



Graphic Design &
Photography

PORTFOLIO

By Cindy Gatzemeier



CINDY RAE GATZEMEIER



Raised in the heart of the hi-line, a small wheat farm on the plains of North Central Montana, surrounded by the stunning agricultural environment that sparked her passion for aesthetics. She expresses that passion through photographic images. Cindy is a proud mother to two amazing boys who keep her busy!

Cindy holds a Bachelor of Science degree in Business Technology & Accounting, along with a Bachelor of Arts degree in Graphic Design & Psychology from MSU-Northern.

In 2019 she participated in the Montana Professional Art Association art show in Missoula. She has also sold several prints throughout Montana, including pieces shown in the Yellowstone Art Museum in Billings.

Please take a moment to enjoy the artwork on her website and feel free to leave suggestions. If you have a creative project in need of a designer, please visit the contact page to email or call to schedule a consultation.

WWW.RAEOLIGHTDESIGNS.COM



SOFTWARE SKILLS



ADOBE INDESIGN



ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP

CAREER SUMMARY

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2003

BACHELOR OF SCIENCE - **BUSINESS OF TECHNOLOGY/ACCOUNTING**

MSU-Northern University, Havre, MT

2006

OFFICE EQUIPMENT COMPANY - **FINANCE CONTROLLER**

Office Equipment Company, Havre, MT

2012

RAE OF LIGHT DESIGNS - **VISUAL ARTS SPECIALIST**

Website: raeoflightdesigns.com

2018

HAVRE DAILY NEWS - **GRAPHIC DESIGNER**

Havre Daily News, Havre, MT

2023

BACHELOR OF ARTS - **GRAPHIC DESIGN/PSYCHOLOGY**

MSU-Northern University, Havre, MT

BY CINDY RAE

MSU-NORTHERN WELLNESS LOGO

CHALLENGE

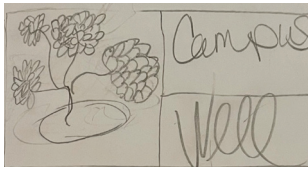
Create a bold campus wellness logo/brand that would appeal to the diversified body of college students to participate with others in learning how to balance all facets of their health needs.

SOLUTIONS

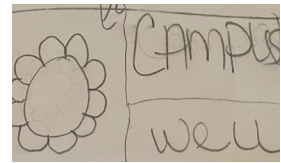
I started the process by researching online for examples of wellness logos. Most of them took on a light, airy, feminine approach. I was looking for a bold approach and wasn't interested in following the feminine theme. I wanted the logo to attract all college students, not a specific group.

The final logo design is comprised of two rounded dumbbells arranged to form a healing cross but also represents balance, as one is balanced on top of the other. The font is a bold rounded font to repeat the shapes in the dumbbells. I included an MSU-Northern school color to indicate it was a college program and not be confused as a program outside the college.

THUMBNAILS



The brainstorming stage involved creating thumbnails of the ideas I had come up with.



I used the fibonacci sequence/golden ratio/rule of thirds as the template design & created one with a japanese bonsai tree, chamomile flower, and then the weights. Then went to work in illustrator and the following are images of the rough draft & final logo.



ROUGH DRAFT



FINAL LOGO



THYROID CODE

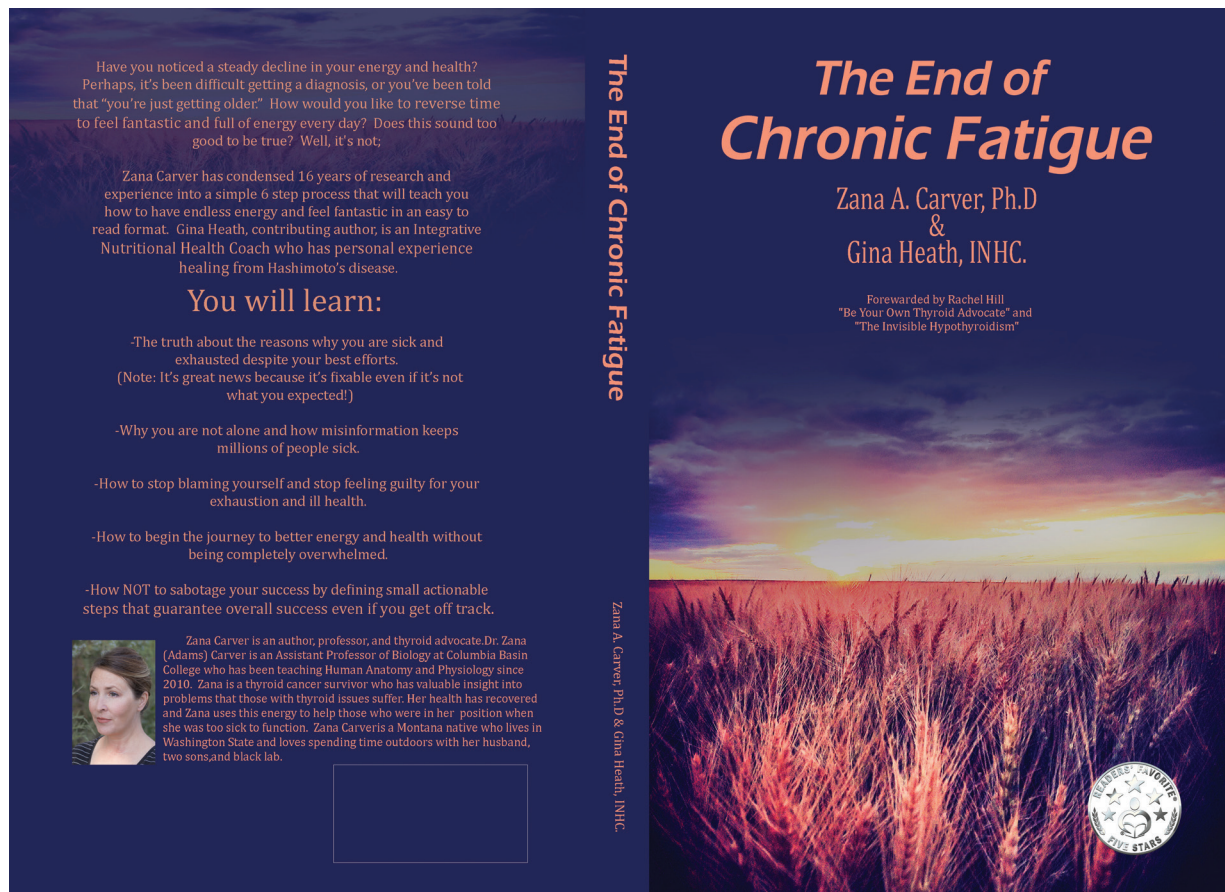


CHALLENGE

Rework a print project as an updated/cleaner version require for as an MSU-Northern class assignment. I chose to rework the Thyroid Code book cover I did for a client. The challenge with the original cover was the client was set on using a photograph with low resolution even after I had explained why it wouldn't have a clean professional look.

ORIGINAL

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REWORKED ROUGH DRAFT

Have you noticed a steady decline in your energy and health? Perhaps, it's been difficult getting a diagnosis, or you've been told that "you're just getting older." How would you like to reverse time to feel fantastic and full of energy every day? Does this sound too good to be true? Well, it's not;

Zana Carver has condensed 16 years of research and experience into a simple 6 step process that will teach you how to have endless energy and feel fantastic in an easy to read format. Gina Heath, contributing author, is an Integrative Nutritional Health Coach who has personal experience healing from Hashimoto's disease.

You will learn:

- The truth about the reasons why you are sick and exhausted despite your best efforts. (Note: It's great news because it's fixable even if it's not what you expected!)
- Why you are not alone and how misinformation keeps millions of people sick.
- How to stop blaming yourself and stop feeling guilty for your exhaustion and ill health.
- How to begin the journey to better energy and health without being completely overwhelmed.
- How NOT to sabotage your success by defining small actionable steps that guarantee overall success even if you get off track.



Zana Carver is an author, professor, and thyroid advocate Dr. Zana (Adams) Carver is an Assistant Professor of Biology at Columbia Basin College who has been teaching Human Anatomy and Physiology since 2010. Zana is a thyroid cancer survivor who has valuable insight into problems that those with thyroid issues suffer. Her health has recovered and Zana uses this energy to help those who were in her position when she was too sick to function. Zana Carver is a Montana native who lives in Washington State and loves spending time outdoors with her husband, two sons, and black lab.



reserved for bar code

The End of
THYROID FATIGUE

ZANA A. CARVER, Ph.D.
GINA HEATH, INHC

The End of **THYROID FATIGUE**



ZANA A. CARVER, Ph.D.
GINA HEATH, INHC



FINAL

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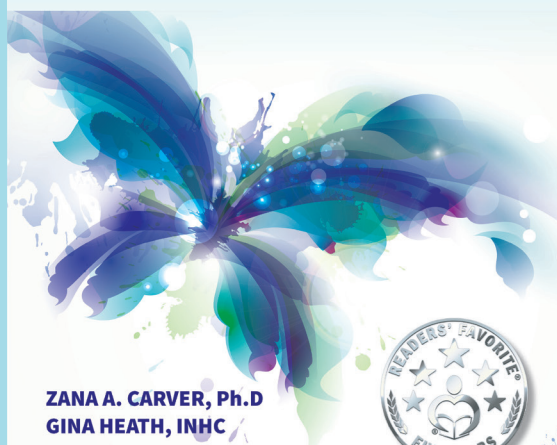


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GATZEMEIER FARMS LOGO

CHALLENGE

Create a logo that best represents our family farm. A logo portraying everything that is important to the small business farms of agriculture in the United States, including the lovable, furry companions.



SOLUTIONS



The brainstorming process during the first stage involved internet inquiries for examples of farming logos to help get the creative process started.



During the next stage of the brainstorming process, I created three pencil drawn thumbnails (pictured) to bring my ideas to life.

Once, I was happy with my thumbnails, I started to create the logo in Adobe Illustrator. I created a logo which was a combination of the three thumbnails I drew beforehand. In the rough draft I included a crop duster.

I showed the rough draft to the client, they asked for the crop duster to be removed. Upon removal I decided it needed something so I put a sunset. That was the logo they decided to go with.



Wilson, their favorite dog, is watching the sun go down.

CROP DUSTER



SUNSET



FINAL



WARREN BROTHERS LOGO CHALLENGE

Create a bold farm logo that displays the clients vision. They wanted a simple logo with Warren Brothers abbreviated as WB Farms with a wheat vector.

This was one of my first project so I was fairly inexperienced and had only one graphic design class completed towards my degree. I created a few examples for them using Adobe Illustrator, which they weren't particularly fond of. The first thumbnail (a-1), I had created the wheat in illustrator and chose a font I liked. I was going for a more modern updated look. However, the clients didn't feel the same so I started to play around with my second idea (a-2). I chose a wheat vector from my adobe stock.

Later they realized there was another farm along the hi-line using WB Farms and decided to go with spelling out their last name and brothers, and leaving the word, farms, out of their logo. They did like the wheat vector I had used in (a-2) and a similar font. I created two more thumbnails using the wheat vector but switching up the font. Ultimately, they chose figure (a-4).

SOLUTIONS



The brainstorming process during the first stage involved internet inquiries for examples of farming logos to help get the creative juices flowing.

During the next stage of the brainstorming process, I created thumbnails to bring my ideas to life.



Once I was happy with my thumbnails, I moved to the third stage of the process. This involved showing the thumbnails to the clients so they could chose the logo they thought best portrayed their vision. They selected the middle thumbnail with wheat underneath their name.

THUMBNAIL ROUGH DRAFTS

0-1



0-2



0-3



0-4

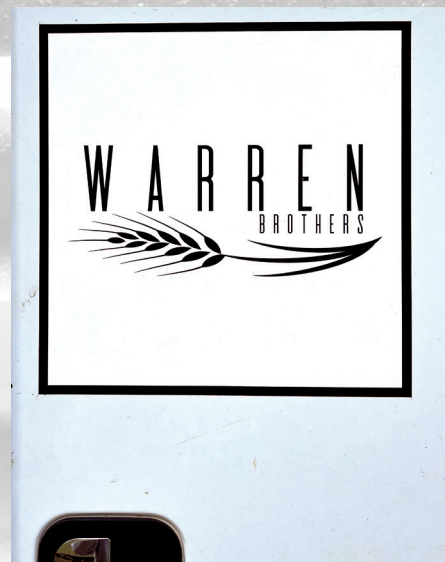


CHOSEN LOGO



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DECALS



WARREN BROTHERS LOGO

LOGO

I decided to update their logo for a class project because I wasn't particularly fond of the font on the original logo they chose. I felt it was too thin and hard to read on the decal stickers on their semi. So I chose futura condensed extra bold (NIKE) font and decided to use a circular wheat vector. I am pleased with the updated version. I added color to the new logo as well.

APPLICATION

I applied my ideas in Adobe Illustrator. First, I downloaded and installed the new font. Second, I found a circular wheat vector from Adobe Stock. Then I googled a good wheat color cmyk code. I created a Black, White and Colored copy of the logo. I included PNG, PDF, and JPEG files (see next page) in the file on my microsoft onedrive that I have shared with the client. They can then download the needed files to their computer.

**"Cindy's work is exceptional!
The service she provided was
more than we could've asked
for. Her designs, artistic ability,
and service are first class."**

—LANDON WARREN



PHOTOGRAPHY

ARTIST'S PAINTINGS

YEAR : 2020

CLIENT : AJ BUTLER

LOCATION : HAVRE, MONTANA

CHALLENGE

AJ wanted professional photographs of his paintings so he could make copies of the two pieces which he had recently sold and was preparing to ship to the customer.

I photographed each piece numerous times in different lighting. I used a white background to create more light and then edited the color, clarity, and texture in photoshop so they presented as closely to the original painting's as possible.

"Cindy's professionalism, exceptional photography skills & attention to detail are outstanding. I will definitely be returning to her with more projects."

—AJ BUTLER



DIGITAL PHOTOGRAPHY

YEAR : 2019

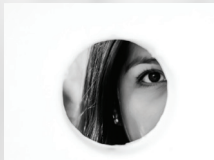
CLIENT : ANDREA

LOCATION : MSU-NORTHERN UNIVERSITY

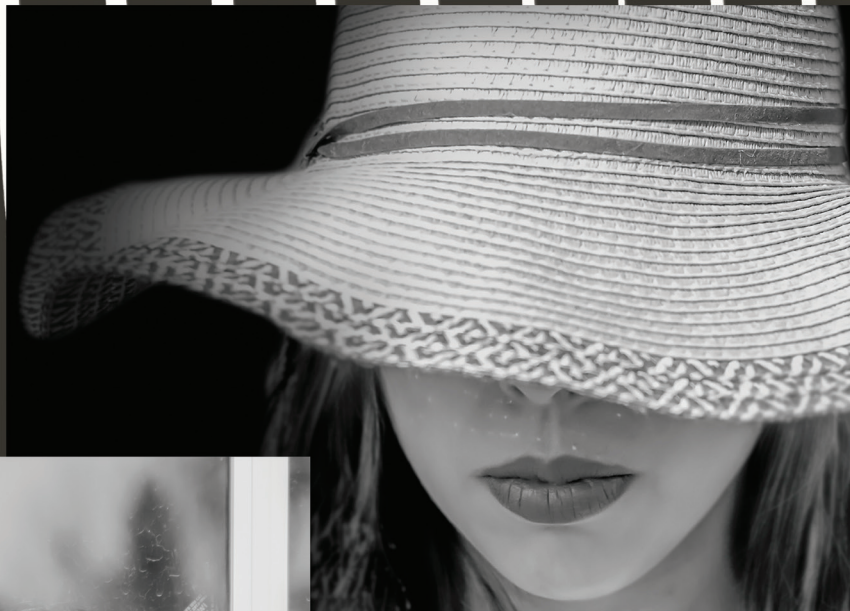


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CHALLENGE



Take professional photos of an individual in different environments and lighting for a college photography class. Then put them together as collage using Adobe Photoshop



andrea

FILM PHOTOGRAPHY

YEAR : 2019

CLIENT : ANDREA

LOCATION : MSU-NORTHERN UNIVERSITY

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SPORTS PORTRAITS

YEAR : 2021

CLIENT : NORTH STAR KNIGHTS

LOCATION : RUDYARD, MONTANA

CHALLENGE

Take professional team (little league and tee-ball) and individual portraits of the North Star Knights.

TEE-BALL GROUP



TEE-BALL INDIVIDUAL



SPORTS PORTRAITS

YEAR : 2021

CLIENT : NORTH STAR KNIGHTS

LOCATION : RUDYARD, MONTANA

LITTLE LEAGUE GROUP

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BY CINDY RAE

LITTLE LEAGUE INDIVIDUAL



VAN WECHEL PORTRAITS

YEAR : 2018

CLIENT : NIKKI VAN WECHEL

LOCATION : RUDYARD, MONTANA



NELSON FAMILY PORTRAITS

YEAR : 2019

CLIENT : BEAU NELSON FAMILY

LOCATION : MISSOULA, MONTANA





NELSON FAMILY PORTRAITS



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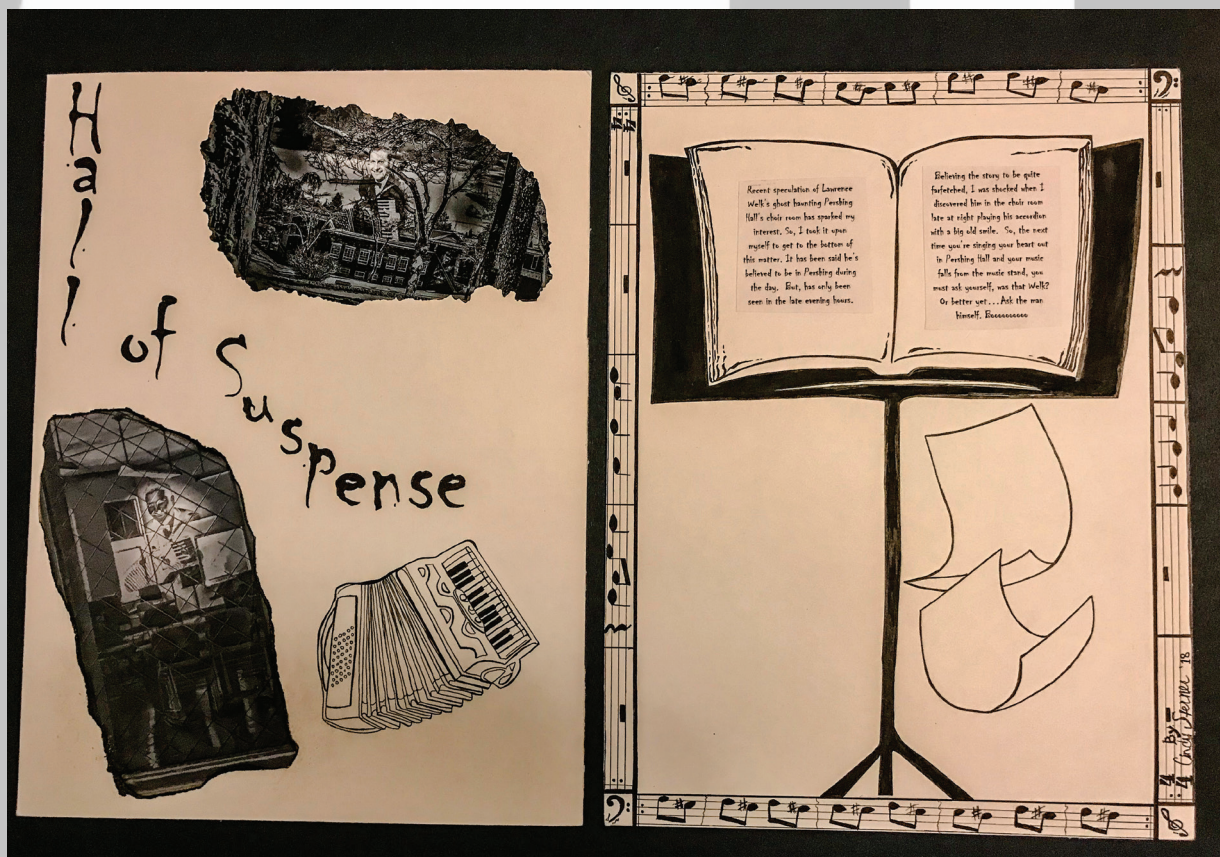




PRINT DESIGNS



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BY CINDY RAE

About KNMC:

KNMC has been broadcasting from MSU-Northern's campus since 1954. Our mission is to provide a college radio station to students and community members that enhances campus activity awareness, information, and music, with the hope of generating interest and open, active discussion and participation in local events. KNMC is a co-operative enterprise and we depend on student and community member volunteers to keep the station running. We are free-form, commercial free radio, which means that the content of show programming is left entirely up to our volunteers.

Volunteers may host a show alone or with a friend. \$2,500 in Scholarships and course credit are available to student volunteers.

Get involved today!



Contact:

Phone:
406-265-3709
Email:
knmcradio@msun.edu
Website:
msun.edu/KNMC
Facebook:
facebook.com/KNMCHavre
Instagram:
instagram.com/knmc90.1/

KNMC

College Radio

90.1 FM

KNMC History



W.E. "Bill" Lisenby (1922-2001) is the man responsible for bringing a radio station to the MSU-Northern campus. As an English and Speech instructor at Northern Montana College, Bill originally started the radio station as an outlet for his speech students to get more time behind a microphone. In the fall of 1951, construction on the first studio began in the back of Lisenby's office located in the old Student Union Building. By 1953, he'd formed a radio club and the station joined the Intercollegiate Broadcasting System. The radio club applied for the call letters "KNMC" (NMC being an abbreviation for Northern Montana College), but those call letters were not available at the time. The station was assigned the call letters "KNES," and the radio club dubbed themselves the Northern Educational Service. In May of 1954, KNES AM 700 was born. The station would remain on an AM frequency for the next twenty years. In 1974, the radio club decided to change to an FM signal and their call letters to

KNOG. In May of 1978, KNOG FM 90.1 began making stereo broadcasts to the campus and community on a 10 watt FM transmitter. By the late 80's the call letters "KNMC" became available and the station became KNMC FM 90.1. Bill Lisenby remained the station's advisor until 1989. In 2006, the KNMC broadcast studio in the Student Union Building was officially named "Lisenby Studio" to honor Bill Lisenby and his contributions to our radio station and the university.

KNMC Worldwide!



Stream KNMC anywhere in the world from your PC, tablet or mobile device at www.msun.edu/KNMC

Events:

KNMC hosts two events during the school year and regularly promotes and sponsors other events throughout the year.

Rock Lotto (Fall Semester)



KNMC Rock Lotto is an event where musicians put their name in a drawing to be randomly placed into bands for a one-time only live performance. Musicians may sign



up to play an instrument (guitar, bass, drums, keys, horns) or as a lead/backup vocalist. If a participant can play more than one instrument, they are encouraged to

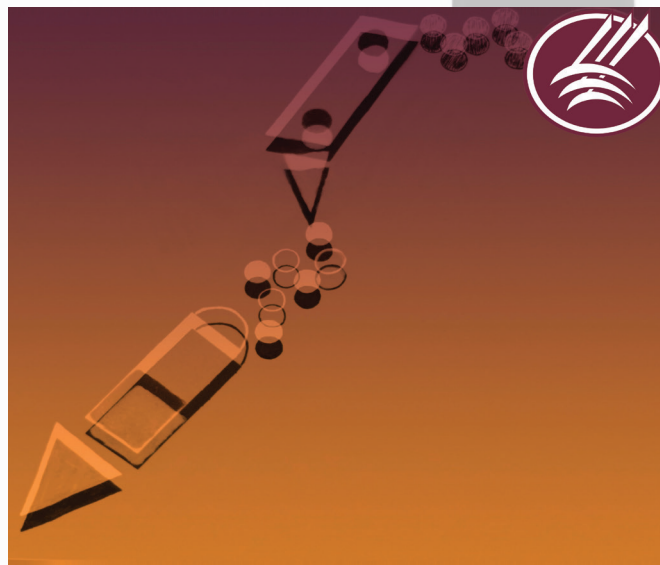
list their backup instrument in case too many signed up to play a particular instrument. Signup deadline and band drawing takes place in mid-August in order to allow around 5 weeks rehearsal time ahead of the performance on Festival Days weekend in September.

Tribute (Spring Semester)



Tribute is KNMC's year-end celebration for MSU-Northern and features tribute bands created by local musicians who dress up and perform the music of their favorite bands. Past tribute bands have performed the music of Led Zeppelin, Fleetwood Mac, Tom Petty, Def Leppard, The Allman Brothers, and many more.

PRINT DESIGNS



spidey farms

I'M NOT ALWAYS WITH MY PET SPIDEY...





spidey farms

3700 Spidey Drive
Havre, MT 59501

Email: Spideysrus@gmail.com


Toll Free:
1-800-SPIDEYS

BUT WHEN I AM THIS HAPPENS...



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Every day is fabulous when I'm with my Spidey pet...



Meet sad, Bob...

Bob can't go on vacation without making arrangements with a dog sitter or walk to the park without collecting dog poop. Bob wouldn't be sad if he had ordered a Spidey pet.


I should've been like Doris and ordered a Spidey pet...




Spidey Farms

Located in the amazing Havre, MT (Home of MSU-Northern) is dedicated to raising and training the best tarantula pets in the country.

Not everyone can keep a dog or cat.



Our tarantulas are cheaper and do not need as much attention.



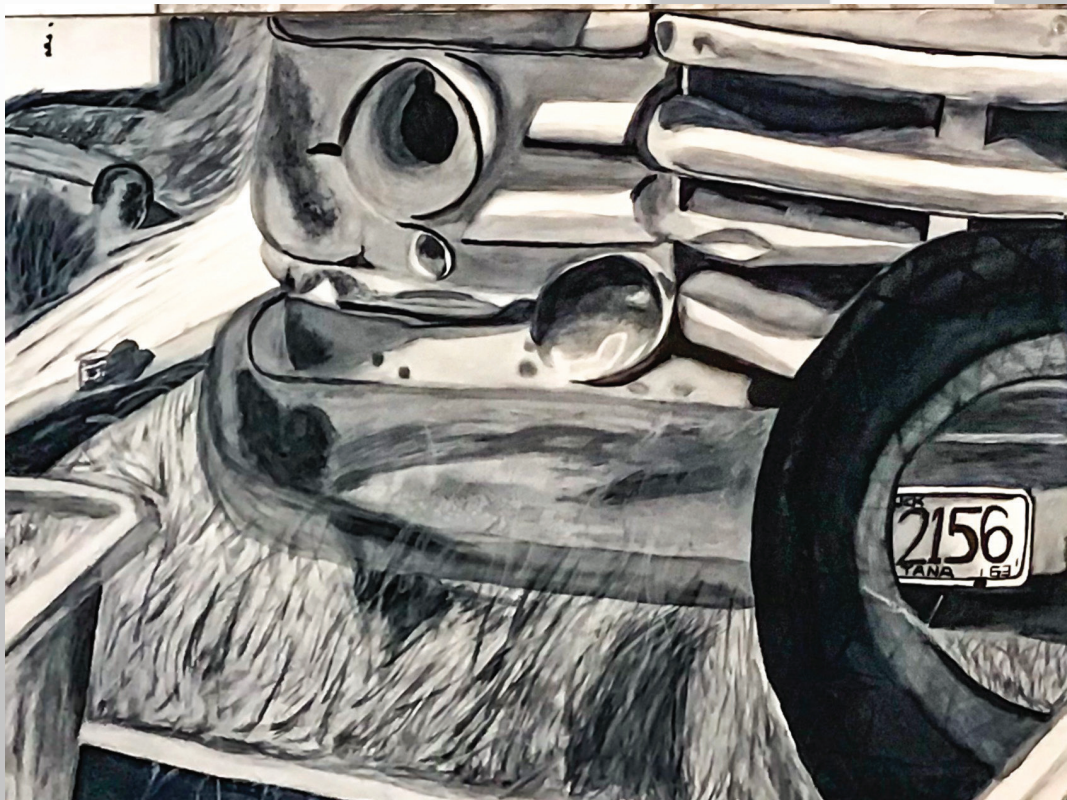
Our spiders are no muss, no fuss, nice and quiet, and even a bit furry. You don't have to walk them or worry about finding a sitter when you go on vacation! In fact, our Spideys will make your evenings feel like you're already on vacation! So, how about snuggling up with a giant, non-biting tarantula?

Be like Doris and order your Spidey today by calling
Toll Free 1-800-SPIDEYS

Or email Spidey Farms at Spideysrus@gmail.com

PAINTINGS

WATERCOLOR

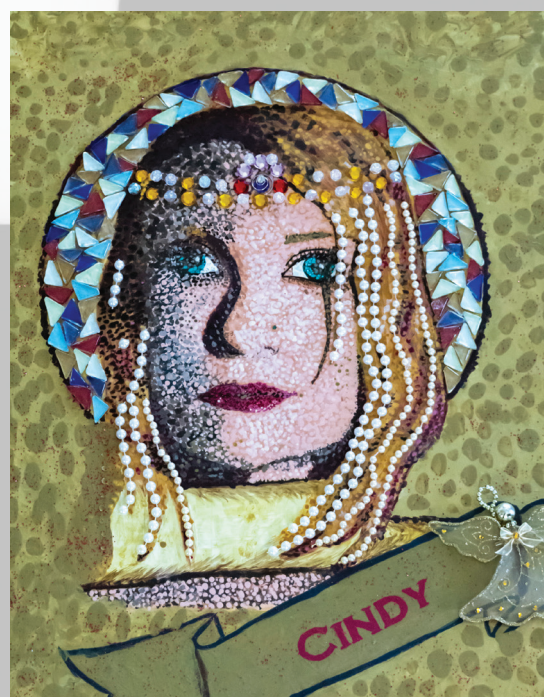


OIL



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ACRYLIC



BY CINDY RAE

