
COVER LETTER

TREY BOWE, CLEMSON UNIVERSITY

Design has always been something that I found myself drawn to since an early age. The form it has taken has shifted over the years as I experimented with different media and learned what I received the most joy in doing and what came the most naturally to me. I decided to pursue a career in Graphic Communications because it allowed me to combine my interests in branding and marketing with world of production. Not only do I get to collaborate with my peers to find the most effective messaging or the best colors to use, I get to take things a step further and actually create a physical product that I can interact with and show other people which has always been a major selling point for me. Graphic Communications allows me to take my ideas, evolve them, then make them into reality all in one place with a team of peers and faculty that will support me along every step of the way.

My creative process begins with finding inspiration from the world around me. For personal projects, I look to my hobbies and the community that surrounds them. There are countless creatives out in the world that can each bring their own style and twist to a common interest and I love getting to explore what others have done. Once I start researching what others have done, I like to save copies of my favorite pieces and put them together into a moodboard where I can dissect each and really delve into what elements from each composition I like, how they might be able to be reimaged, and how I might be able to take inspiration from one or two pieces and create something unique from them.

A designer is the person that allows a media organization to do two major things: stand out from other media sources and convey the organization's message to its audience in simple ways. The designer is the person who is able to take a paragraph or bulleted list of information and transform it into a graphic, social media post, or campaign that will catch a viewer's attention, provide them with the with the most important information, and influence them to seek further details. Without utilizing the power of design, a media organization can fall victim to being labeled as being too harsh or hard to understand if they always use technical terms, official dialogue, and industry jargon. A designer allows an organization to use that kind of vocabulary and accompany it with visuals that make the information easier to understand, more digestible to the consumer, and potentially less discouraging or scary depending on the subject matter.

I currently have two career paths that I am looking to pursue after graduation pending my experience in the workforce. The first path would be to go into publishing where I can apply my knowledge and experience in designing multi-page documents and books to aid either small writers or larger companies design and produce their own publications. Through my time with The Tiger and the Technical Association of the Graphic Arts (TAGA), I learned that I deeply enjoy the creative challenge of designing and discussing all the steps in taking a publication from concept to creation. Being able to do that as a career is something I believe I would find extremely fulfilling as it aligns my personal interests with something I feel would be giving back to people as I can help individuals make their ideas come into reality. The second path would be working my way towards a role as an art director where I can take my experience in graphic design and production and utilize it to help others improve their work whether it be for physical or digital distribution. As an art director, I would want to be able to share what I have learned over the years with others to help them make their work greater and more likely to succeed because it is what I have always appreciated the most when I was learning from my teachers and professors as a student. If I am lucky enough to have the opportunity to make these paths meet and become an art or creative director for a publishing company, then I like to believe that I'll be doing the work I've always wanted and I'll be able to help other people every day make their work shine even brighter.



Dear ACP Awards Selection Committee:

I am pleased to write this letter of support for Trey Bowe. I met Trey in 2019 when I became the director/advisor of Clemson University's five student media organizations. Trey was the Managing Editor of The Tiger - the oldest student-run, college newspaper in South Carolina.

Trey's responsibilities included overseeing staff in the production of bi-weekly, 12-page print issues of The Tiger as well as the team's weekly digital publications. He helped staff generate leads, develop and polish stories, and ensured all content met the high expectations of the newspaper and Clemson University.

Trey understood the value of representation. When charged with ordering promotional items for The Tiger, Trey saw that the purchases met newly required University brand guidelines. This sounds like an easy enough task, but it was anything but that. Each student media organization practiced creative independence until the new requirements. Trey, a Graphic Communication major, worked with his team to find a way to make the guidelines work in The Tiger's favor by producing sleek, timeless, and attention-grabbing designs for the promotional gear. This style of management also speaks to Trey's commitment to excellence.

The role of the Managing Editor at The Tiger is critical. Trey trained and guided his editors to regard their work with the confidence and enthusiasm of a national publication and he practiced what he preached. When he wasn't managing teams, he was designing.

Trey took what he learned from the classroom to The Tiger. I am confident you will find his entries for the "Best Graphic Designer" award as exceptional as I do.

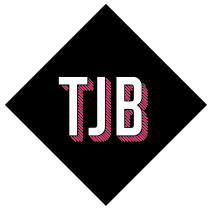
Trey is well respected by his peers, faculty, and staff at Clemson University. My only, very selfish regret is, he graduated in May 2022. But I look forward to seeing where he goes next. Trey Bowe will no doubt impact the field of graphic communications in a profound way. Recognition as the "Best Graphic Designer" by the Associated Collegiate Press will help take him to the next level.

If I can provide any additional information about Trey, please contact me.

Sincerely,

Wanda Johnson-Stokes, Clemson University

Director of Student Media | Adjunct Instructor
Department of Communication
302C Hendrix Center
864.656.8933
clemson.edu/communication
College of Behavioral, Social and Health Sciences
Building People and Communities



TREY J. BOWE

WRITER AND DESIGNER

CONTACT & ONLINE

- Cell: 858-922-4607
- Email: treybowe@gmail.com
- LinkedIn: @treybowe
- Behance: @treybowe
- World Anvil: @treybowe

EDUCATION

Clemson University (2018-2022)
 Graphic Communications (BS)
 Minor: Art
 GPA: 3.94

TECHNICAL SKILLS

- Graphic Design
- Prepress Operation
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

EXTRACURRICULAR

- Tiger Band, Color Guard
- TigeRPG Club
- Clemson TAGA President
 - Student Ambassador
 - Art Director

INTERESTS

- Graphic Design
- Copywriting
- Art Direction
- Creative Writing
- Game Design

EXPERIENCE

The Tiger Newspaper — Clemson, SC Feb. 2019 - April 2022
Managing Editor

- Managed and oversaw extensive production of bi-weekly 12-page issues for print and online distribution across the Clemson area.
- Produced simplified templates to streamline production and to facilitate training of staff members.
- Created marketing collateral for social media advertising and in-person recruitment initiatives for the organization.

Packaging Corporation of America — Mooresville, NC Jan. 2021 - July 2021
Graphic Design Intern

- Managed the prepress operations for 30-50 jobs per week for brands such as Stanley Black & Decker, Bosch, and Kobalt.
- Generated 2D and 3D artwork for point-of-purchase displays on a daily basis.
- Operated digital printing and mounting equipment to produce physical mock-ups for clients.

SGS & Co — Marietta, GA May 2019 - Jan. 2020
Project Manager Intern

- Identified and documented on-site processes; produced six SOPs and one instruction manual for the on-site mounting department.
- Responsible for handling roughly 20-30 jobs per day; organized job tickets and worked with production floor employees to perform quality control procedures.

Children's Attention Home — Rock Hill, SC March 2018 - Oct. 2019
Graphic Designer

- Revised vocabulary and presentation of the organization with senior leadership team to better appeal to a younger audience.
- Created brand materials to advertise available services to target audience.

Wild Drift Co. — Clemson, SC Jan. 2019 - Sept. 2019
Graphic Artist Contributor

- Aided in coordinating branding efforts with CEO.
- Adapted previous concept pieces to potential products.

AWARDS & ACHIEVEMENTS

- Graphic Communications Faculty Award of Excellence — Clemson University Spring 2022**
- The Dean's Award for Excellence in Business — Clemson University Spring 2022**
- President's List — Clemson University Spring 2019 — Spring 2022**
- Dean's List — Clemson University Fall 2019**
- Attendee's Choice, Student Publication — TAGA Annual Technical Conference March 2019**
- Special Recognition, Production Quality — TAGA Annual Technical Conference March 2019**

EXHIBIT 1

HARDING GROUP REBRANDING

This project was to redesign Harding Group's brand while maintaining their core brand identity.

Following research into current trends within the asphalt and construction industries, I began drafting sketches using imagery prevalent within the field and previously established within Harding Group's own identity. As a majority of their business involves pavement, primarily asphalt and concrete, I wanted to prioritize the road symbolism within the new design. I focused on the letter-form designs from my sketches for a more minimalist approach to this rebranding.

After receiving feedback from peers and associates of the company, I created the final design below as it incorporated the road imagery in a more overt fashion than previous designs while simultaneously generating movement towards the company name when the logo would be used in its entirety.

This project was completed as part of Clemson University's ART 3150: Intermediate Graphic Design course.



EXHIBIT 2

PLANE SHIFT: MYTHHAVEN BOOKLET

As a final project for my advanced graphic design course, I set about creating a booklet in the style of James Wyatt's and Wizards of the Coast's Plane Shift series.

The goal of the project was to draw on the Plane Shift series as inspiration and evolve it into a unique style using all of the techniques that I learned throughout the course. I took on this project because it was something that I felt inspired to do as a way to honor the influence that Dungeons & Dragons and similar fantasy RPGs have had on my life. I also saw it as an opportunity to really challenge myself as a writer because I gave myself the goal of designing the pages and writing all of the content within the one month time frame of the assignment.

During the research portion of the project, I analyzed published content from Wizards of the Coast and online resources to identify the typefaces and color palette used by WotC in order to mirror these elements in the booklet. I was a particular fan of the cover for Plane Shift: Ixalan which was the inspiration for the gold tear aesthetic that is prevalent throughout the booklet.

The 24-page booklet was produced in Clemson University's Godfrey Hall using the Konica Minolta AccurioPress C3080 on Blazer Gloss 12"x18" 80#. It was saddle-stitched at three points using a Tompkins Saddle-Stitcher. It was cut to its final size of 8.5"x11" using a Polar 78 Paper Cutter.

This project was completed as part of Clemson University's ART 4150: Advanced Graphic Design course. (Click either image below to view the full PDF on Google Drive.)

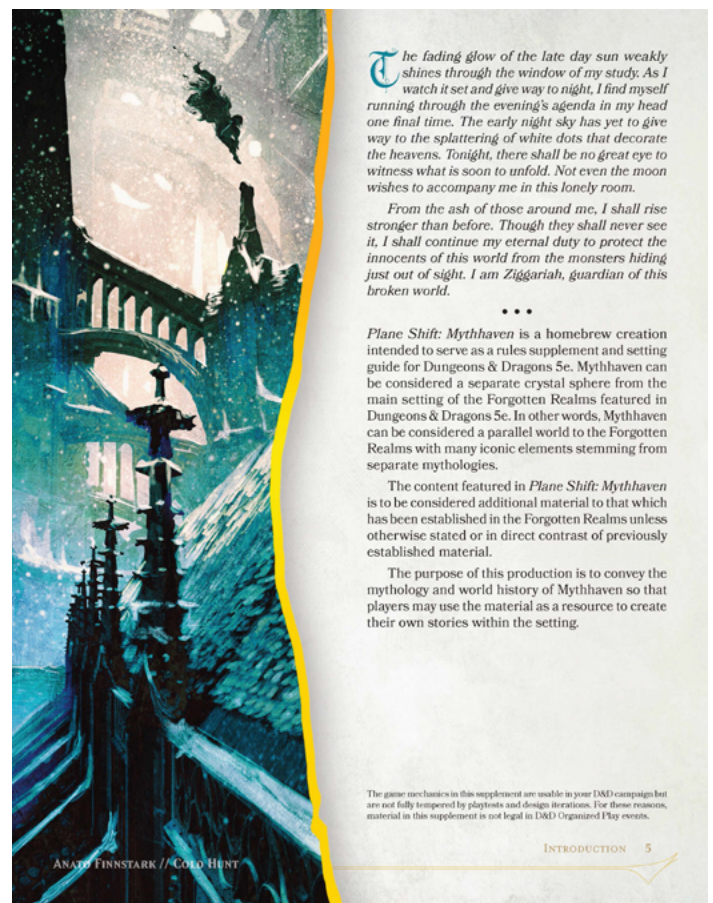


EXHIBIT 3

MINT CONDITION BRAND IDENTITY

Mint Condition is an original brand created for my commercial printing course at Clemson University. It served as the overarching identity for a series of projects aimed at exploring the many facets of a brand and how a brand can advertise itself to different markets. The

The collateral was largely produced digitally using the HP Indigo 5000 Digital Press with finishing equipment varying per project. The overarching project involved creating the guidelines for the brand, a variable data mail piece, tri-fold brochure, and business card.

The final deliverable of the semester was a comprehensive booklet outlining the brand guidelines and technical specifications for production of each supplementary project.

*This project was completed as part of Clemson University's GC 4400: Commercial Printing course.
(Click on the logo below to view the full project on Behance.)*



EXHIBIT 4

CLEMSON UNIVERSITY TAGA 2022 STUDENT JOURNAL

As the President of the Clemson University TAGA Chapter, I got to work with a team of students to design and produce a technical journal for submission to an annual international competition for collegiate student chapters. Students are responsible for creating an original design centered around a theme that is intended to be illustrated throughout the journal. For Clemson University, the majority of the content of the journal is student-led technical research performed by students in the Graphic Communications department.

The 2022 design was inspired by the film noir genre and followed a narrative exploring a missing intern at Godfrey Hall on Clemson University campus. The journal was designed in the fall of 2021 and produced in early 2022. The journal was perfect-bound and featured multiple interactive design elements including folding pages, a pocket folder, and thermochromic ink.

The two right-side images depict the journal's center spread and outside cover. The left-side image is of a recruitment poster designed by myself in order to promote the chapter.

This project was completed as part of Clemson University's GC 4990: TAGA Creative Inquiry course.



The recruitment poster features a photograph of students in a classroom setting. The TAGA logo is prominently displayed in the center, with the text 'TAGA TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS' below it. The poster is divided into several sections:

- OUR GOALS**
 - 01 Innovate**
we strive to test new print technologies every year
 - 02 Challenge**
we push to challenge ourselves to achieve greater
 - 03 Create**
we work together to create a journal to be proud of
 - 04 Learn**
we learn from each other to better our overall knowledge
- LET'S BUILD SOMETHING CREATIVE**
 - Join the Creative Inquiry where GC students come together to create a unique, original journal featuring student research.
 - Members of the Clemson TAGA Chapter work with each other to design and produce a technical journal highlighting student research to present to industry professionals from across the globe.
- COURSE REGISTRATION**
 - The TAGA course is broken down into four 1-credit hour courses based on academic year. All sections meet at the same time every Thursday from 11:15 a.m. to 12:05 p.m.
 - CC 1990: Freshman
 - CC 2990: Sophomore
 - CC 3990: Junior
 - CC 4990: Senior
- COURSE OVERVIEW**
 - TAGA runs every Fall and Spring semester. The Fall semester focuses primarily on the conceptualizing and designing stages while the Spring semester dives deep into the production of the physical journal itself.
 - In addition to the physical copies, the chapter produces digital content and an e-publication through the chapter website.
- Contact Person:**
Dr. Charles Weiss
ctweiss@g.clemson.edu
- Online:**
clemsontaga.com
@clemsontaga on Instagram



EXHIBIT 5

THE TIGER SPRING 2022 MEDIA KIT

This project was for The Tiger and is a 9-page booklet that serves as the organization's media kit. The kit includes the publishing schedule from the spring 2022 semester, all of the available advertising rates, and our distribution sites around Clemson, South Carolina.

The media kit was intended to be a document that could easily be updated between semesters without drastically changing the design as advertising rates, distribution locations, and publishing dates changed. I collaborated with the Editor-in-Chief and Associate Editor to design and iterate the media kit in order to create the final version that was deemed the most effective at delivering its message and conveying The Tiger's available services to clients. The document also includes the legal disclaimers and policies for doing business with The Tiger.

This project also served as one of the first pieces of collateral to establish The Tiger's updated branding guidelines which I helped create alongside the other members of the executive team.

(Click either image below to view the full PDF on Google Drive.)

SPRING 2022 PUBLISHING SCHEDULE

JAN. 11 | JAN. 27 | FEB. 10 | FEB. 24 | MARCH 10 | APRIL 1 | APRIL 7 | APRIL 28



All print issue distribution dates are denoted by black circles. All online publication dates are denoted by orange circles.

CREATIVE SERVICES

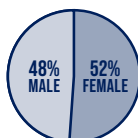
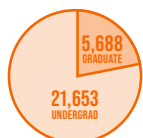
We offer creative services and can help you design your advertisement for an additional \$25 per hour. This covers creation, modification and design of the advertisement. Minimum one (1) hour, maximum two (2) rounds of mockups.

DEADLINES

PRINT ADVERTISING Signed contract is due on Thursday at 6 p.m. the week before the print date. Artwork is due on Tuesday at 6 p.m. the week of print.

DIGITAL ADVERTISING Artwork and signed contract are both due no later than 24 hours before the publication date.

DEMOGRAPHICS



27,341: total Clemson University students
 5,698: total Clemson University employees
 3,000: copies of The Tiger printed every two weeks
 2,000: unique users on thetigerccu.com per week
 107: distribution locations on campus and across Clemson
 42%: aged 18 to 24 reading our online content and social media

PRINT AD SIZE AND PRICE GUIDE

FULL PAGE AD 10.5 INCHES x 21.5 INCHES		HALF PAGE AD 10.5 INCHES x 10.5 INCHES	
OPEN RATE	CLEMSON AFFILIATE	OPEN RATE	CLEMSON AFFILIATE
\$920	\$820	\$560	\$480
QUARTER PAGE AD 5.25 INCHES x 10.25 INCHES		EIGHTH PAGE AD 5.25 INCHES x 5.25 INCHES	
OPEN RATE	CLEMSON AFFILIATE	OPEN RATE	CLEMSON AFFILIATE
\$280	\$240	\$140	\$120
SIXTEENTH PAGE AD 5.25 INCHES x 2.625 INCHES		FRONT PAGE AD 10.5 INCHES x 2.625 INCHES	
OPEN RATE	CLEMSON AFFILIATE	OPEN RATE	CLEMSON AFFILIATE
\$70	\$60	\$700	\$600

ALL PRINT ADS MUST HAVE A RESOLUTION OF AT LEAST 300PPI

SPECIAL EDITIONS

Our orientation and "Best of Clemson" issues are special issues printed once a year during the fall and spring semesters respectively. Instead of our usual dimensions, the pages will be measured at 11.25" X 11.5" and set up in a two-page spread. For both of these special editions, we have a unique ad opportunity to purchase a full page ad on the back cover of the issue on a first-come-first-serve basis.

BACK COVER SPECIAL
\$1,100

EXHIBIT 6

TIGERPG REBRANDING

As part of my studies at Clemson University, I had the opportunity to work with David Gerhard on a branding project for an existing organization of my choosing. I decided to work with TigeRPG, a student-led organization that seeks to bring together fans of tabletop roleplaying games within the Clemson community.

I began by expanding what I already knew and associated with the world of tabletop gaming. I drew inspiration from popular games, their publishing companies, well-known identities within the community, and Clemson University's own brand.

The rebranding was presented to the president of TigeRPG at the time and was accepted and has since been implemented into the organization.

This project was completed as part of Clemson University's ART 4150: Advanced Graphic Design course.



EXHIBIT 7

G3 BRANDING AND PRODUCT CONCEPT

This project was the final project for one of my capstone courses during my time at Clemson University. It was a group project that I completed with two other students over the course of the spring 2022 semester. The goal of the project was to examine the relationship between specialty printing applications and product engagement by the consumer.

For this project, I collaborated with my team to research design trends in alcoholic products and available specialty packaging applications such as pearlescent and metallic inks. Ultimately, we utilized a clear polymer film and metallic foil to create our adhesive labels for the glass bottles. The labels were printed on the Sonoco Institute of Packaging Design and Graphics' OMET 530 Varyflex 7 station servo press.

We ultimately created three designs centered around separate Greek goddesses which we determined best represented the values of the original brand. Each iteration can be seen below.

This project was completed as part of Clemson University's GC 4440: Current and Developing Trends in Graphic Communications course.



EXHIBIT 8

THE TIGER RECRUITING BROCHURE

The Tiger's recruiting brochure was a project that I completed for the student organization and the ART 4150: Advanced Graphic Design course. To complete this project, I had the opportunity to collaborate with leadership from each section within The Tiger to gather information on their specific activities, opportunities, and benefits then find a creative solution to highlight these details in a brochure.

My biggest challenge for this project was finding a way to include all the relevant information on the brochure since there were 11 different sections when the brochure was made. The brochure's intended use was as a supplementary tool during recruitment efforts as it would be provided to interested students so that they would have an easy reference for all of the available opportunities within The Tiger and who they could contact to learn more.

This project was completed as part of Clemson University's ART 4150: Advanced Graphic Design course in conjunction with the leadership of Clemson University's The Tiger.



EXHIBIT 9

GRAPHIC COMMUNICATIONS 2022 YEARBOOK

This was a group project that I led where I worked with a handful of other students to coordinate the production of the yearbook for the Graphic Communications graduating class. The group was responsible for coordinating with students and faculty to collect the information and content for the book as well as leading the physical production of the book.

The book includes seven major sections with one additional minor section that includes all of the technical information for the book's production. These sections cover the history of Godfrey Hall, which is the primary location of the Graphic Communications department, and the faculty and students bios where each person is able to showcase their two favorite projects during their time at Clemson University and share any final words of advice or insight to the other graduates.

The 124-page book was produced in Clemson University's Godfrey Hall using the Konica Minolta AccurioPress C3080 on Blazer Gloss 12"x18" 80# for the standard edition and Cougar Digital Silk 12"x18" 80# for the special edition. It was perfect-bound using a FastBind Elite XT. It was cut to its final size of 7"x8" using a Polar 78 Paper Cutter.

(Click either image below to view the full PDF on Google Drive.)

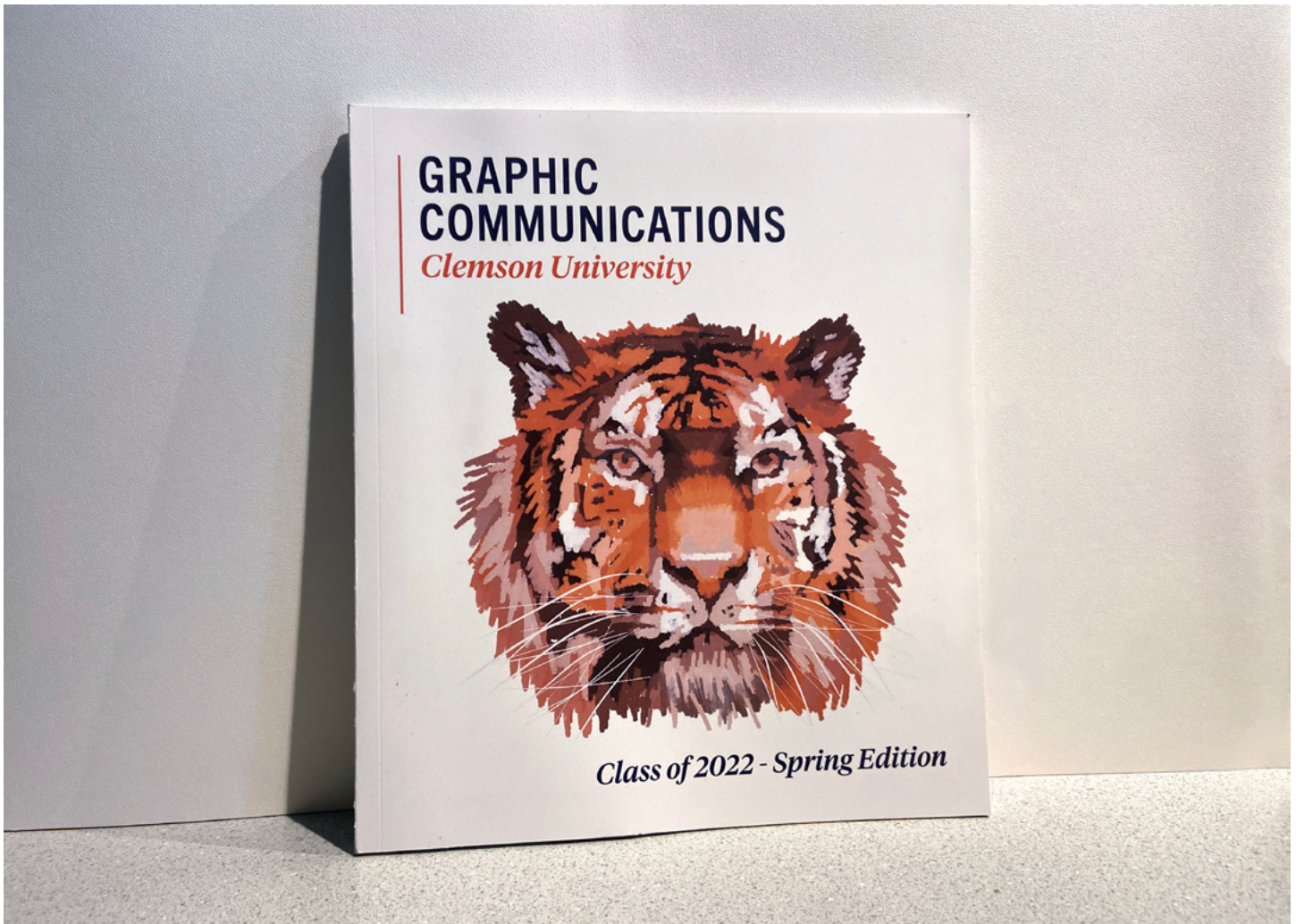


EXHIBIT 10

THE TIGER SPRING 2022 SENIOR STAFF APPAREL

Below is a mock-up of the sweatshirt that I had the pleasure of designing in collaborate with The Tiger's Art Director on. I designed the front of the sweatshirt (left) and the back (right) was designed by Star Blevins.

The biggest takeaway that I had from this project was getting to interact with Clemson University's branding advisors on how we could adapt original artwork to align with the university's brand guidelines. This meant I got to take Blevins' artwork and my own and work together with professional designers to revise each component in order to minimize cost, conform to brand guidelines, and think about future applications of The Tiger's brand.

The design utilized two colors on the front (white and orange) and three on the back (white, orange, and black). These sweatshirts were printed by The Graphic Cow in Clemson, South Carolina and 60 units were made for members of The Tiger's senior staff.

