the anniversary of the death of our Masters final prophet. On this day we offer up the ultimate sacrifice for our Master in the hopes that he shall rise again and bestow his precious gift upon the world.



You are Invited

March 15, 2021
65 Prospect Street
Providence, Rhode Island





R'YLEH SOCIETY INVITATION SET

The brief of this project requested a invitation set that was designed for a secret society. The design needed to only appeal to a niche group of people as well being able to hide in plain sight. The secret society I created was based around the H.P. Lovecraft's Cthulhu mythos which is where the imagery draws its inspiration. The elements of the project were a invitation, an RSVP, a Save the Date, an admission ticket, a promotional piece, and an envelope.



TABOO 4 PACK

The goal for this project was to create a 4 pack based around a certain time period of design. The era for my 4 pack was the 1920s, however I wanted to avoid Art Deco style and instead focus on more of the flat designs that were also present at the time. I named my product TABOO because it was of 1920s was the prohibition era, and I wanted to lean into the idea of enjoying what is bad for you. This is why I included imagery of cocktail glasses and cigarettes.





BIG
CLOTHING
BOX





HEM

For my capstone project I created a brand to focused on empowering plus-sized men. HEM is a plus-sized clothing brand targeted towards men who struggle to find clothing in their size. This was a very personal project for me because it is something I struggle with. In addition to creating access to clothing, I also wanted to create elements that educated men on how to dress for their bodies. The products that I created for this project were packaging designs, a how-to guide, a web site, and a poster series. For the brand itself I wanted to push the idea of embracing your body and doing what you can to make sure it looks its best.

HEM. HOME SHOP ABOUT CONTACT NEWS Search

Spring 2022 Collection

SHOP NOW



TOPS

HATS

BOTTOMS

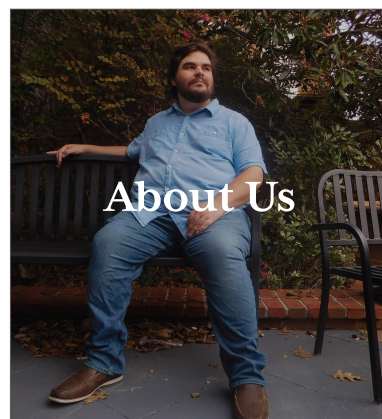
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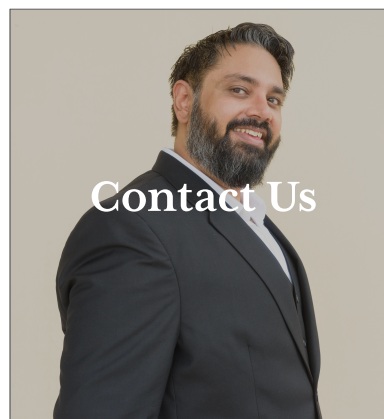
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About Us



Contact Us

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About Us

Who are we?

HEM is a company dedicated to the expansion and inclusivity of plus sized clothing for men. We seek to provide all of our customers with easy access to clothing that suits their bodies. We also aim to bring plus sized clothing to the forefront and change the way people view the plus size community. It is our goal that everyone feel comfortable in their own body and that starts with the clothes they are wearing.

How it Began

HEM started in Hattiesburg, Mississippi during the year of 2020. The founder Shayne Carter had always been a large man and had spent much of his life struggling to find clothes that both fit well and looked good. After developing an interest in fashion and finding that his clothing needs were not being met, he decided to create a company that would see to the needs of the plus size man.

"I know I'm a big guy, but my body shouldn't limit my clothing options. The fashion industry needs to do better to support plus size men."

-Shayne Carter

With the help of a few friends, some sweat and determination, and a love for clothing, HEM was born from the desire for a more inclusive space in the fashion industry. Today, HEM is providing access to proper fitting clothing for thousands of men around the world, with no intentions of slowing down.

Find the next best fit for your wardrobe



HEM. HOME SHOP ABOUT CONTACT NEWS Search

Clothing Built for Your Body

We are dedicated to providing unique and accessible clothing for plus sized men

CATEGORIES

- TOPS
- BOTTOMS
- SHOES
- BELTS
- HATS

Soft-Washed Crew-Neck 705 T-Shirt \$24.00	Water-Resistant Bomber Jacket \$54.99	Cozy Crew-Neck Sweater \$44.99	Soft-Washed Crew-Neck T-Shirt \$24.00
705 Wide Cuff Beanie \$13.99	VARVCA Flat Billed Hat \$19.99	Brown Leather Boots \$79.99	Tan Leather Zipper Boots \$59.99
Brown Oxford Brogue Shoes \$69.99	Brown Chelsea Slip-on Boots \$59.99	Dynamic Fleece Jogger Shorts —9-inch inseam \$25.00	Soft-Washed Crew-Neck 705 T-Shirt \$24.00

CONTACT US: +44 345 678 903, hemapparel@mail.com, Find a Store

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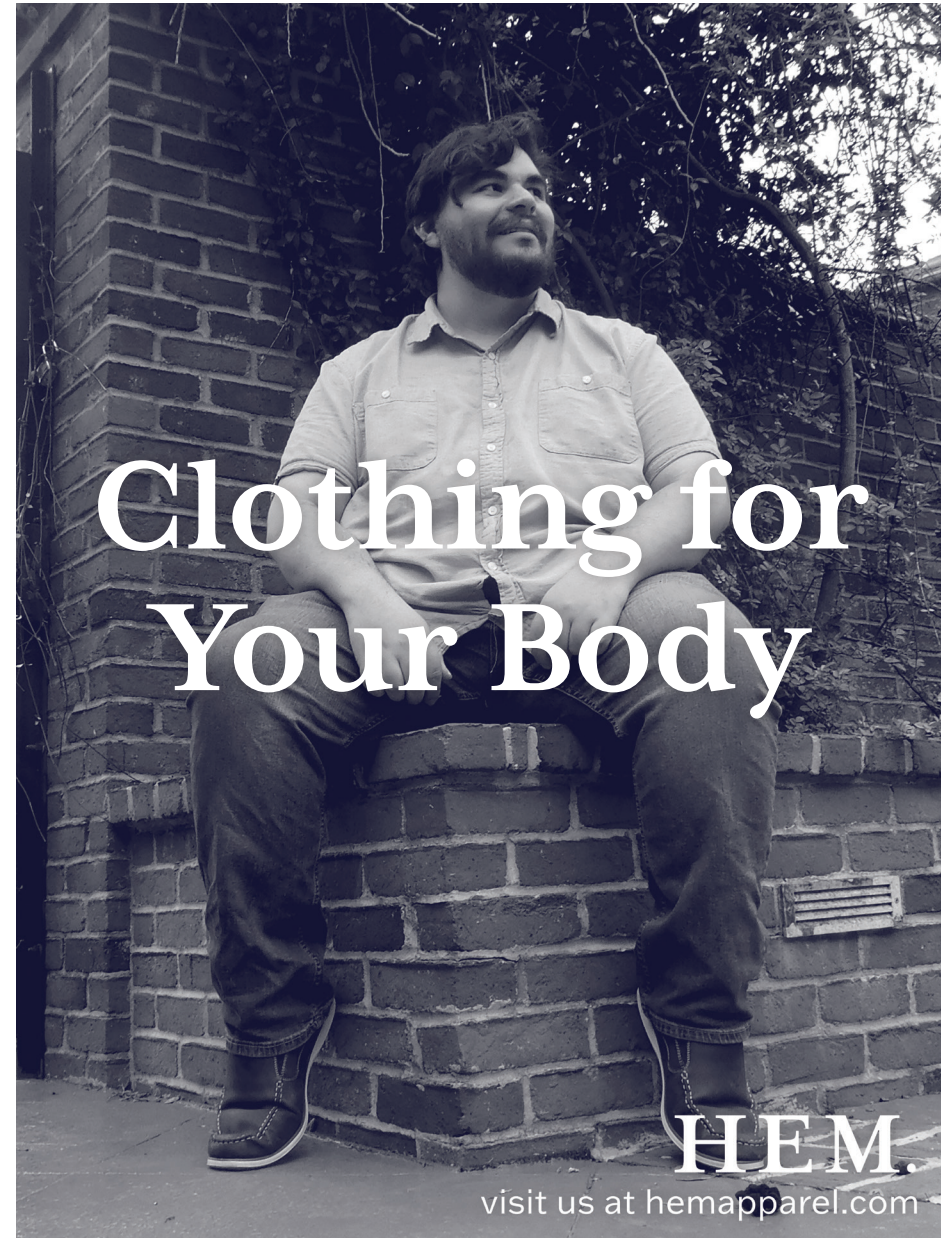
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THANK YOU!

