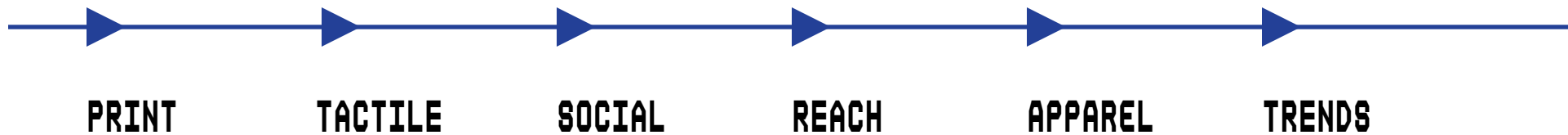




Beth Frost Bennett
Graphic Designer

Brooklyn, NY
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413 222 4175

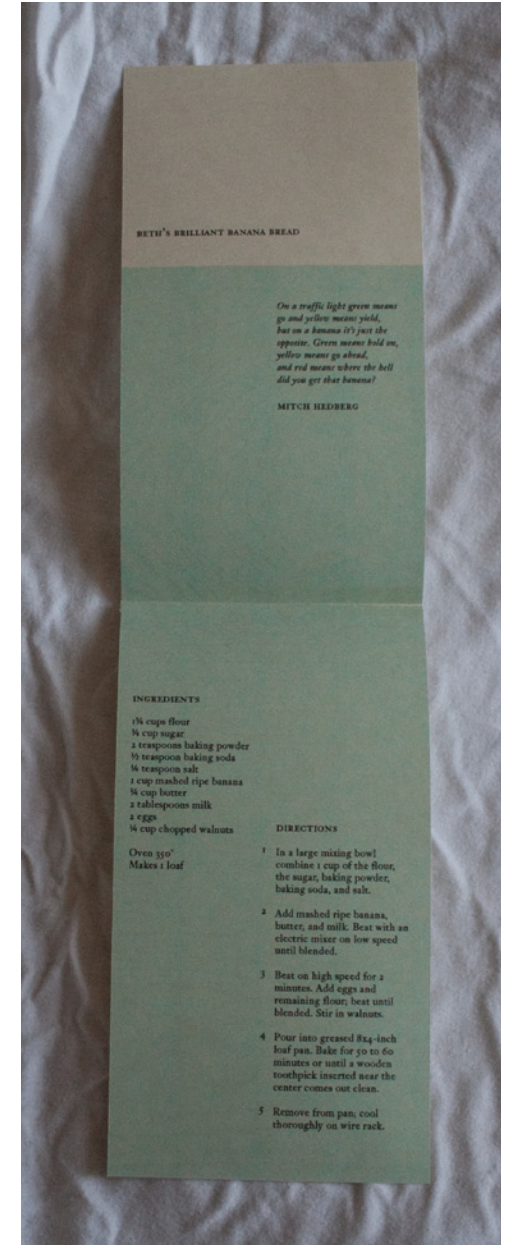
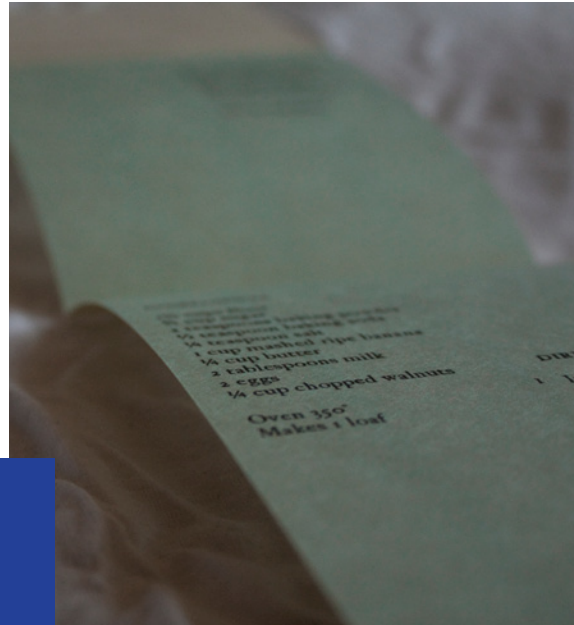
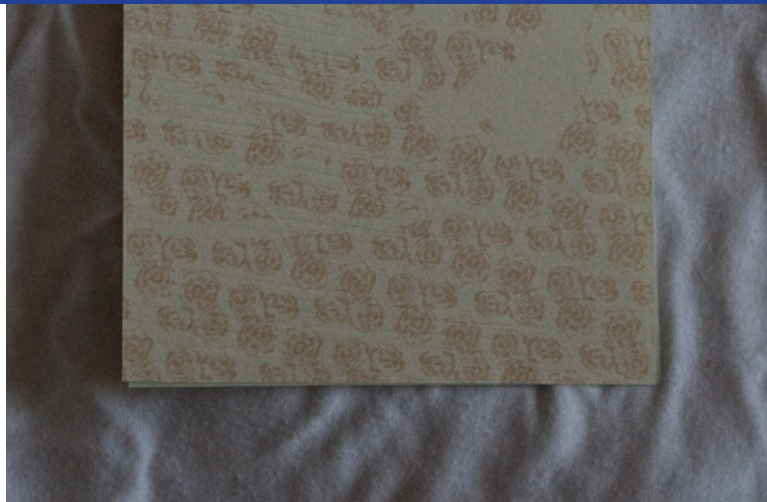
septembergirlsdosomuch.com

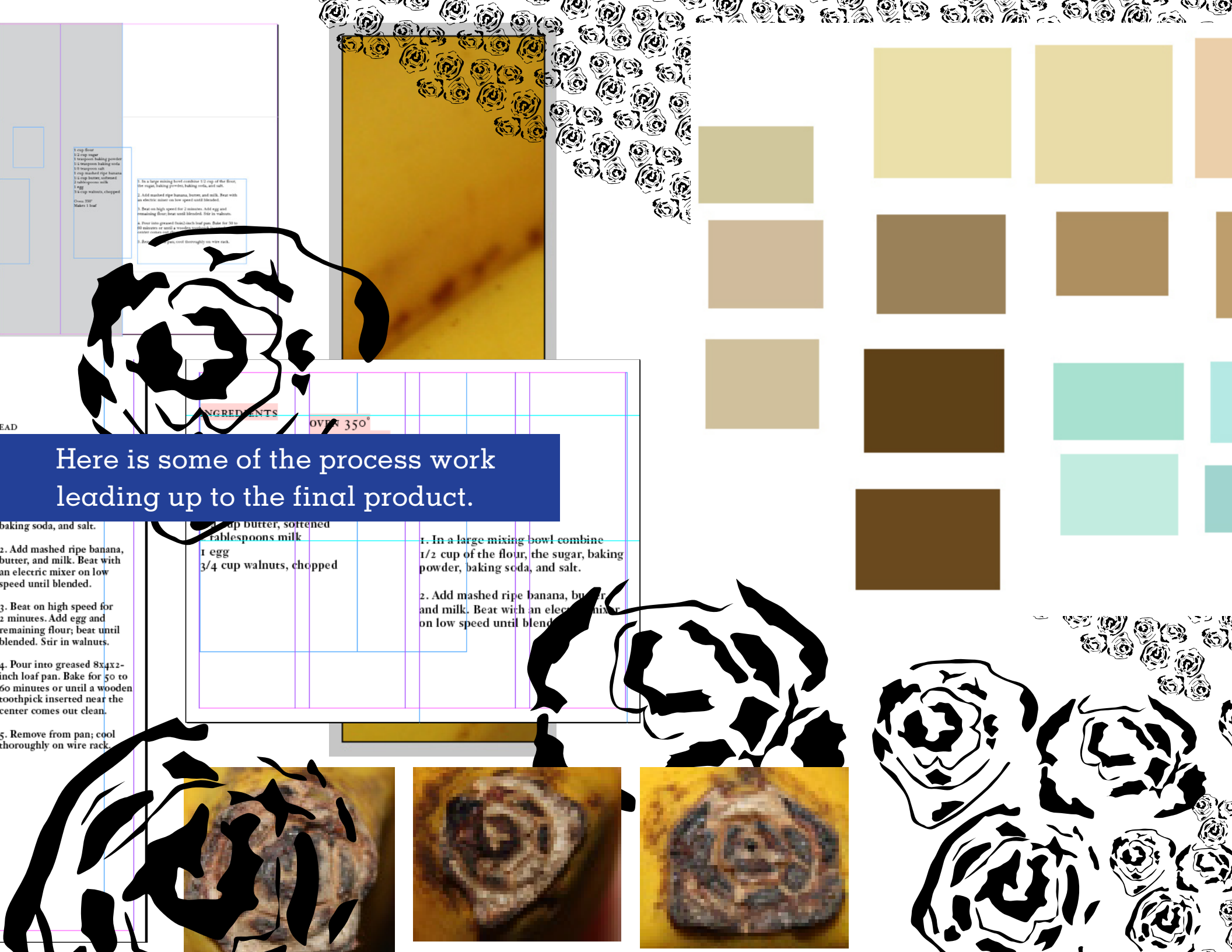


PRINT



This is a postcard containing a recipe, designed as a promotional item with a store opening or new publication in mind.





1 cup flour
1/2 cup sugar
1 teaspoon baking powder
1/4 teaspoon baking soda
1/2 teaspoon salt
1 cup mashed ripe banana
1/4 cup butter, softened
2 large eggs
1 egg
3/4 cup walnuts, chopped

1. In a large mixing bowl combine 1/2 cup of the flour, the sugar, baking powder, baking soda, and salt.
2. Add mashed ripe banana, butter, and milk. Beat with an electric mixer on low speed until blended.
3. Beat on high speed for 2 minutes. Add egg and remaining flour; beat until blended. Stir in walnuts.
4. Pour into greased 8x4x2-inch loaf pan. Bake for 50 to 60 minutes or until a wooden toothpick inserted near the center comes out clean.
5. Remove from pan; cool thoroughly on wire rack.

INGREDIENTS

OVEN 350°

Here is some of the process work leading up to the final product.

baking soda, and salt.

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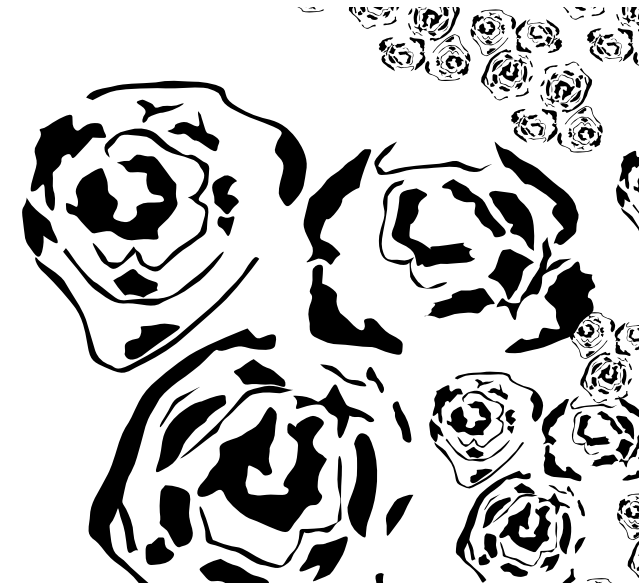
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PRINT



This ad was created to promote high end shopping bags and packaging produced by RTR Bag New York. I designed and prepared it for print in Women's Wear Daily.



PRINT

Paper shopping bag with diecuts and rubber handles.
Designed with directive from
my bosses and the client.



PRINT

GENERIC OUTFITTERS - PO# 000000

Version 1 MM/DD/YYYY

Measurements: 8 x 4 x 9" 250GSM kraft bag with exterior matte lamination and no interior lamination

Handle Type/color: 18" black 6mm cotton rope handles, knotted

Color information: PMS, Printed 3 colors outside, 1 color inside

Special Instructions: Logo is UV coated and embossed



PMS BLACK C



PMS COOL
GRAY 3 C



PMS 186 C



= DOES NOT PRINT, INDICATES MEASUREMENTS



= DOES NOT PRINT, INDICATES MATTE LAMINATION

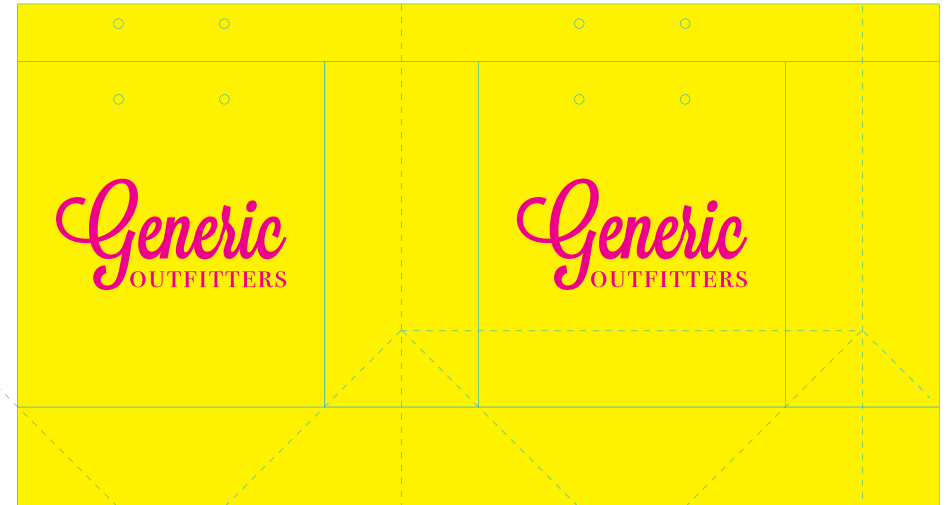
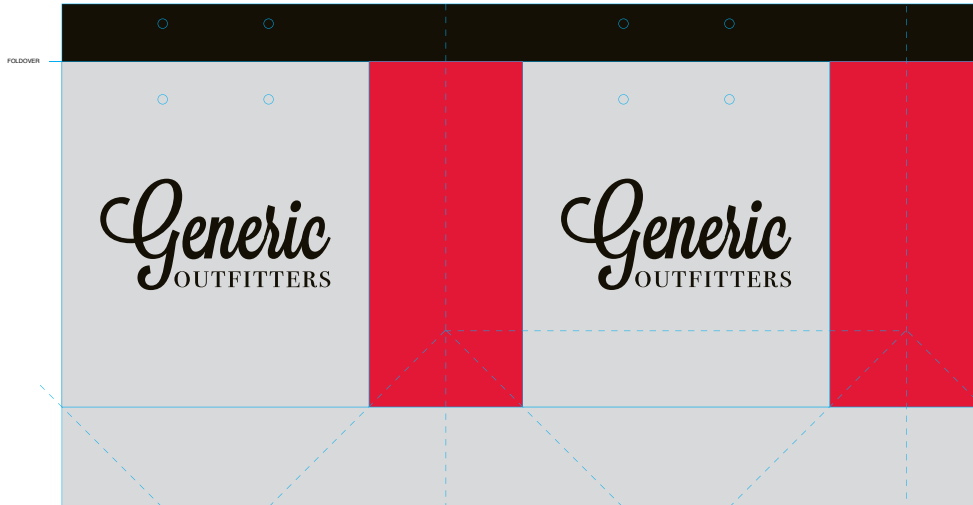


= DOES NOT PRINT, INDICATES UV COATING AND EMBOSSING

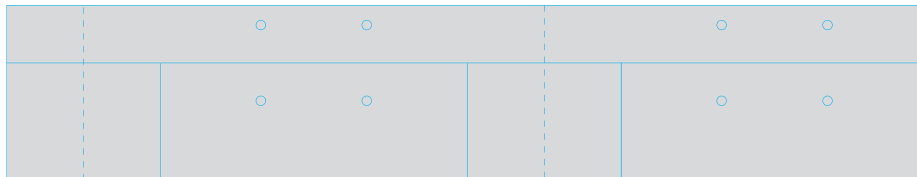


Sample mechanical

EXTERIOR



INTERIOR



PRINT

COMPANY - PO# 000000
Problem 1 MM/DD/YYYY



= INDICATES ERROR



= INDICATES CORRECTION

PRINTING SHOULD BE A LITTLE DARKER,
TO MATCH INTERIOR AND PMS



Sample vendor correction notes

USE NEW LOGO INTERIOR TAG



1"x1.5"folded sewn-in tag
White label with logo and information printed in black
Sewn on the side seam of shopping bag
Label is folded and sewn inside seam





TACTILE



TACTILE

Due to popular demand, I made and sold many pairs through Etsy, however space shoes started as one of the tutorials on my blog. As well as having a chance to reflect on my own process, it thrills me to enable others to create and surprise themselves.



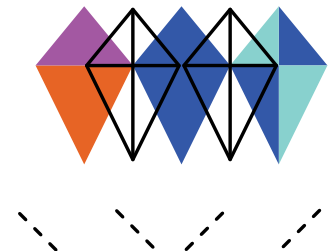
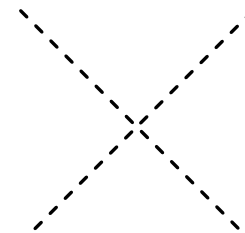
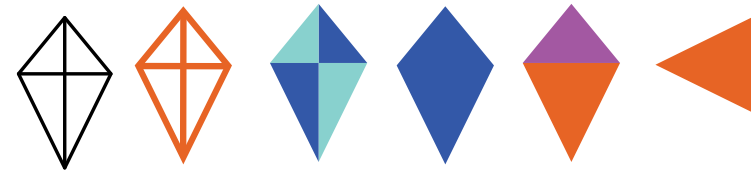
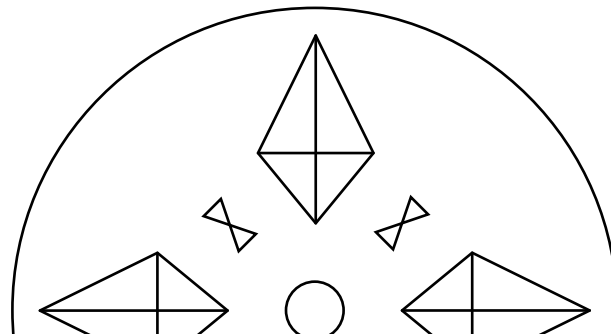


REACH

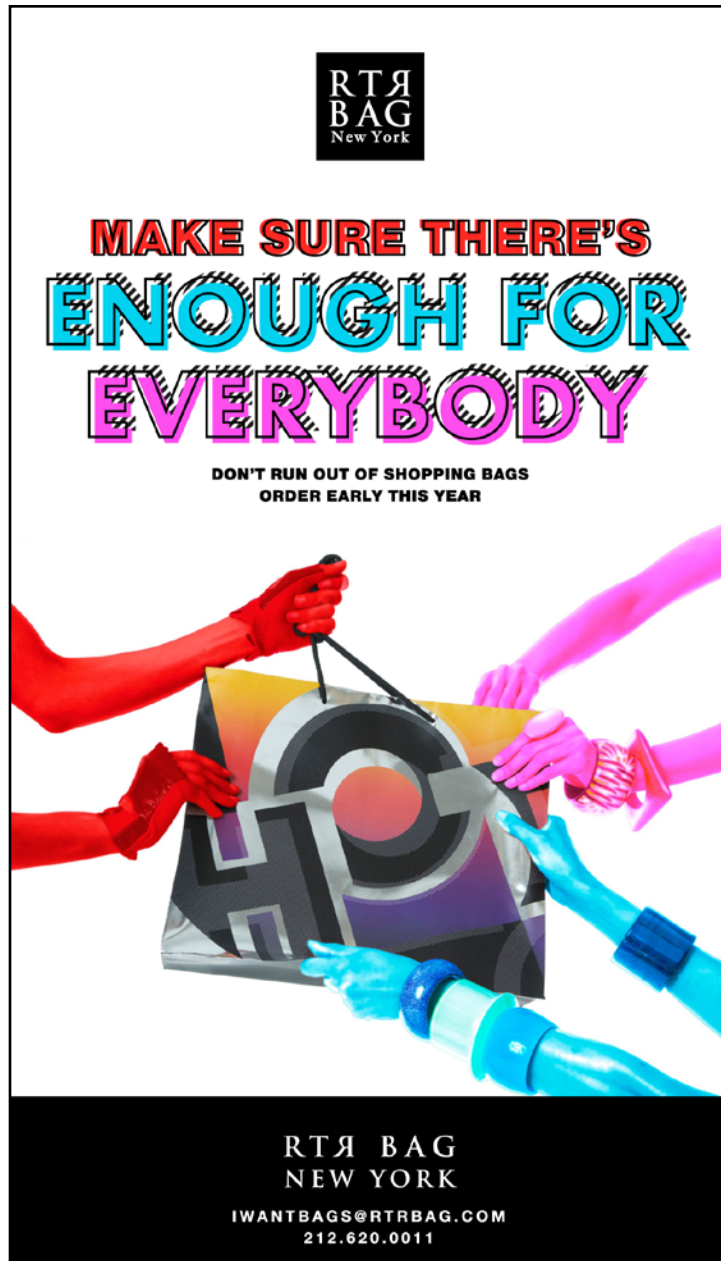
These are some of the snapshots viewers sent me after they completed my tutorial.

TACTILE

The purpose of Tights & Kites is to encourage girls to learn a new skill (kite-making) when someone purchases an everyday item for them (tights). Both kites and tights have similar lifespans, as both are prone to getting ripped after regular use. These qualities, along with affordable retail pricing, convey the message that it's okay to play hard and get messy. I imagine this project expanding to a collaboration campaign where well known fashion and graphic designers could contribute and reach a larger audience.

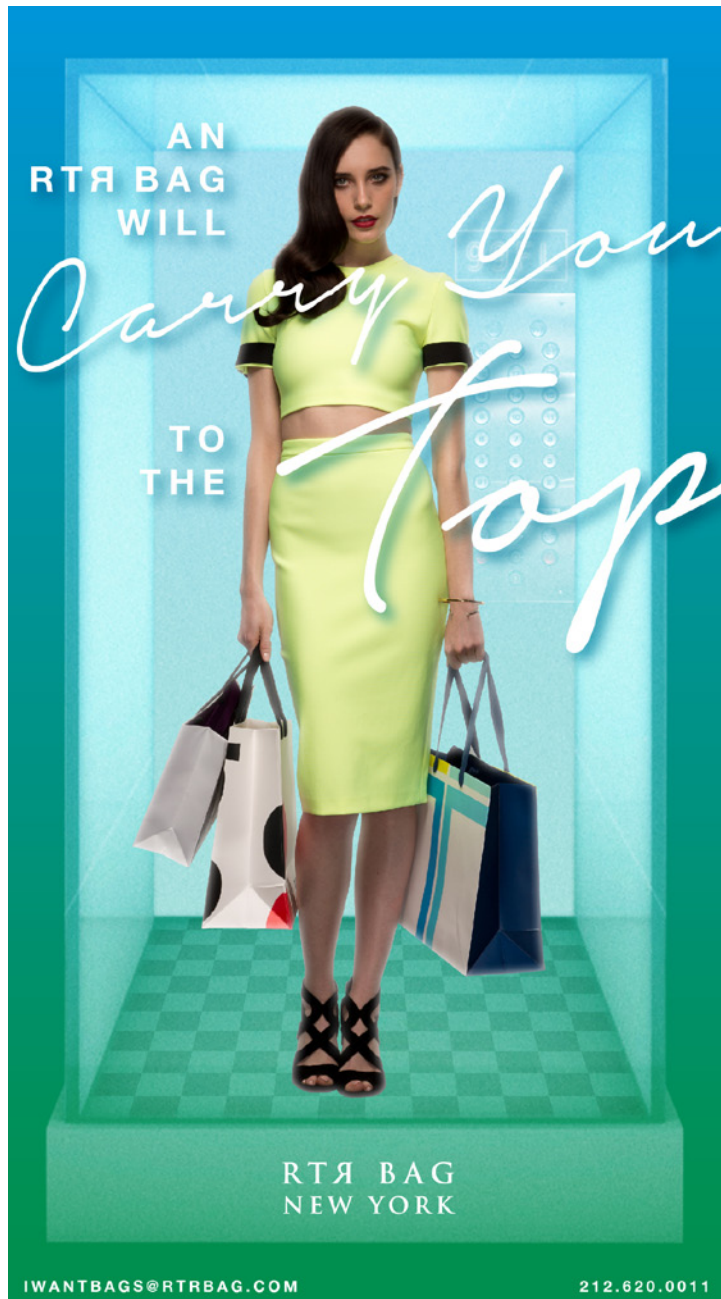


SOCIAL



I created this eblast and instagram post imagery and copy after being given inspiration and images from a photoshoot.

SOCIAL



Another eblast and instagram post

I design t-shirts & sweatshirts and sell them through an online marketplace.

I started doing this in 2004 and got the hang of it in 2009.

In addition to using the site's required templates, I collage together my own images to promote them on different social media. The lone item or selfie style photo lets the viewer picture themselves in the clothing.

APPAREL



👍 275



APPAREL

As I spend time online, I notice themes and styles people like, and use them as a basis for my designs.



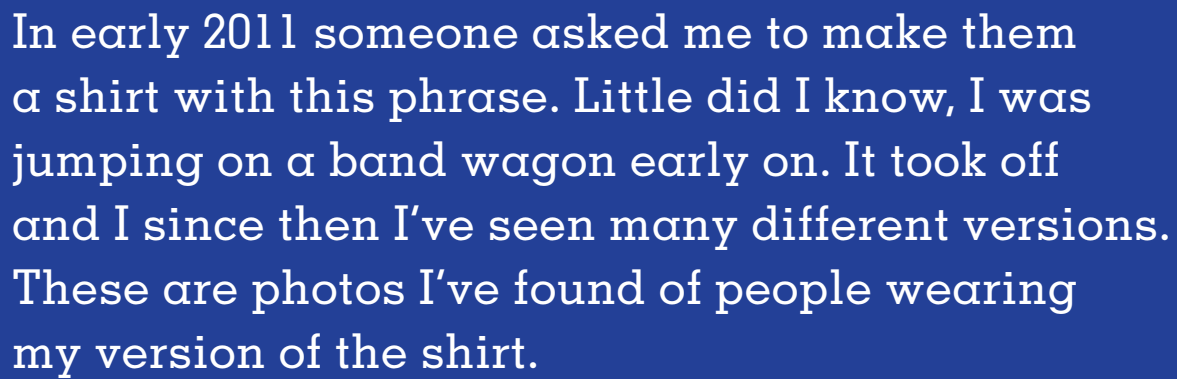
Because I am not a part of production, I have limited say in terms of where the graphics are placed. I know what is possible in more advanced situations, so I look forward to expanding to those possibilities in my work.



REACH

Over 2,000 excited people have bought my shirts,
from many countries including:

Australia	Luxembourg
Austria	Netherlands
Belgium	New Zealand
Brazil	Norway
Canada	Poland
Denmark	Russia
France	Saudi Arabia
Germany	Singapore
Iceland	Sweden
Ireland	Switzerland
Italy	Ukraine
Kazakhstan	United Kingdom
Korea	United States





Flatlays and 'outfit of the day' posts are commonplace now, but I was rocking them and sharing them on a social fashion site in 2009. They have accumulated nearly 200,000 views.

