

TAYLOR HANEY



DESIGNS

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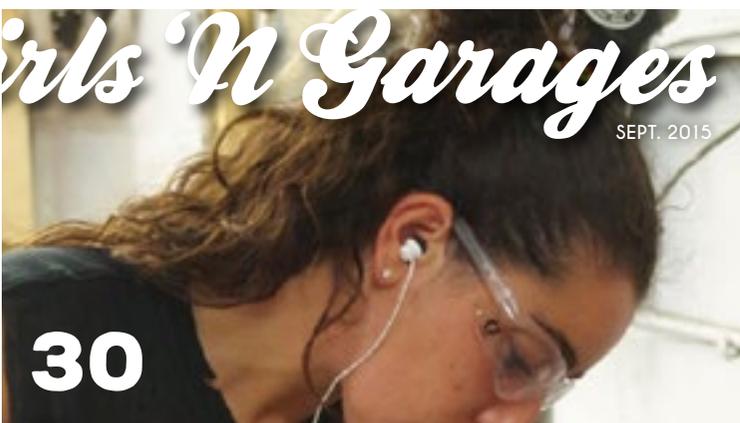
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Meet the Designer



Thank you for taking a moment to view my portfolio. This magazine is a culmination of my best work to date, and follows the theme of passion. You will also notice three major sections: publications, branding and photography. These are my strongest areas, but by no means does this limit my ability to grow in other areas. I have pursued work outside my studies through two published publications that I strongly support, as well as taken on freelance clients. My passion for all things "automotive" permeates throughout this magazine because it is where I draw the most inspiration. All advertising featured in the spreads are in publications or from previous in-class assignments. Please take your time in viewing my work, and enjoy my perspective as a designer with passion.

TAYLOR HANEY
taylorhaneydesigns@gmail.com



TAYLOR HANEY DESIGNS

Education

Lynchburg College

2013-2016

Studied Graphic Design
& Studio Art,
Study Abroad Rome
Winter 2014-15

Tallahassee Community College

August 2008-May 2010
Received AA Degree
Intending to Transfer

Experience

Lead Graphic Designer

Girls 'N Garages Magazine
March 2015-Present

Staff Graphic Designer

The Critograph,
Lynchburg College
August 2014- Present

Art Department Lab Assistant

Lynchburg College
August 2015- Present

Design Intern

Prototype: Media
Lynchburg, VA
May 2014-July 2014

For additional information on the experience listed above, please refer to page 19 of this publication. For any further questions, please contact Taylor Haney:

P: 850.728.3145

E: taylorhaneydesigns@gmail.com

W: thaneydesigns.com

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FEATURE

KICKING DESIGN INTO GEAR

FROM CONCEPT TO DESIGN, MY JOURNEY AS A GRAPHIC DESIGNER



WORDS **Taylor Haney**, PHOTOS **Erin Skelton**

It always starts as an idea. This idea that taking a trip from Virginia to Delaware to photograph a pink car seemed risky, but I figured what do I have to lose? Fast-forward to now, where I have to privilege of working with amazing people in the automotive world, and get to literally live my dream. This concept of taking an idea and putting it into action permeates all of my design work with consistency and a strong sense of importance. >>



PHOTOS BY ERIN SKELTON PHOTOGRAPHY



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Life has taken me some crazy places. I came to Lynchburg, Virginia in 2013 to pursue a Bachelor's degree in Graphic Design, armed with only an AA degree to my name. I started off as the staff graphic designer for our college publication *The Critograph* in August 2014, and instantly fell in love with layout design. I grew obsessed with margins and kerning, and learned the importance of strong images.

In fall of 2014, I fell in love with photography through a class I took at Lynchburg College. Through that love I found an even deeper love for photojournalism and traveling. That December, I decided I would study abroad in Rome, Italy to deepen my focus in photography and expand my awareness of art history. It was through this experience abroad that I grew confidence in my ability to overcome challenges and examine my own work with a critical eye.

In March 2015, I met a young lady by the name of Karen Sullivan through an all-female car group on Facebook. She posted in this group that she was starting an automotive magazine for women called **Girls 'N Garages**. Following my curiosity, I messaged her to find out more about the publication and if she had a graphic designer in her staff. At this time, she did not and I expressed my desire to contribute my design services to her magazine and see it become a success. Working for a car magazine has always been a dream of mine.

Fast forward to now, my senior year, where we are approaching our third print issue and growing in subscribers. Everything from the

photo-shoots to the interviews has been a blessing. We even got to attend the world-famous SEMA show in Las Vegas this November to cover the event and promote our publication. This show facilitated thousands of vendors within the aftermarket parts industry, along with several networking events for automotive professionals. This was literally a dream come true for my staff and I.

After graduation, I hope to see this publication grow further into a resource for women who love to work on cars. Propelling niche markets like this one into success, and showcasing the passion of enthusiasts from all genres, is something I am very passionate about and fuels my work. For more information about Girls 'N Garages magazine, go to www.girlsngarages.com and subscribe.

100 YEARS OF TRADITION

A student publication showcasing student journalism and design celebrates a historic milestone.

WORDS & PHOTOS Taylor Haney

This year, The Critograph student newspaper at Lynchburg College celebrated its one-hundredth year as a publication. Lynchburg College, founded in 1903 by Dr. Josephus Hopwood, began its journey as a Christian co-ed institution. It was later renamed in 1919 to Lynchburg College to “avoid confusion with another institution in the area and because the College’s church constituency had expanded beyond Virginia,” according to the Lynchburg College website. Since then, there have been many expansions, including the new Drysdale Center in which The Critograph had the privilege of attending the dedication for.

The newspaper has grown in popularity this year as a result of more color print issues and the means to do so through advertising sales. You will notice one of the advertisements printed within this portfolio that ran several times during the Fall semester. Student engagement has increased with the usage of more engaging infographics and relevant content that affects the student directly. Some of the most talked about headlines were: our beloved Dean Eccles’ retirement, Where to Eat in Lynchburg during alumni weekend, and our article series regarding a possible college name change to University of Lynchburg.





ograph

Volume 100, Issue V, 9.16.15

FOR PARENTS WEEKEND D EAT IN LYNCHBURG

4. Market At Main

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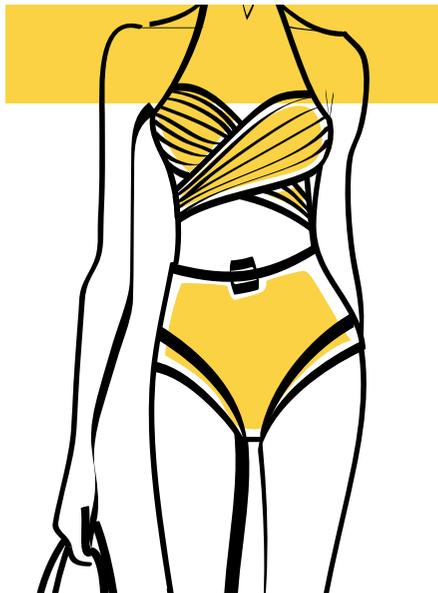
3. The Muse Coffee

Netflix
Mystery
Page 1

Q&A
with
Page 1

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TOP 5 TIPS

For First-Year Students: Lose the Lanyard

By Hunter Tyson, Copy Editor

The first few weeks of the initial year of college can seem overwhelming, but it is an experience that we all go through. Here are some tips from upperclassmen that will help make the transition smooth for the first-year class who are new to the college environment:

1

Embrace the fresh start.
“Go out of your comfort zone and get involved,” said junior Damien Harris. High school experiences don’t follow students to college. Lynchburg College students have plenty of opportunities to grow beyond what they may have experienced in the past, both socially and academically. Opening up to these opportunities is the best way to take advantage of starting new.

2

Keep in touch with your family.
You don’t have to text or call your mom and dad every day but you don’t want to ignore them completely. Call, text or skype them a few times a week even if it is only for a few minutes.

3

“I make sure to call my parents about once a week to let them know how things are going. Sometimes it is difficult to remember to do it, but it is important to find time,” said junior Sammi Goldsmith.

It’s OK to not have a major yet!
According to Assistant Dean for Academic and Career Services, Jessica Guggenheimer, usually one-third of LC students change their major at least once by the time they finish their second year.

“I tell students to be sure they make an informed decision before selecting a program of study. It needs to be something they’re good at and they actually enjoy,” said Guggenheimer in an email.

This can be a source of stress for some first year students but there is no reason to worry yet. General education classes offer a glimpse into what each subject is about and are a good way to find an enjoyable area of study. Students who have already declared majors need to know that it is okay to be open to change as well.

4

Going out? Be Smart.
“Make sure you’re with people you can trust in every situation,” said junior Alysun McFaden. Safety should be every student’s main priority when going out on the weekends. The best thing to remember is be smart in every situation and watch out for each other.

5

Lose the Lanyard!
First year students are easily identified by upperclassmen by frequent use of the lanyards they receive when they come on campus.

There are other ways to keep track of your key and ID card that are just as functional. Phone cases, wallets and hair bands are some options that students use to store both items.

More Tips from LC Leadership:

By Mariah Burgess, Editor-In-Chief

On Tuesday August 19, 525 students were welcomed to Lynchburg College through a ceremony known as New Student Convocation. Guest speakers included: President Kenneth R. Garren, Vice President for Enrollment Management Rita Detwiler, Student Government Association President Grace Leahey, and the Associate Director of Alumni Relations Ally Davis. Leahey and Davis left the students with tips to make their first year successful:

✓ “Call parents.
Don’t walk slow in the dell.
Respect the geek in others.”

Grace Leahey '15, President of Student Government Association stated at Convocation.

✓ “Be flexible.
Be wrong.
Be you.”

Ally Davis '09 Associate Director of Alumni Relations Lynchburg College



2 x 1 Column



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FEATURE



INDEPENDENT



WORDS & PHOTOS **Taylor Haney**

My senior thesis project consists of an apparel brand and blog called **The Wrench Girl Project**. I gathered inspiration in my poster series from WWII propagand. For my entire brand, my experience with vendor booths at car shows inspired my lean towards clean design and a feminine color palette. With this brand I wanted to focus on a niche market, women who love cars. This project received overwhelming support from both the magazine and our Facebook supporters. To date, our Facebook has yielded 221 likes and is growing in support. For future plans, I would like to use the products I've designed, and sell them in a real vendor situation. In addition, I'm working on ideas for video and will continue to publish weekly/bi-weekly blog posts to the site.

INDEPENDENCE

BEST IN SHOW



On Tuesday April 19, The Wrench Girl Project received Best in Show at the Lynchburg College Student Art Show. It was an honor to receive this award on top of the ADDY award the project blog received earlier this year! For the future, I plan to utilize what I learned in my experience with the Wrench Girl brand and bring that over to my freelance business and in growing Girls 'N Garages magazine. It was a proud moment for me and for women in automotive!

Right: A custom toolbox was used to display decals I designed and diecutted for patrons of the show to take.





Above: Apparel, decal box, and rack cards displayed in the Lynchburg College Daura Art gallery April 19. **Below:** Custom apparel created for the Wrench Girl brand using heat transfer vinyl.





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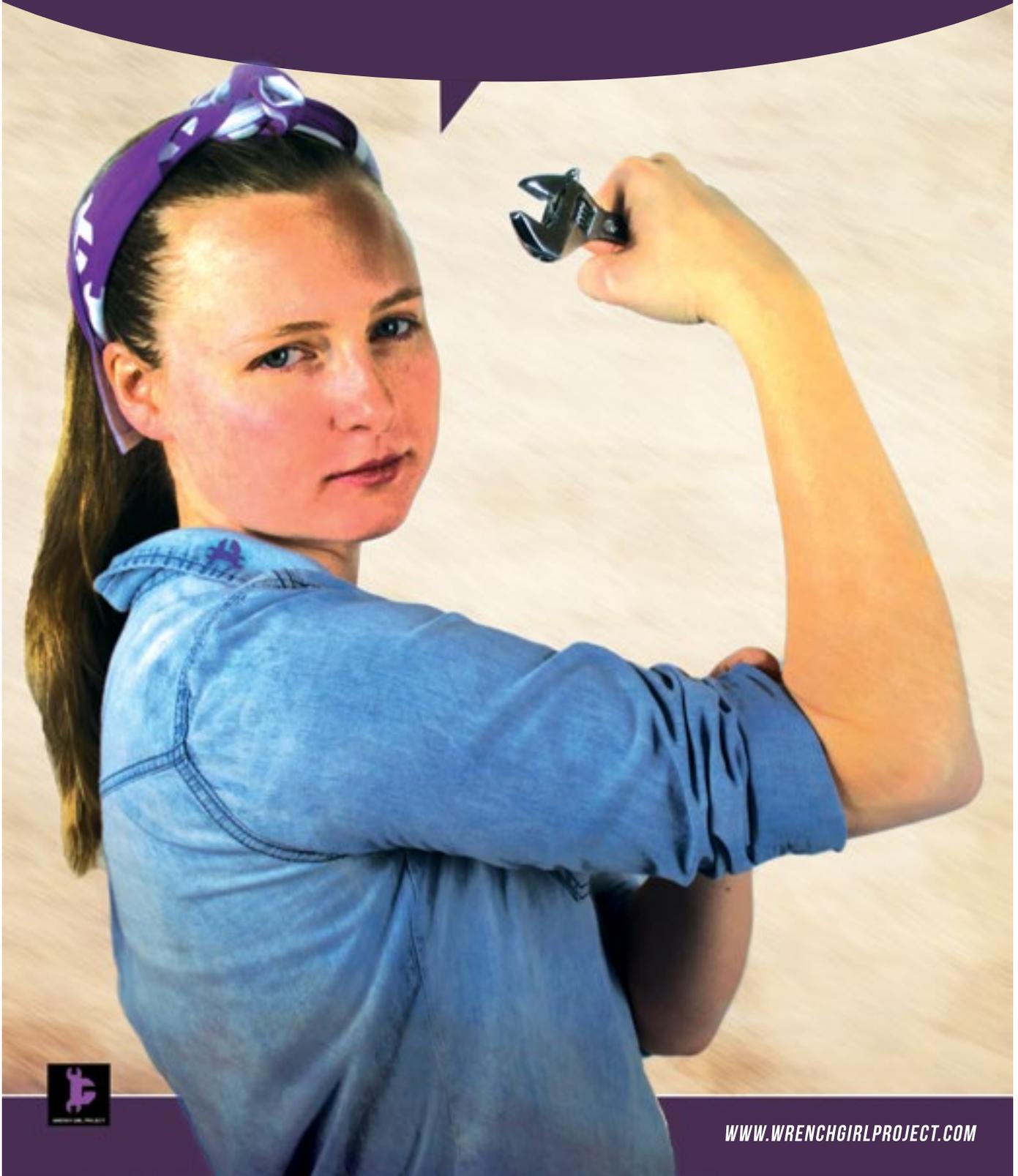


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Excerpt from Blog Feature “Octane in Her Blood”

There are few cars out there that turn heads and break necks quite like the Mitsubishi Lancer Evolution. With the phasing out (supposedly) of the Evo announced earlier this year, it seemed appropriate to showcase such a strong example of form meets function.

So why the Evo 10? After her experience performing repair after repair on her boyfriend’s Subaru, Emily Jacobs from Bealeton, VA wanted to try something different that proved more reliable. Along with the Evo’s all-wheel drive system, Emily enjoyed the ability to change the power distribution that the Evo gives through the Tarmac, Gravel and Snow modes. This allows Emily to have control through tight turns like in road racing, which Emily tells me is her future direction for the build.

With as clean as it is, you would think road racing would be out of the question. However, Emily has other things in mind. “I really like the looks of the car as it is. It’s not gonna be a show car by any means. I take it to shows, it does ok in shows, but its a daily driver. I want to have fun with my car, its not just going to look pretty.” Despite this comment, Emily was proud of winning 2nd place Mitsubishi at Hyperfest at VIR, and 2nd place “Best Female Ride” at Toys for Tots in Alexandria, VA this year. Clearly it’s catching people’s attention.

So lets get to the part everyone asks when they see an Evo: how much power is putting down? After a conservative tune by Chris Hoover at Moore Automotive, Emily’s Evo puts down 313hp at 340 torque. This might not seem like much more compared to stock which is about 291hp/300tqe, but trust me you



can feel the difference. Even with the “paddle-shift” manual, this car will get up and set you back in your seat. This car is nothing to scoff at.

For the full feature, go to wrenchgirlproject.com and follow us on Facebook!



WRENCH GIRL

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Her
WOO.



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BRANDING

WOO-SAH

VAPOR LOUNGE & BAR





Consistency is the most important element when it comes to developing a brand. Everything from colors, strokes, logos and fonts need to correspond and coexist within all collateral. With the Woo-Sah Vapor Lounge & Bar, I wanted to create a brand for an e-cigarette lounge that would have a club-like vibe but also relaxing. In my years of knowing smokers, former smokers and “vapers,” or those who use e-cigarettes, I know that smoking is the most relaxing part of their day. In addition, many e-cigarette users I’ve spoken to are using e-cigarettes as an alternative to cigarettes or a way to quit all-together. Therefore, I wanted to make sure my brand echoed the atmosphere for the e-cigarette connoisseur.

In the logo design, I researched e-cigarettes only to find that many smaller units have a glowing blue or colored tip when inhaled. The blue dot in the “o” in the word “woo” is meant to represent this glow. I also picked an icy, light blue to convey a feeling of clean or fresh since e-cigarettes don’t have the nasty smoke smell. In developing the brand more, it was clear to me that I needed my own e-cigarette bottles with custom labels,

as well as packaging for the bottles. For my final design, I rendered a vehicle wrap that would be used to promote the business on a company vehicle. My vehicle wrap design won the Silver Award in the 2015 Student American Advertising Federation Awards in Roanoke. I was proud to be recognized for my hard work in developing this brand for an entire semester. In the future, I would like to create more brands for small businesses to capture their vision and feel for their name. Contact me today for a consultation and create a brand that sells.





OWNING THE GRID

WORDS AND PHOTOS Taylor Haney

When it comes down to it, an enthusiast is someone who does something just because they love it. For everyone else, wasting hundreds of dollars on tires may sound too expensive and dangerous. For car people, burning rubber is their lifeblood. It's the reason they get up in the morning. It's the reason they pull late nights pulling motors and tightening down bolts so that they can enjoy their one vice, a weekend at the racetrack.

Earlier this year, I experienced covering an automotive event for the first time at Englishtown Raceway in Englishtown, New Jersey. Of course I had been to many races before, but behind a barrier on a hot track is literally the best seat in the house. Also, it's the best place to be to get amazing photos of vehicles going fast. After getting my first media pass, I knew covering events like this

was where I wanted to be.

I attended the event to cover a lady driver feature Rachel Turtz, who was competing at Englishtown for the first time in years. Through this event, I made a ton of strong contacts that catapulted **Girls 'N Garages** magazine's reputation forward. It helps to be at the right place at the right time.

Since then, I've grown stronger in my panning shots and action photography in order to compete with the best of the best. I even went down for a weekend to try something very new to me, apprenticing and photographing motorcycle drag racing for the MANCUP Finals.

Here are a few things I learned about motorcycle drag racing:

1) **It's extremely dangerous.**

These riders risk their lives every time they twist the throttle. Many of the competitors are able to

EVENTS





clock five-second times, which is unthinkable to me with nothing to protect you if you fall.

2) **Nitro methane burns your eyes.**

The fastest motorcycles in drag racing run a nitro methane fuel set-up. Not only are they loud when started, but also the nitro turns into what feels like tear gas. Not fun.

3) **Girls do it too.**

Out of all of the competitors, a female rider won the entire MANCUP series that day in North Carolina. You go, girl!

It doesn't matter to me what you're into, whether its cars, trucks, skateboards or Hot Pockets. If you're an enthusiast, I want to tell your story through words and a camera.

To see the rest of my photography from past events, follow my photography page on Facebook **T. Haney Photography** or check out my website. **Hire me today for your next event!**





[ART]



A tall, white alpaca stands in a grassy field at A. Grubbs Farm in...



THE ART OF RAISING ALPACAS

Shear Joy

BY SUZANNE RAMSEY

It's a sunny, mid-May morning at Otter Peaks Alpacas, on Union Church Road in Thaxton. The temperature is pushing 90, songbirds are chirping, a light breeze is blowing and from the barn comes an intermittent humming sound—sort of a monotone “mmm, mmm” with a shot of whimpering baby thrown in. >>



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Last year, I had the opportunity to spend a couple months with a company in Forest, Virginia called Prototype: Media (now Vista Graphics). The company publishes five area magazines including Lynchburg Living, Lynchburg Business, Lynchburg Art Magazine, Central VA Family Guide and Central VA Bridal Guide. Completing my internship with Prototype taught me a great deal about clean layout, and how powerful photography makes for a strong magazine. One day, I got a chance to shadow their staff photographer Paul Brunett for a day to photograph Alpacas at a local Alpaca Farm. At this point, I knew very little about photography, but pushed me to learn more about the medium. Two of my photos from that day were published in the May/June 2014 issue of Lynchburg Living. Also, a custom advertisement I designed for a client during my internship was in the magazine. After completing the internship, I wasn't sure I would ever work with layout, or that I even wanted to work with a magazine. Of course, that changed not even a year later. Publication design is like a puzzle that I have to piece together, and I love taking on that challenge.



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A WOMEN'S AUTOMOTIVE MAGAZINE

Girls 'n Garages

JUNE 2015

Black Widow CUSTOMS

ONE GIRL'S PASSION FOR
CUSTOM JEEPS

5 REASONS GIRLS HAVE
MORE FUN IN THE GARAGE
CELEBRATING THE
SMALL STUFF

DEAR WOMEN OF THE
AUTOMOTIVE INDUSTRY:
A LETTER FROM THE EDITOR

Exclusive Coverage

EAST COAST BASH
DRIFT WEEKEND:
30 YEARS OF E-TOWN,
13 YEARS OF
CLUB LOOSE

Feature!
PINK 240SX:
KICKING HER
SIDEWAYS

Inside! PRETTY LITTLE DRIVERS | PARTS BIN: AIR FILTERS
4X4 PROVING GROUND | AUTOMOTIVE INSPIRED PURSES



The magazine recently celebrated 5,000 likes on Facebook, passing another women's car magazine called Throttle Gals that is five years old. For a small independent magazine, this is a huge feat. Current sponsors include Chix Gear Racing and WheelzUp Radio with many deals currently in the works. This year our staff attended the SEMA (Specialty Equipment Market Association) show, which specializes in providing a platform for aftermarket companies to market their products. Thousands of companies attended the event with vendor booths, products and show cars. Through attending this event, we gathered leads on potential sponsors and supporters by spreading the word about our publication and its message. Girls 'N Garages aims to change the image of women working on cars by showing women who actually tinker and race cars to inspire other women. The publication doesn't aim to kick guys out of the garage, but create an environment where men and women can coexist in the automotive world. This



could mean anything from the average Jane in her garage, a certified mechanic or even a racecar driver. The automotive industry is embracing women more and more into its culture, which the magazine proves.

Girls 'N Garages

SEPT. 2015

4

WAYS TO ADD
AUTOMOTIVE FLAIR TO
YOUR HOME

MOTORCYCLE
MAIDEN
Featured Woman



Parts
Bin

RADIATORS
TOO COOL
FOR SCHOOL

inside...

MISHIMOTO RADIATOR REVIEW
HER SIMPLE AND CLEAN LIFESTYLE:
2007 ACURA TL
MARTHA LEE MOTORSPORTS



**TAYLOR HANEY
DESIGNS**

CONCEPT. DESIGN. ANOTHER CRISIS AVERTED.

OBJECTIVE

Acquire a Graphic Design position where I can contribute passion and enthusiasm to projects and solve design problems with a sharp eye.

EDUCATION

Lynchburg College 2013-2016

Degree Studied: Graphic Design

Minor: Studio Art

-Studied abroad for Independent Study in Photography in Rome, Italy during Winter term 2014-2015.

Tallahassee Community College 2008-2010

Degree Studied: AA Degree (Transfer)

RELATED

CLIENT WORK

- Started a custom vinyl decal business from home.
- Provided photography services for couples and automotive enthusiasts.
- Silver Award for Vehicle Wrap design in 2015 ADDY Advertising Awards Roanoke
- Artwork displayed in Schewel Hall Gallery at Lynchburg College.
- Worked as Photographer for the Aurous, a Lynchburg College Art Magazine.

SKILLS

Layout Design, Brand Development, Digital Photography, Alternative Process Photography and Adobe Suite Programs.

WORK EXPERIENCE

Lynchburg College Art Department

August 2015- Present

Position: Art Department Assistant

Details: Assisted students in graphic design projects using Adobe products and solved student printing issues.

The Critograph

Aug 2014-Present

Position: Staff Graphic Designer

Details: Layout design for college newspaper and custom advertising for paying clients.

Girls 'N Garages Magazine

February 2015- Present

Position: Lead Graphic Designer/Photographer

Details: Contributed to start-up of new publication, layout, advertising, content writing and photography.

Prototype: Media

May 2014-July 2014

Position: Graphic Design Intern

Details: Contributed advertising and photography in printed issue of Lynchburg Living, a local lifestyle magazine

RELEVANT CLASSES

Graphics I, II and III- Logo design, branding, layout, Adobe programs

Photo 1, 2 and Advanced- Digital photography, alternative process, film

Typography- font families & typefaces, history of typeface

CONTACT ME

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Facebook: thaney13

