

## Pacemakers' Award Selection Committee,

Hello! My name is **Sabrina Hampton**, and I'm a rising senior, visual communications major at the University of South Carolina.

After I fell in love with UofSC, it was time to choose a major. I had no idea what I wanted to do, so, as you can imagine, that made declaring a major a little difficult. Lucky for me, my mom stumbled across "visual communications." The website description intrigued me, the course names sounded pretty cool, and that was enough for me to jump in.

I didn't know anything about design coming into college. All I knew was that I loved creating things, from sewing and quilting to making PowerPoints (two things I still enjoy today). I chose visual communications because of a couple phrases on the school's website, like "do you organize things by color?" and "do you love creating?," but I fell in love with visual communications and design because it combines strategy and creativity. Design is unique in that every aspect has a purpose - colors, fonts, style, illustration, logos, and the list goes on. There's a strategy and process behind creating, and that's what helps me do what I love.

I start everything I create with a little inspiration. Today, inspiration comes from TikTok, Pinterest, other forms of art, and my favorite, conversations with people. I love a good brainstorming session. Throwing out all these ideas, good or bad, and then working with others to flesh them out helps me create a gameplan for what's next, which is sketches. I'll be the first to admit, any sketch of mine is rough; I can't draw to save my life, and I still use stick figures, but it gets the idea down on paper and helps me workout any kinks before I start on the computer.

Next comes my favorite part - working on the computer. I love starting with something rough in Illustrator and then tweaking every little thing until I'm satisfied. Once I'm satisfied (for now), I'm ready to show people and get feedback. I love feedback because it's another ways to make the process collaborative. I enjoy hearing people's thoughts and their ideas on edits. Finally, I head back to the computer and finalize everything until it's ready to go.

I believe design, and any visual person, is one of the most important parts within a newspaper (or any) organization. Specifically for a newspaper, a visual is what catches the eye of the reader. Yes, they may be interested in the story, but seeing a photo and design with it will engage them further and make the reading process more enjoyable. As creative director at *The Daily Gamecock*, I'm responsible for how everything looks that leaves our organization - digital, print, social media, and everything else. Our visual identity helps grow our credibility and identity on campus and in our community. It also helps grow our readership and engage our audience. That's another reason I love design - it brings everything together to form a cohesive unit to makes things more impactful.

I have one more year of college, but in the past three years I've grown as a person and a designer. My growth process as a designer has taught me to be more confident in myself and my abilities. After college, I would love to work at a design agency or with small businesses growing their brand identity. Small businesses have a big place in my heart because I love supporting local creators and getting to know others' stories and passions. Design ties a lot together, and, in three short years, it's become a huge part and passion of my life. I'm excited to continue to grow and see where it takes me after college.

Thank you for your consideration!

*Sabrina Hampton*

**Sabrina Hampton**



STUDENT MEDIA  
DEPARTMENT OF STUDENT LIFE

To the 2022 Individual Pacemakers Selection Committee:

I am thrilled to recommend Sabrina Hampton for the prestigious honor of the Best Graphic Designer award in the individual Pacemakers.

Sabrina has been an integral part of The Daily Gamecock's design team since she first joined the staff of the organization as a first-semester freshman. She made an immediate impact and started creating work that got her noticed as a potential future leader, especially infographics where she compiled the research and data herself.

Sabrina's portfolio features a breadth of work that showcases her cohesive but varied design style, including things like publication covers, page layouts, and engaging illustrations. My favorite project she's taken on, though, has to be The Daily Gamecock's design style guide. While the organization had compiled anemic versions of a similar guide before, Sabrina took the project and ran with it to a level not seen before. The guide itself is a beautiful example of publication design, but what makes it my favorite is that it is, arguably, the most impactful project she completed so far in her career with The Daily Gamecock.

Through the thoughtful, comprehensive and organized approach she took in the guide, Sabrina established a brand identity that has already made a difference in the organization's brand recognition and campus influence. Solidifying the right "vibes" for the organization has already led to a stronger connection and conversion between the organization's different audiences on different platforms. Now, readers who prefer the print edition see the same overall presentation, though specialized to match the platform, across all of The Daily Gamecock's digital properties as well, and vice versa.

Beyond the immediate impacts of her work, the guide will provide a much-needed and high-quality foundation for future designers to build and improve upon. The Daily Gamecock as a whole has improved and will continue to improve as a result of Sabrina's incredibly hard work and immense talent. Thank you for considering Sabrina for this honor, and please reach out if I can provide any additional information to aid your decision.

Sincerely,

*Sydney Patterson,  
Assistant Director of Student Media  
Department of Student Life, University of South Carolina*



# SABRINA HAMPTON

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## EXPERIENCE

### The Daily Gamecock

*Creative Director* | Dec. 2021 - Present

*Design Director* | Aug. 2020 - Dec. 2021

*Assistant Design Director* | Jan. 2020 - Aug. 2020

*Design Section Member* | Aug. 2019 - Jan. 2020

- Direct team of 3 photo editors and 2 design directors
- Create original visual content on a weekly basis to pair with variety of journalistic content
- Manage team of 30 senior staffers and at least 50 full staffers
- Support team of 15 designers and provide feedback and critique throughout the design process
- Spearhead the development of a Design Style Guide for print and online
- Develop and maintain The Daily Gamecock's brand identity across all platforms
- Educate staff members on appropriate use of The Daily Gamecock's brand identity
- Initiate and guide development of two 60-page print editions a semester
- Built and present training programs for new members joining the design and photo sections

### UofSC Center for Integrative and Experiential Learning (CIEL)

*Marketing and Communications Intern* | Aug. 2021 - Present

- Direct content development and design of the annual impact report, *Distinction*
- Create promotional and marketing materials for the CIEL office and events
- Conduct interviews, write, and edit stories and features to promote CIEL's initiatives
- Partner with the Social & Digital Media Intern to research, redesign, pitch, and implement a new, biweekly newsletter template to increase engagement with UofSC students, faculty, and staff

### Career Organic & The Briar Dougherty Brand

*Junior Graphic Designer* | Aug. 2021 - Present

*Graphic Design Intern* | June - July 2021

- Principal designer for premiere brand, featuring CEO and entrepreneur coaching business
- Research trends and collect industry data to inform new blog designs for social sharing and layout within the website
- Head project to organize and redevelop brand guidelines for founder's brand to complement two subsidiaries and enhance engagement and visual appeal
- Provide mockups and present different design templates and digital assets for social media channels
- Collaborate with senior marketing leader and graphic designer to revise and finalize multiple projects and adhere to content calendar dates and deadlines
- Increase Instagram account reach by 1300+ within one month of launching new designs

## EDUCATION

University of South Carolina, Aug. 2019 - May 2023

- Major: Visual Communications
- Minor: Psychology

## SKILLS

- Adobe InDesign
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Animate
- Adobe Photoshop
- Slack

## ONLINE PORTFOLIO

<https://sehampton15.wixsite.com/sabrinahampton>

## HONORS

- Best in Environmental Design 2021, *AEJMC Visual Communications Best of Design Contest*
- 3rd place One-Page Design 2021, *South Carolina Press Association*
- 3rd place Infographic 2021, *South Carolina Press Association*

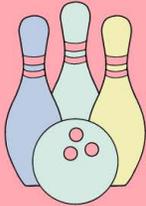
# Valentine's Day

in Columbia

Whether you're trying to plan a perfect date for you and your partner or just looking for something fun to do, here are some ideas on how to spend Valentine's weekend. Support local businesses safely: Wear a mask, wash your hands and social distance.

## Bowling

Check out The Grand on Main for dinner and bowling or go to your favorite local alley.



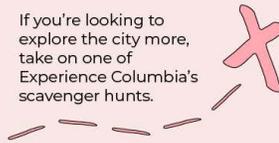
## Congaree National Park

Explore the Congaree National Park, which is 30 minutes outside Columbia. Here you can canoe, hike or spend the day relaxing.



## Columbia Scavenger Hunt

If you're looking to explore the city more, take on one of Experience Columbia's scavenger hunts.



## Dinner and a Movie

Change up the classic "dinner and movie" by getting dinner at your local favorite and streaming a movie from the comfort of your couch.



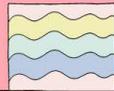
## Picnic on the Horseshoe

Grab some food from your local favorite and enjoy a nice picnic on the Horseshoe. If you're on a budget, make some food at home with your date to bring.



## Riverbanks Zoo

Spend a day admiring the cute and fun animals at Columbia's Riverbanks Zoo.

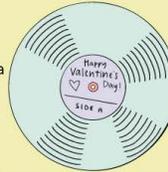


## Art Walk

Stroll through the city admiring all the local art and murals. Snap some pictures to remember this awesome weekend by.

## Papa Jazz Record Shoppe

Explore the tunes at Papa Jazz Record Shoppe to find a song for you and your partner.



## Dessert

Start or end your night at a favorite local Columbia dessert shop. Check out Scoopy Doo Gelato Shop, the Baked Bear or, of course, Kaminsky's.



## Soda City Market

Whether you're looking to celebrate early or the entire weekend, stroll through Soda City on Main Street on Saturday from 9 a.m. to 1 p.m.



## Columbia Riverwalk

Go for a stroll along the Riverwalk in Cayce. There are also tables along the way to stop for breaks and snacks.

Source: Experience Columbia

## Valentine's Day Infographic

The Daily Gamecock

In honor of Valentine's Day I created a standalone infographic with a variety of date ideas around the Columbia, SC area. This was published in our newsletter on Valentine's Day, as well as on our [website](#).



## Day Trips Cover

Day Trips | The Daily Gamecock

Each semester, The Daily Gamecock produces two, 50-page print editions. For Day Trips, on of our Fall 2021 editions, I designed the cover to reflect a vintage travel postcard.

As the 2021 Design Director, I collaborated with the 2021 Creative Director and Assistant Design Director to layout the full edition, which you can view [here](#).

**Kentucky vs. South Carolina**  
*The Daily Gamecock*

Ahead of each football game, *The Daily Gamecock* produces a preview story outlining what to expect from each team and the game as a whole. Each story is paired with a graphic featuring players and basic game information. View the graphic and story [here](#).



**2021 Football Schedule**  
*The Daily Gamecock*

South Carolina hired Shane Beamer as the Head Football Coach in 2021. Ahead of his season, *The Daily Gamecock* published a preview article on what to expect. I created this schedule graphic to go with it. View the graphic and story [here](#).



**2022 Wooden Award Watch List**  
*The Daily Gamecock*

Three South Carolina women's basketball players were named to the Top 25 Midseason Watch List for the Wooden Award. To go with *The Daily Gamecock's* story on this, I designed this graphic featuring the players. View the graphic and story [here](#).





**Beyond the Beak Page Layout**  
 Look Back, Move Forward | The Daily Gamecock

*It's tradition for students that are Cocky, UofSC's mascot, to reveal themselves at graduation wearing Cocky's feet. I illustrated and laid out this page in The Daily Gamecock's Look Back, Move Forward edition.*

*As the 2021 Design Director, I collaborated with the 2021 Creative Director and Assistant Design Director to layout the full edition, which you can view [here](#). Beyond the Beak can be found on page 31.*



**President's House History Page Layout**  
 Traditions | The Daily Gamecock

*In our Fall 2021 print edition, Traditions, I laid out this page featuring a story on the history of UofSC's president's house.*

*As the 2021 Design Director, I collaborated with the 2021 Creative Director and Assistant Design Director to layout the full edition, which you can view [here](#). The President's House story can be found on page 16.*



**Carolina Beekeeping Page Layout**  
 In Bloom | The Daily Gamecock

*In our Spring 2022 print edition, In Bloom, I illustrated and laid out this page featuring a story on the Carolina Beekeeping Club.*

*As the 2022 Creative Director, I oversee & collaborate with the Design Director and Assistant Director to layout the full edition, which you can view [here](#). The Carolina Beekeeping story can be found on page 8.*

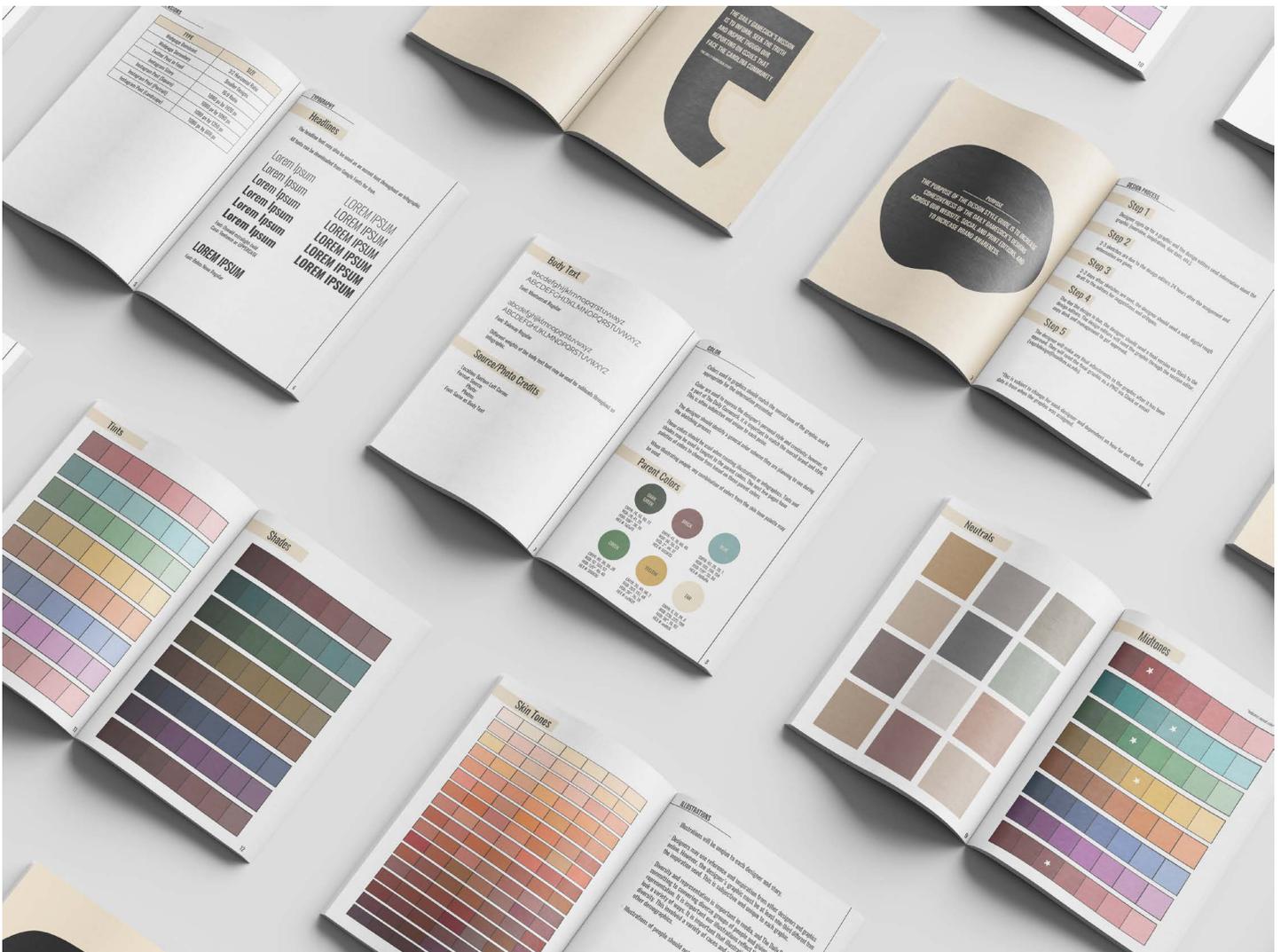


## Design Style Guide

The Daily Gamecock

To further develop The Daily Gamecock's visual identity, I collaborated with the 2020 Creative Director to develop a design style guide. Our goal was to create a guide for designers to use throughout their creation process for The Daily Gamecock to ensure cohesiveness across all of our designed content, including illustrations, layout, and social media.

After collaborating on the content of the style guide, I took all the information and designed the guide itself. View the full style guide [here](#).





**National Championship Print Edition**  
*The Daily Gamecock*

To celebrate South Carolina winning the 2022 Women's Basketball National Championship, *The Daily Gamecock* published a special print edition. As Creative Director, I designed and laid out the entire edition. View the full edition [here](#).

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