

Sully Kosmas

Creative Portfolio

FW2022





At a glance

Sully Kosmas, Creative.

They, them, theirs.

Education

Associate of Arts, Mesabi Range College

Associate of Applied Sciences, *Graphic Design Media*, Mesabi Range College

Employment

Marketing Coordinator, Lake Superior Art Glass, *Present*

Marketing Manager, Natural Harvest Food Co-op, *2019-2022*

Who?

Hey there! I'm Sully Kosmas. I'm a graphic designer, photographer, videographer, developer, editor, baker... I just call myself a 'creative'. I've always

taken on any challenge that comes my way, using the knowledge I've gained from my experiences to become a better artist, a better creative, and a better *person*.

Why?

I've been surrounded by creativity throughout my life. My grandmother is a painter; my aunt, a baker; my grandfather,

a photographer; the list goes on. Because of this upbringing, I've been lucky to have been pushed into many creative endeavors.

How?

My educational and professional career has been entirely self-made. Coming from humble beginnings, I often didn't have a "safety net" to fall back on. Instead, I was required to work for myself, carrying a full-time-job on top of my educational pursuits since turning 16.

With this in mind, I've been lucky to have achieved what I have in this time; acting as *Marketing Manager* at *Natural Harvest Food Co-op* in Virginia, MN, and the *Marketing Coordinator* at *Lake Superior Art Glass* in Duluth, MN.

While working in these incredible environments, I achieved an Associate of Arts degree and Associate of Applied Sciences in the Graphic Design Media department of Mesabi Range College in Eveleth and Virginia, MN.

From here, I plan to further my education at the **University of Minnesota Duluth** through the **Graphic Design** program. Beginning in Fall of 2022, I will be pursuing a **Bachelor of Fine Arts in Graphic Design – Studio Art**.

Photography

Photography

Photography

Photo

In 2017, I bought myself a Canon T6. It was the base model—the least expensive DSLR available, but I treated it like it was the best camera to have ever been manufactured. Before this, I had ‘made do’ with hand-me-down point and shoot cameras, my low-quality smartphone, and anything else I could get my hands on.

It was a new beginning—the next era of my life.

I used this basic, low-level camera to make a name for myself. From off-the-cuff shoots with my friends to professional headshots, I used that camera to the full extent of its ability.

All things, though, reach their finale.

It was only in 2021 that I finally made the investment in something new.

Having previously reached the upper limit of that beautiful machine’s focal range, continuous shooting ability, and (*honestly*) low-quality video recording, I purchased the Canon 90D—the last of Canon’s non-mirrorless line. It was, for me, the holy grail of mid-range professional cameras, and I was over the moon to have it in my hands—*a physical sign that I had made it.*

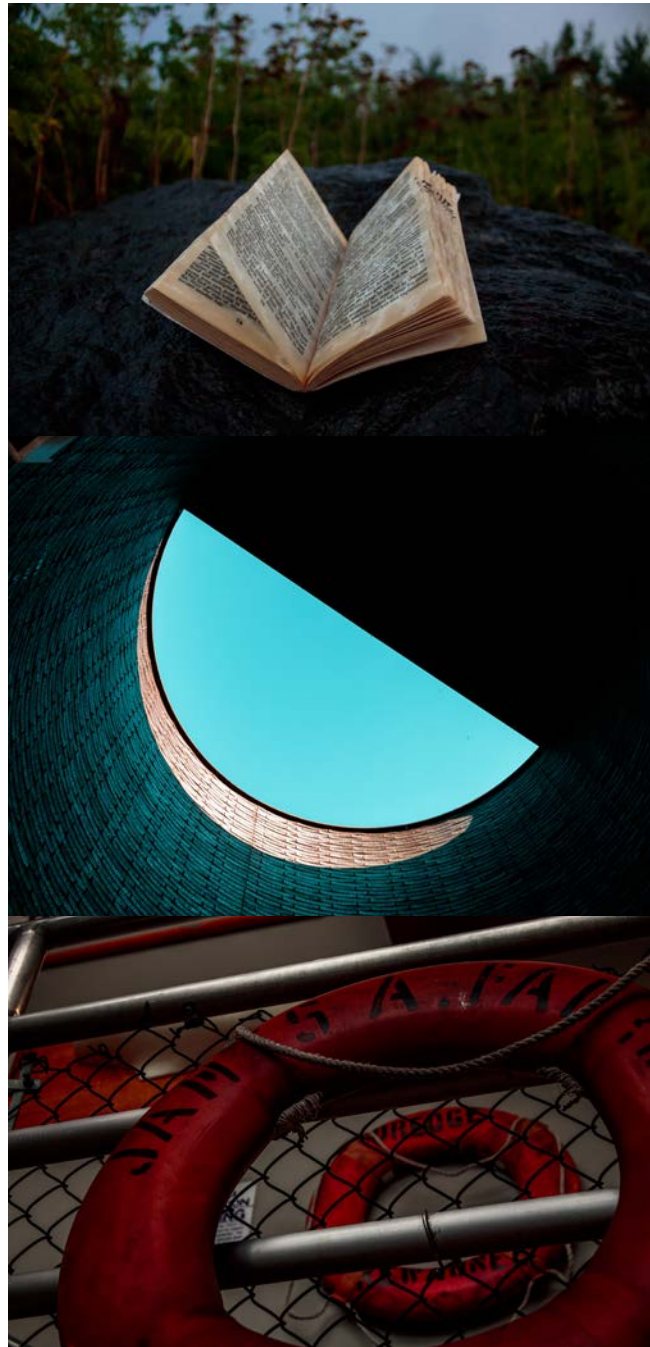
graphy

In my eyes, photography has always been a form of self-expression. While I often have trouble verbally conveying what I see, how I feel, or what I experience in a specific moment, I can with photography. At risk of sounding immodest, I see photography less as “capturing a picture” and more “*capturing a moment.*”

They say a picture says a thousand words.

Looking back on anything I’ve taken, I can tell you the full story of where I was, what I was feeling, and why that moment mattered. To the left, that book was given to me by my 10th grade English teacher with a simple prompt: *make something.* Below that, this was at my personal safe-space, the Walker Art Center in Minneapolis, MN. It was taken before I attended my last concert before COVID-19, one of my last positive memories before the world ended, more or less.

Now, to the right. On the top: one of the first pictures I had taken after upgrading my camera— it perfectly conveyed how I felt in that moment. Bottommost, I was honored to have been given the opportunity to shoot one of my closest friend’s wedding— being trusted with one of the most important days in their life.



Digital Design

Digital Design

Digital Design

**RAT
Aerospace
Technologies
is an artist
collective.**



RAT Aerospace

RAT Aerospace Technologies is an artist collective. At least, that's what we call ourselves. RAT is a group of like-minded creatives working to make the world a more beautiful and accessible place.

Founded with a focus on art for art's sake, RAT's branding is intentionally clean, easy to read, and fluid. The "RAT Aerospace" name is intended to act as a foundation—one that its members can launch off of, (*pun intended*) rather than to be bound by.

Focus:
Branding, Web Design, Social Media

Tools:
Adobe Illustrator – Branding Assets
Adobe InDesign – Branding Manual
HTML/CSS/JS – Web Development

Deliverables:
A fully-realized branding package, printed and bound into a physical book.
An interactive website, allowing members to host their work in one place.

**RAT
Aerospace
Technologies
is an artist
collective.**

The 'is' tagline should only be used as part of RAT Aerospace-specific branding or campaigns.

Examples include the website and marketing materials.

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Major

CMYK: 81, 67, 29, 10 RGB: 70, 88, 127
SPOT: 2374C, 655U HEX: #46587F

Minor

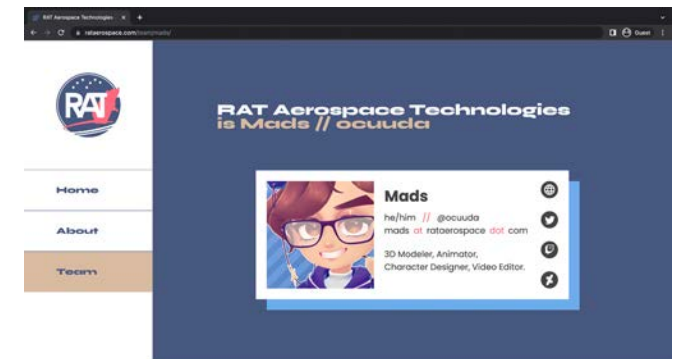
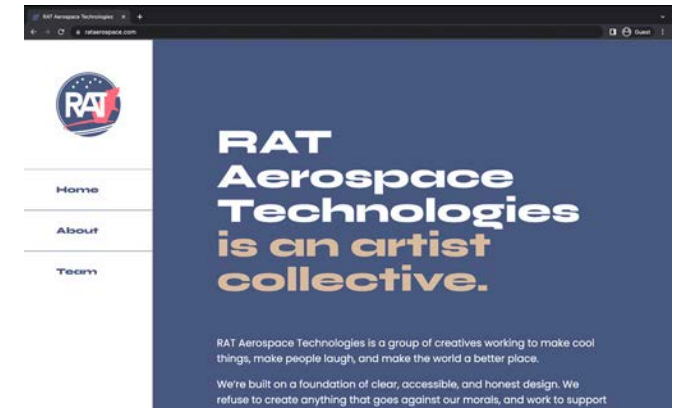
CMYK: 0, 74, 35, 0 RGB: 255, 105, 124
SPOT: 709C, 198U HEX: #FF697C

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**RAT
Aerospace
Technologies
is an artist
collective.**

RAT Aerospace Technologies

RAT Aerospace Technologies is an artist collective, built on a ...
rataerospace.com





Logo

Clearspace for the logo is defined by the width of the **A**. Dimensions should not be smaller than 1" or 75px in width. Do not recolor, edit, or otherwise change the logo.

Primary Logo
Branding, packaging, and marketing. Use the four or two color logo when possible, or the black or white versions over a contrasting background.

Secondary Wordmark
Small iconography, high contrast. Use as an accent, for brand recognition, or whenever the brand name is used alone.

Vertical Wordmark
Square format, such as Social Media icons. Use any time a 1:1 Square image is needed, or when a horizontal logo would feel cramped.

Small Wordmark
Branding, packaging, and marketing. Use ONLY when brand recognition has previously been established. Never use as a primary graphic or logo.

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Color

Primary Brand Colors
To be used as the main colors in any branding, marketing, packaging, or other materials. Purple may be used as a background color if a high contrast light color (such as white or Beige) is over it. Amber should never be used as a background color.

Secondary Brand Colors
To be used as secondary accent colors in tandem with the Primary. Lavender may be used if Purple would feel repetitive or overused. Beige should be used as a background color when possible. Black should be used for any text, but never as an element excluding a flat black logo.

| | |
|---|---|
| Primary Purple PMS 4118C 4146U HEX #4a3e58 RGB 74 62 89 CMYK 73 76 42 32 | Secondary Amber PMS 721 C & U HEX #e33a71 RGB 227 170 113 CMYK 2 32 58 7 |
| Accent Lavender PMS 4086 C & U HEX #bba1a6 RGB 187 161 166 CMYK 28 36 27 0 | Accent Beige PMS 9043 C & U HEX #e8e7dd RGB 235 231 221 CMYK 7 6 11 0 |
| Accent Black PMS Black C & U HEX #000000 RGB 0 0 0 CMYK 75 68 67 90 | |

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Aunt Ro's

Robyn Ario needed something fresh. I had the secret ingredient. A full branding set, complete with all the trimmings.

Previously Aunt Ro's Cheesecake, Robyn found herself feeling limited by her cheesecake-only name as she moved further into other baked goods. I worked alongside her to write the recipe for success: two scoops of re-imagined logo, three teaspoons future-proofed colors, and a hint of lemon zest.

Fresh out of the oven: **Aunt Ro's.**

Focus: Research, Branding, Packaging

Tools: Adobe Illustrator – Branding Assets
Adobe InDesign – Branding Manual
Adobe Photoshop – Mockups

Deliverables: A fully-realized logo package, brand manual, and a set of packaging design concepts.



◀B
**Things will
get better.**

TWGB.xyz

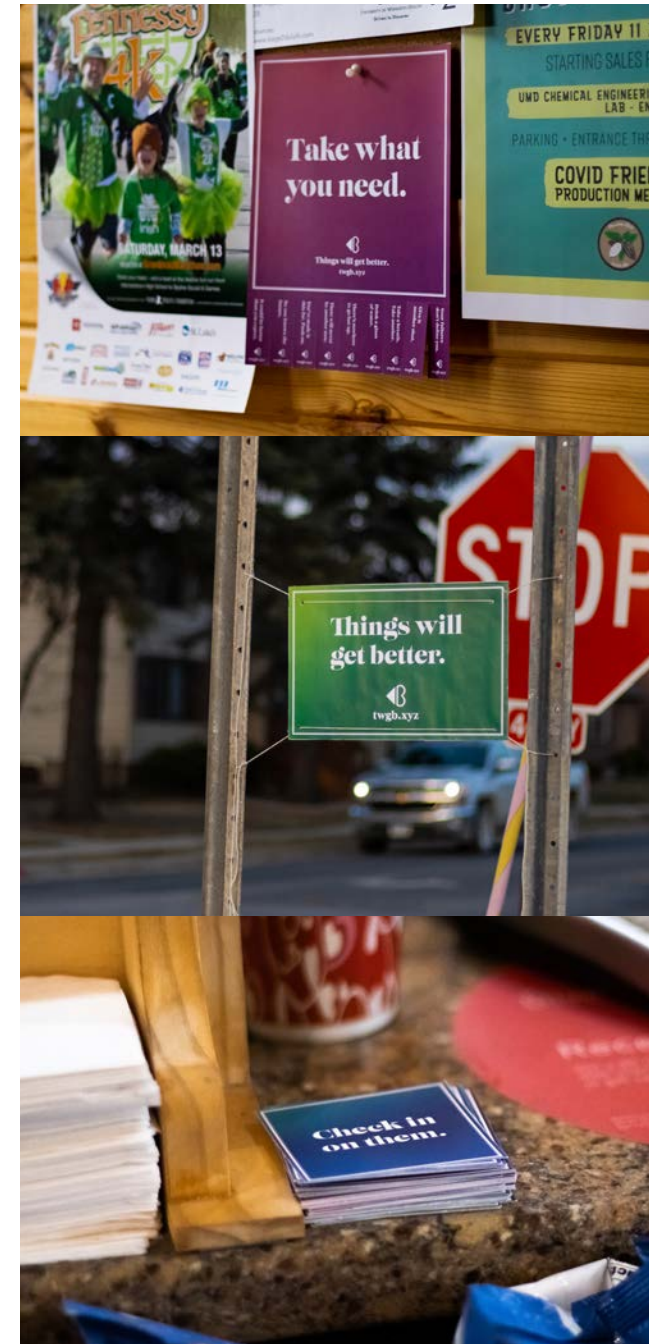
Things will get better. In an unprecedented moment of constant turmoil, fear, and hopelessness— there was one thing that I needed: a reminder that someday, somehow, things will get better.

At the lowest point of my life, I realized that what I needed could help others too. I set off making nine designs for roadside signs, mounted on reclaimed cardboard; ten designs for 2 inch square cards, and tear-off style posters. I then printed, assembled, and distributed the materials.

Focus: Layout, Manufacturing, Web Design

Tools: Adobe InDesign – Layout
HTML/CSS/JS– Web Design
Lots of cardboard, tape, and twine

Deliverables: 50 hand-assembled roadside signs,
200 grab-cards, and 10 tear-off posters.
A static website hosted at twgb.xyz.



**You'll make
it through.**



**Check in
on them.**

**Take what
you need.**

**Things
will get
better.**



◀B
Things will get better.
twgb.xyz

**Brighter days
are ahead.**





Graphic design students encourage voting

Mesabi Range College project creates election yard signs
| October 30, 2020

EVELETH — With just weeks to go before election day, graphic design media students at Mesabi Range College took a design-first approach to doing their civic duty when it comes to the 2020 general election. As part of a class project, student designers were tasked with creating non-partisan, agenda-free posters and yard signs intended to encourage the community to “Get out the Vote.” This public awareness campaign challenged students to create designs to inform and educate viewers about where and how to vote.

From now until Election Day, the students’ work will be on display inside and outside of both the Eveleth and Virginia campuses of Mesabi Range College. “It’s one of those silver-linings of COVID-19, that this whole project came about,” said Katie Fredeen, graphic design instructor at Mesabi Range College. “I put the challenge out there to the students to create posters to post around the school. They countered with the desire to create yard signs, because that’s a natural format for campaign messages. They recognized that their work wouldn’t be seen by many due to visitor restrictions on campus because of COVID-19. Things took off from there,” she said.

Through a partnership between the graphic design media program and the Eveleth Student Senate, posters were put into production early in October.
The Eveleth Student Senate had



Get Out The Vote

Make your voice heard! In the middle of one of the most contentious elections of our country’s history, I worked alongside my *Graphic Design Media* classmates to create a print campaign reminding people not *who* to vote for, but simply just *to vote*.

With funding from LeadMN and the Mesabi Range Eveleth Student Senate, I created my own informational campaign, both printed on 11x17 poster paper and PVC yard signs. Signage was posted on and outside the *Mesabi Range College* campuses.

Focus:
Layout, Message, Limitations

Tools:
Adobe InDesign – Layout
Adobe Illustrator – Graphics
Adobe Photoshop – Background

Deliverables:
Two designs, formatted for medium
A set of 11x17 wall hanging posters
Professionally printed yard-sign

MAKE YOUR VOICE HEARD

Election Day is Tuesday, November 3rd.



REGISTER

Visit MNVotes.org to check your registration status.



MAKE A PLAN

Research your candidates and request an Absentee Ballot.



VOTE!

Vote by mail or in person on or before Tuesday, November 3rd!

graphic design media
STUDENT WORK



This is your sign.



This is your sign

If you're looking for a sign to return to college, this is it. Mesabi Range College needed a new, fresh take on their marketing. I had a few months to spare.

In June of 2021, shortly after graduation, I received a call from MRC's provost asking if I'd be interested in joining their team over the summer to create an ad campaign, marketing materials, and collateral. I was happy to take on the challenge, creating the "This is your sign" campaign, as well as social media graphics, signage, and more.

Focus:

Research, Layout, Advertising

Tools:

Adobe Photoshop – Graphics
Adobe InDesign – Layout
HTML/CSS/JS – Web Development

Deliverables:

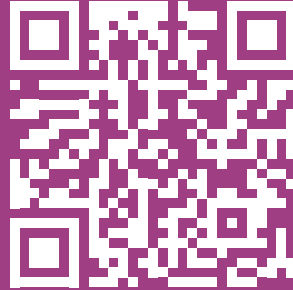
Several creative variations within an advertising campaign.
Assistance in branding and transition for college-wide rebrand.



Videography

Videography

Videography



bit.ly/
sk-218trades

218 Trades

We move the Iron Range forward. *218 Trades*, a non-profit organization, came to my first-year Graphic Design Media class with one goal— to create a new set of advertisements for Trade jobs, by Trade workers.

I got right into the thick of it. I shot my footage at the highest frame rate my camera was capable of, then slowed it down to 24fps to create an impactful storyline told by personal interviews with real welders and carpenters.

Focus:
Video, Editing, Interviews

Tools:
Adobe Illustrator – Graphics
Final Cut Pro X – Editing, Color
GarageBand – Audio

Deliverables:
A 30-second motivational ad.



*In five years,
a lot can change.*



bit.ly/
sk-5yp

— *Five Year Plan*

In five years, a lot can change. I've always been the type of person to have a plan in place, followed by plan B, and C... X, Y, & Z.

When asked “where do you see yourself in five years?” I often don't know what to say. My life has been turned upside down countless times, so rather than making a strict 5 year plan, I often just have a vague concept in mind and go from there.

From here, I don't know where I'll be, but I know I'll be pushing on. As always.

Focus:
Storyboarding, Editing, Sound Design

Tools:
Final Cut Pro X – Editing, Color
GarageBand – Audio

Deliverables:
A 1:30 video showing my take on the cliché ‘five year plan’.





[bit.ly/
sk-winter](https://bit.ly/sk-winter)



Discover Winter

In Minnesota, we often take winters for granted. Whether you're out shredding the slopes, or complaining that you're shoveling your car out for a third day in a row, Minnesota winters are some of the most memorable around.

In 'Discover Winter', I ask viewers to see another side of these cold 10 months. Focusing less on the harsh realities of winter, I worked to highlight the lighter parts of the cold— family, friends, views, and a refreshing iced coffee at -10°F.

Focus:
Storytelling, Editing, Sound Design

Tools:
Final Cut Pro X – Editing, Color
GarageBand – Audio

Deliverables:
A 60-second video showcasing a lighter side of Minnesota's winter.



ou. Thank you. Thank you. **Thank you.** Thank you. **Thank you.** Th