

AIRLIE BERKSHIRE FARM

Client Presentation by Visual Literacy

Visual Design

Sam Jaffe

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S
DESIGN BOOK
FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

Lines

Visual Literacy
Presentation 1
By Ben, Ryan and
Makram

Shape and Volumetric Form

Presented by Emily, Jade, Gretchen

Visual Media Literacy: Design Overview.

Cruz Nix

David Gay, Mo Griffin, Alia
Templating

Structure

Design Basics + Principles of Visual Expression

PRESENTED BY LAUREN, SONI, & SAM

color & light

Pattern & Texture

By Willa Hart and Clair Sapilewski

Visual Principles: Space

By Julia and Sophie

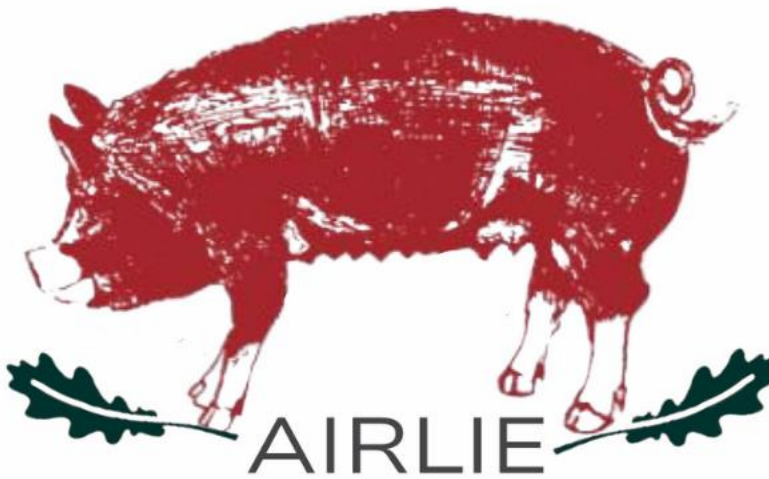
RHYTHM
Visual Rhythm In Art

Stella Snider-Hickey
Kaitlyn Evans

Logos

A photograph of a grassy field with trees in the background. The field is filled with green grass and some taller, brownish plants in the foreground. In the background, there are several trees, including a large, bare tree on the left and a large evergreen tree on the right.

Sam Jaffe









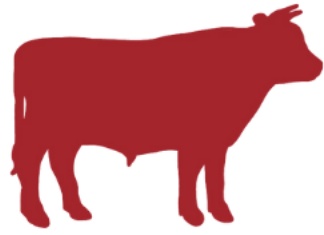
AMERICAN UNIVERSITY



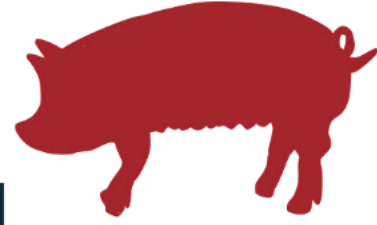
AMERICAN UNIVERSITY



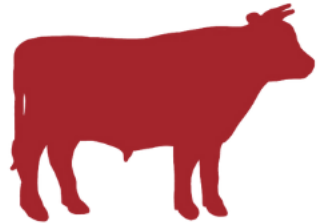




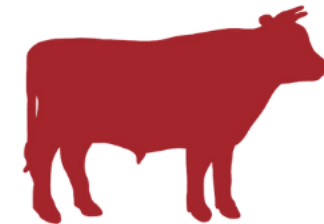
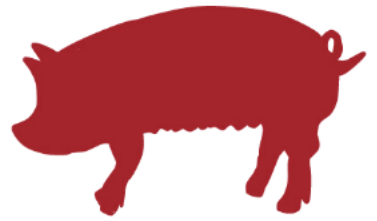
AIRLIE
BERKSHIRE FARM



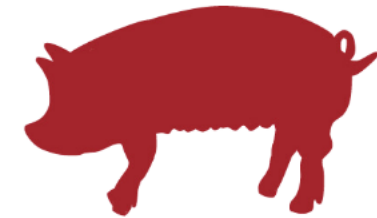
AIRLIE
BERKSHIRE FARM



AIRLIE



AIRLIE
BERKSHIRE FARM



Email Headers

Alia Messina and Julia Shavel



AIRLIE
BERKSHIRE FARM



AIRLIE
BERKSHIRE FARM



NEWSLETTER





A banner for the Summer CSA Newsletter. It features a light pink background with a dark teal border. At the top, a string of colorful triangular bunting flags hangs across the width. In the center, the word "AIRLIE" is written in large, dark teal, sans-serif capital letters. Below it, "BERKSHIRE FARM" is written in smaller, dark teal, sans-serif capital letters. A dark teal rectangular box at the bottom contains the text "SUMMER CSA NEWSLETTER" in white, sans-serif capital letters. To the left of the text is a dark teal silhouette of a cow. To the right is a dark teal silhouette of a pig. In the bottom left corner, there is an illustration of an orange watering can. In the bottom right corner, there is an illustration of a woven basket filled with various vegetables like tomatoes, peppers, and leafy greens.

AIRLIE
BERKSHIRE FARM
SUMMER CSA NEWSLETTER



A banner for Fall CSA Sign Ups. It features a light pink background with a dark red border. In the top left corner, there are illustrations of falling leaves and a small star. In the center, the word "AIRLIE" is written in large, dark red, sans-serif capital letters. Below it, "BERKSHIRE FARM" is written in smaller, dark red, sans-serif capital letters. A dark red rectangular box at the bottom contains the text "FALL CSA SIGN UPS" in white, sans-serif capital letters. To the left of the text is a dark red silhouette of a cow. To the right is a dark red silhouette of a pig. In the bottom left corner, there is an illustration of a wooden basket filled with pumpkins, gourds, and other autumn produce. In the bottom right corner, there are illustrations of falling leaves.

AIRLIE
BERKSHIRE FARM
FALL CSA SIGN UPS





Adding email headers to Outlook:

Go to **Insert > Header or Footer > Blank** (or a simple template).

1. Double-click [**Type here**] in the header or footer area.
2. Select **Pictures** or **Online Pictures** and then select your picture.
3. Select **Close Header and Footer** or press Esc to exit.

Business Cards

David Gay

Front Designs

Your Name

Job Title

(000) - 000 - 0000
EMAIL@airlie.com
www.airlie.edu
6809 Airle Road
Warrenton, VA 20187



Your Name

Job Title

(000) - 000 - 000
EMAIL@american.edu
www.american.edu
4400 Massachusetts Ave NW
Washington DC, 20016



Back Designs

AIRLIE

BERKSHIRE FARMS

AIRLIE

AT AMERICAN UNIVERSITY

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Poster

Jade Perrin

AIRLIE

BERKSHIRE FARM



WEDNESDAY **9:30 TO 11:00 AM**
DECEMBER 6, 2023 **MCKINLEY 100**

COMM-105 Visual Literacy
Client Project Presentation



AMERICAN UNIVERSITY

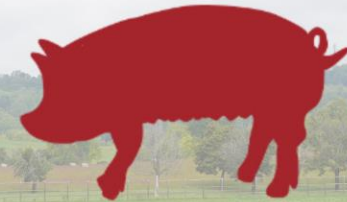
WEDNESDAY
DECEMBER 6, 2023

9:30 TO 11:00 AM
MCKINLEY 100

COMM-105 Visual Literacy
Client Project Presentation

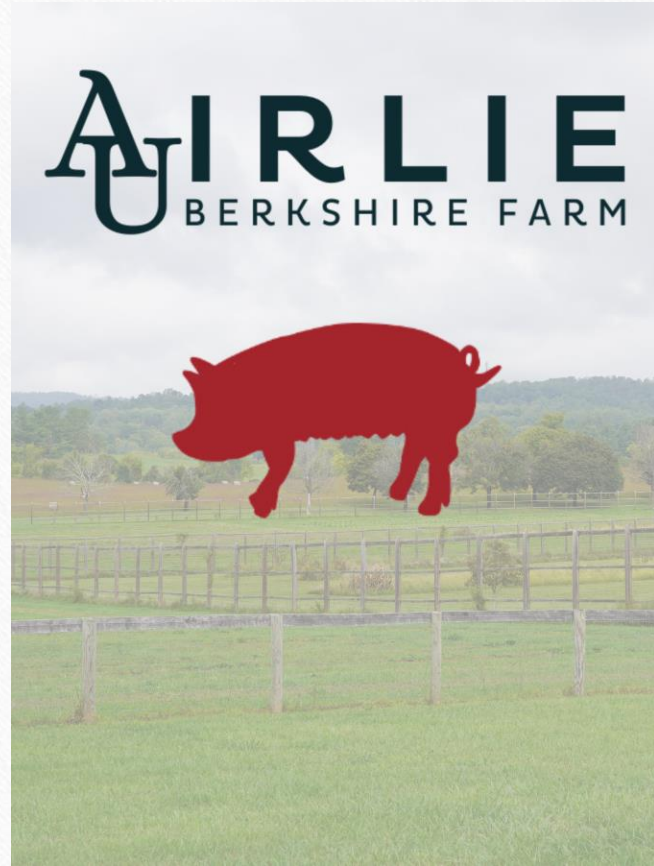
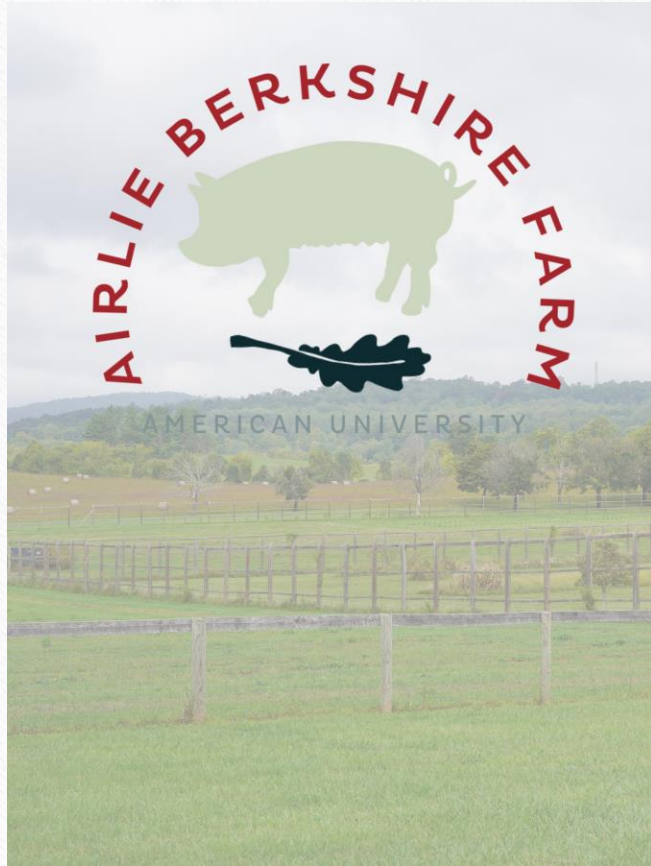
AIRLIE

BERKSHIRE FARM



WEDNESDAY **9:30 TO 11:00 AM**
DECEMBER 6, 2023 **MCKINLEY 100**

COMM-105 Visual Literacy
Client Project Presentation



Invitation

Willa Hart

Join us for



COMM-105
Visual Literacy
Client Presentation



Wednesday, December 6th
At 9:30 AM

Located in McKinley Room 100

RSVP to
Willa Hart - Freshman in Visual Literacy
wh1276@american.edu

DETAILS



Throughout the course, we have gained knowledge in understanding visual images, design, photography, film, and digital media. We have explored the aesthetics and production of visual imagery in various forms, as well as how to analyze images created by others and create our own. The skills and techniques learned throughout the semester, such as graphic design, photography, and videography, have been applied to our final client project for Airlie Farm.

Join us for

*Class
event title*



date
time

Location

RSVP to
name
email

DETAILS

insert text here...

Photography Overview

Clair Sapilewski

- Rule of thirds
- Leading lines
- Adobe Lightroom
- Adobe Photoshop

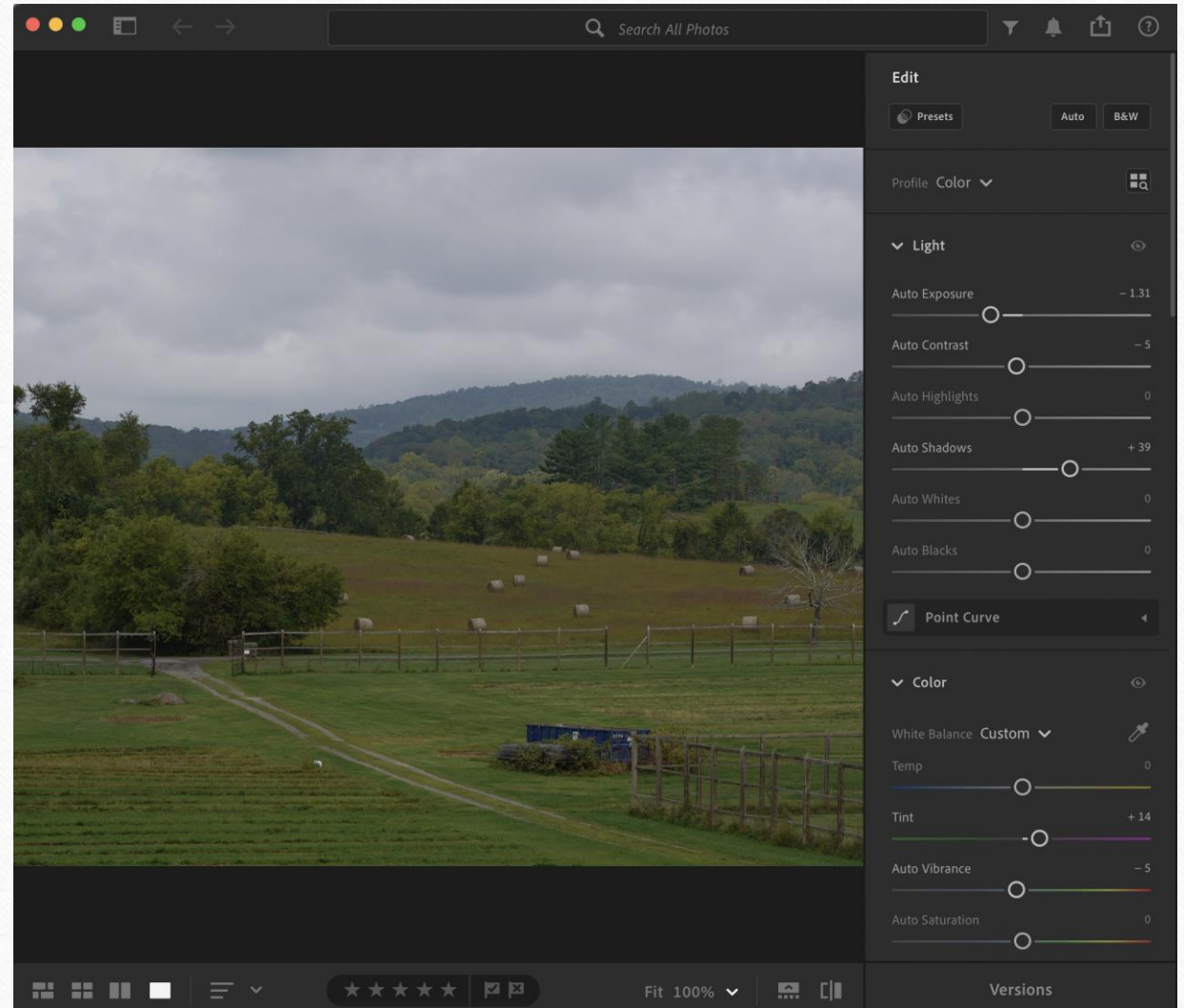
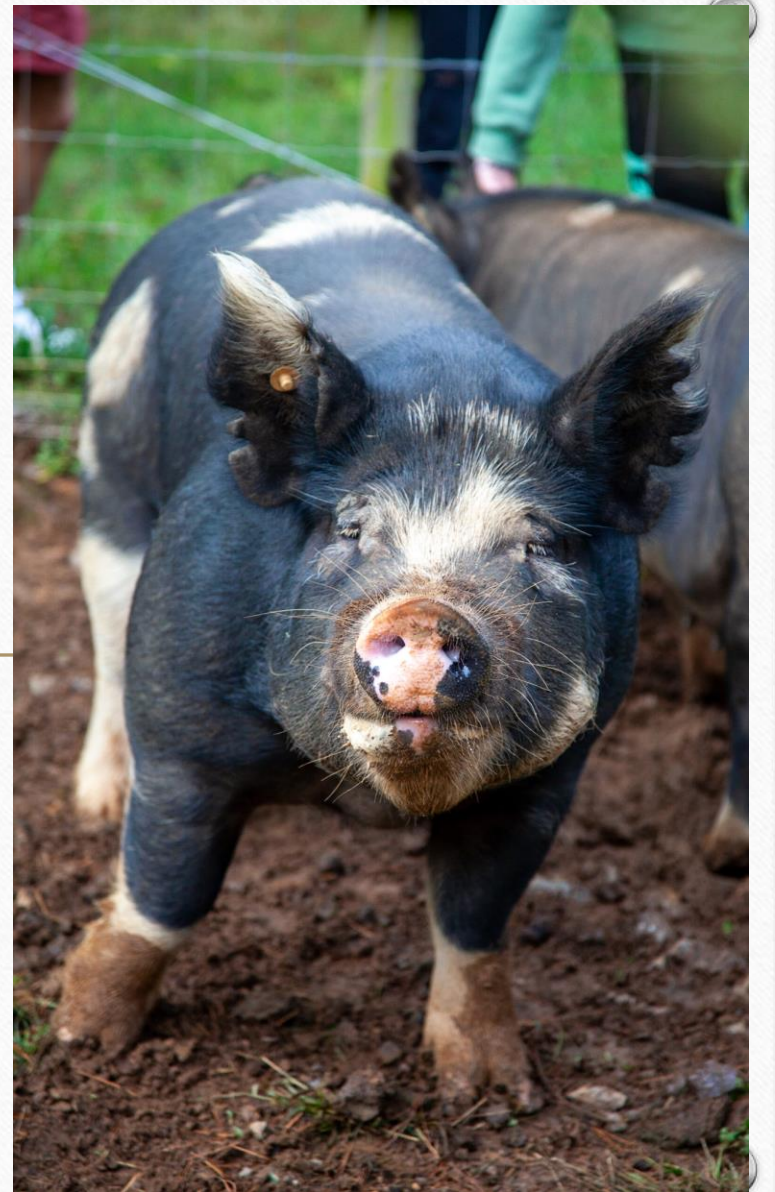
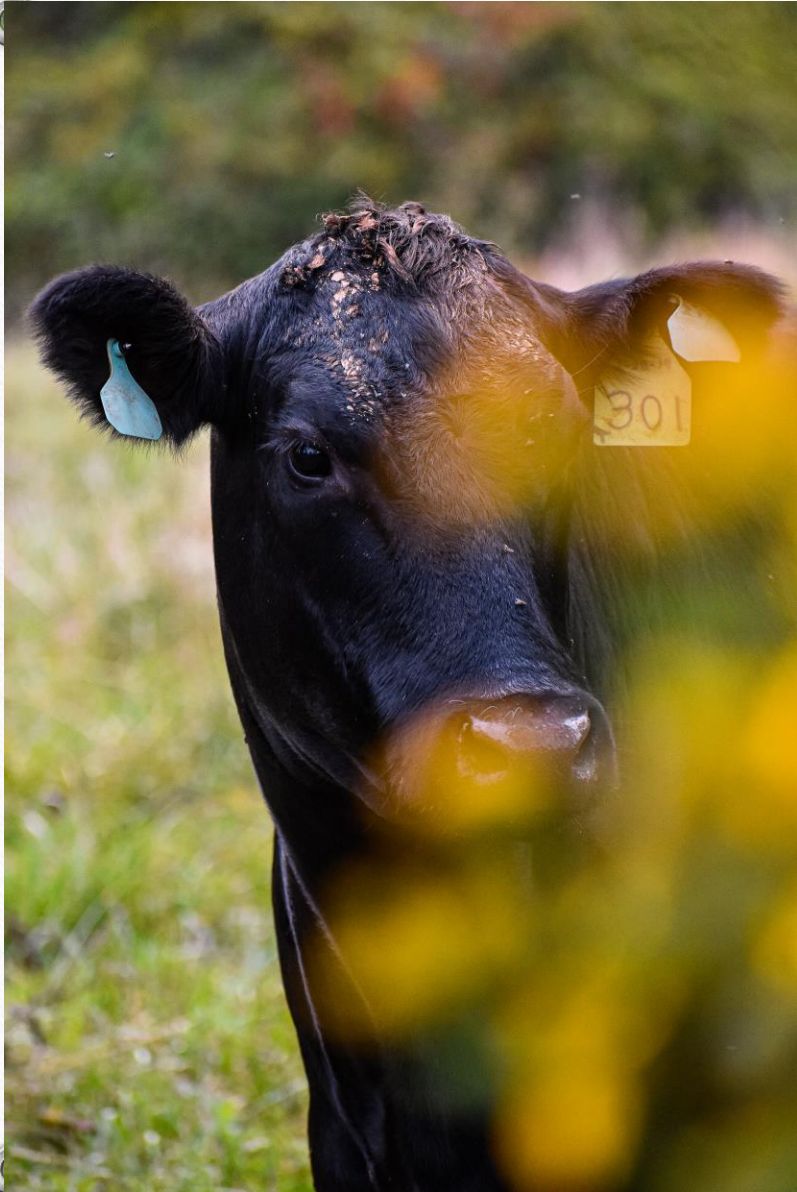
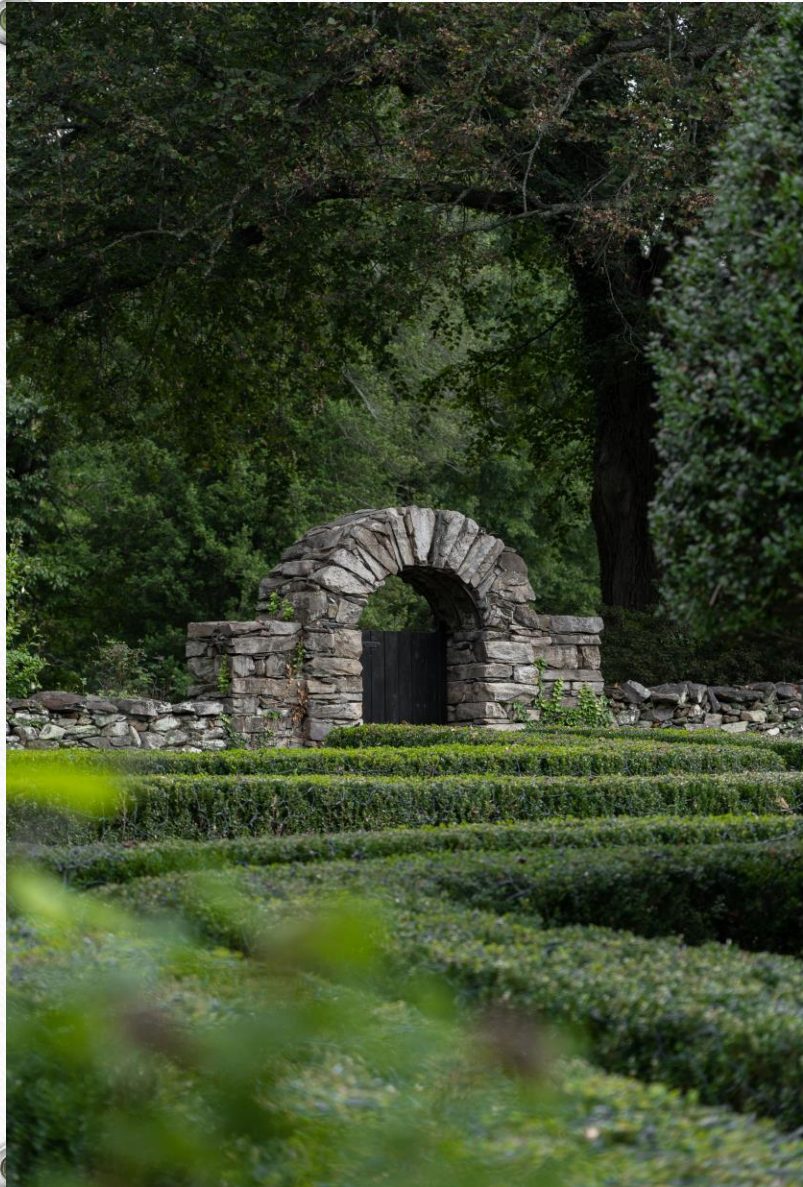


Photo Essays

Clair Sapilewski and Ben Bamford





Airlie Photo of the Day

Ben Bamford



Video Postcard

Lauren Gersten



Greetings from **AIRLIE**



Greetings from
Airlie

Film Basics

Soni Laughlin

Airlie at Your Table

Introduction

Theme Song



Videography



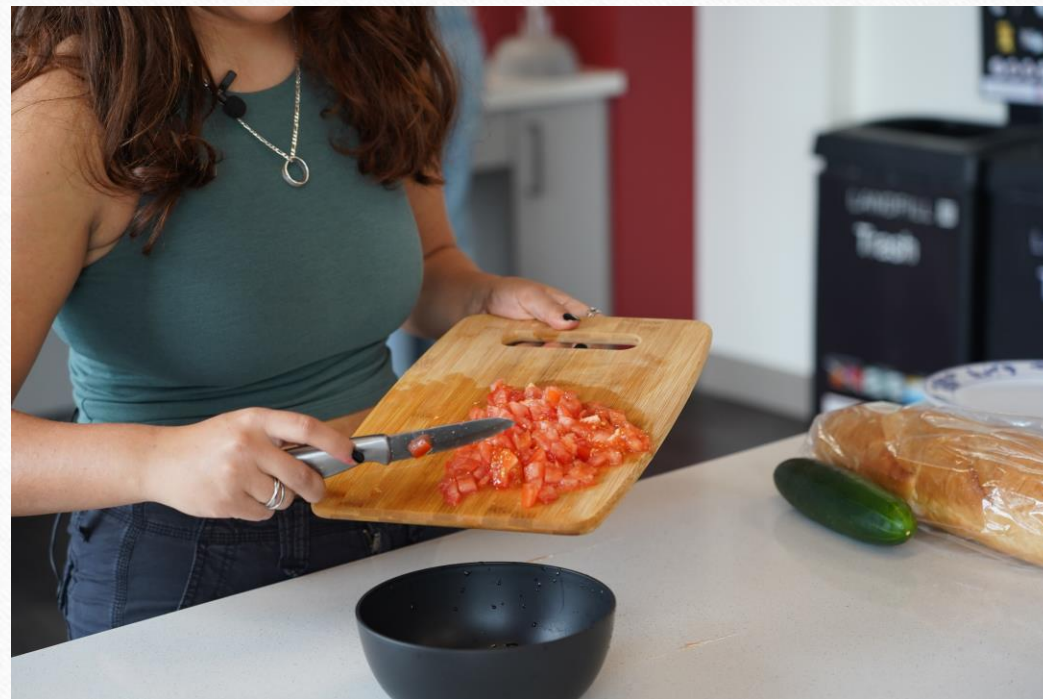


Editing

YouTube

Cruz Nix

Episode 1: *Salad & Soup*



Episode 2: *Stir-fry & Chips*

Episode 3: *Ratatouille*

Master Chef Show

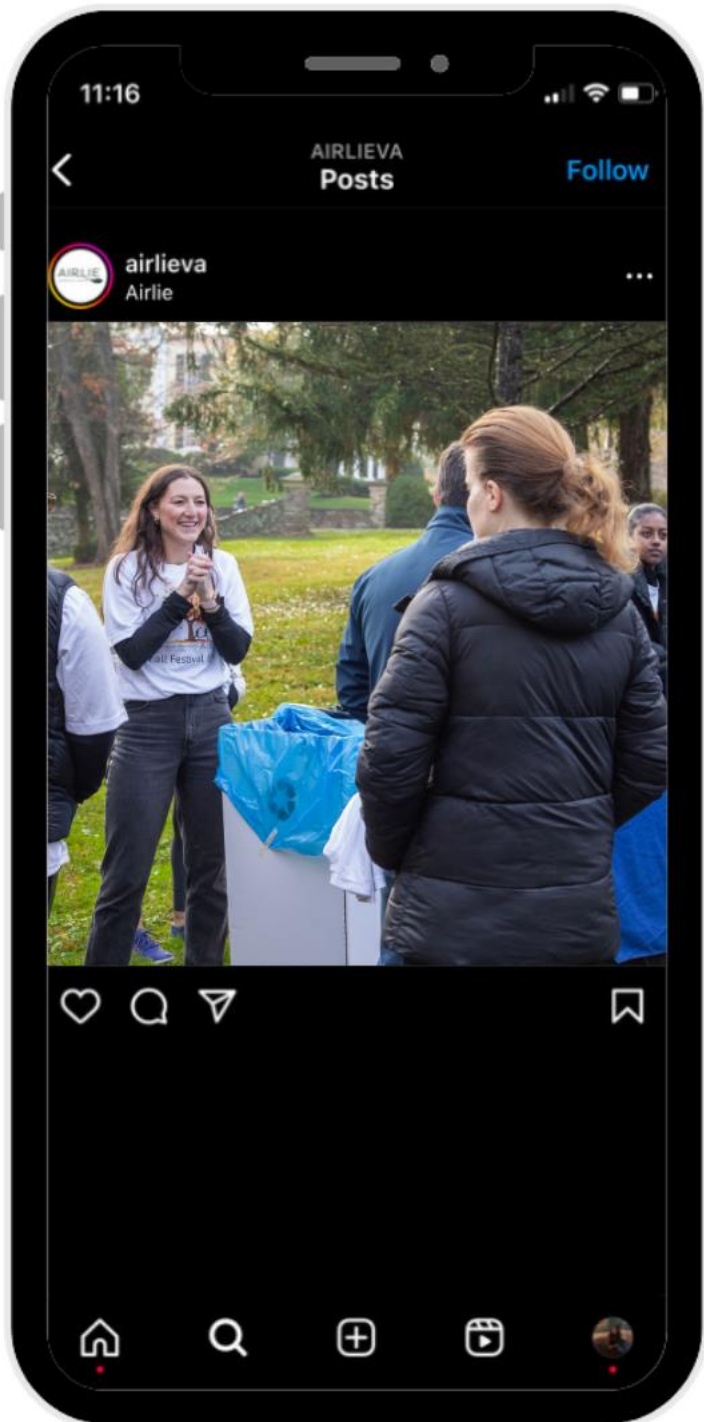
Social Media

Youtube, Instagram, TikTok, Pinterest, Spotify

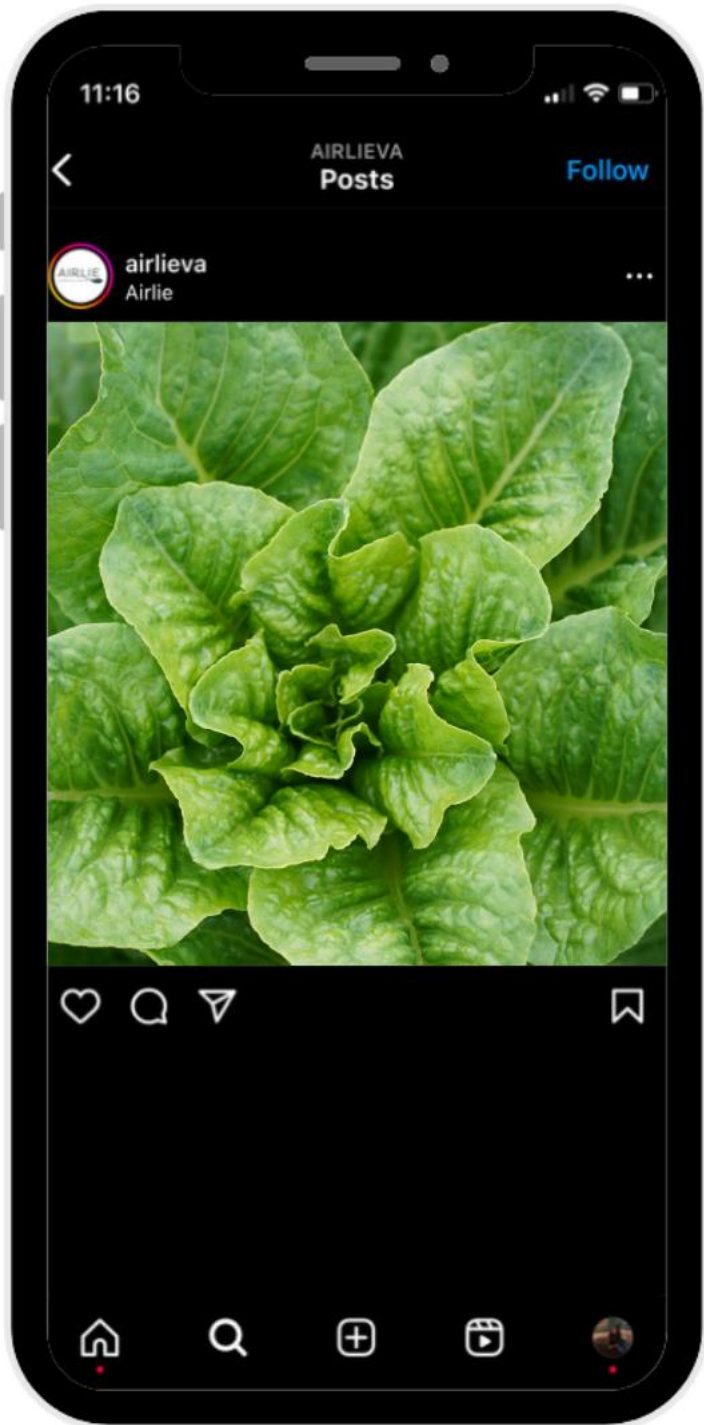
Instagram

Lauren Gersten

Sam Jaffe

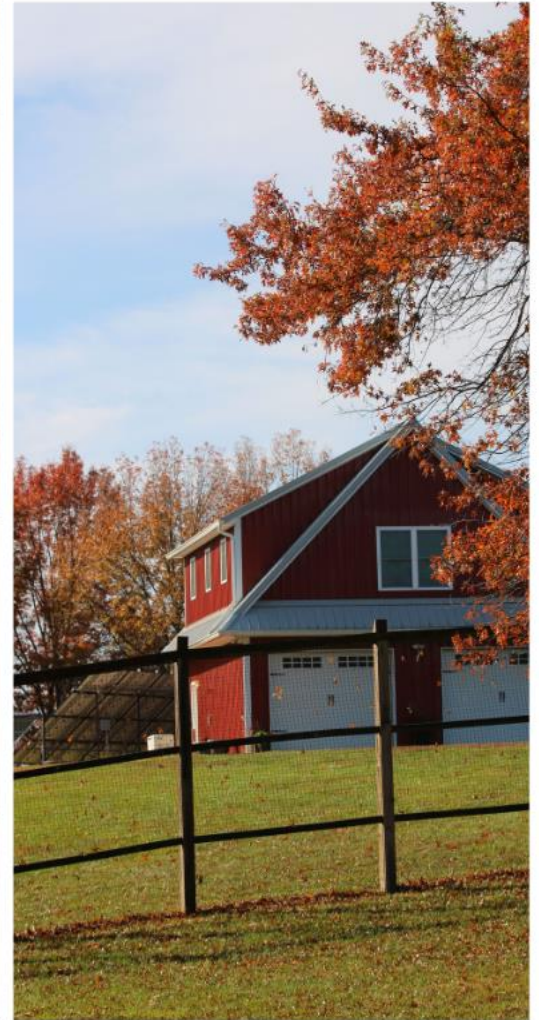
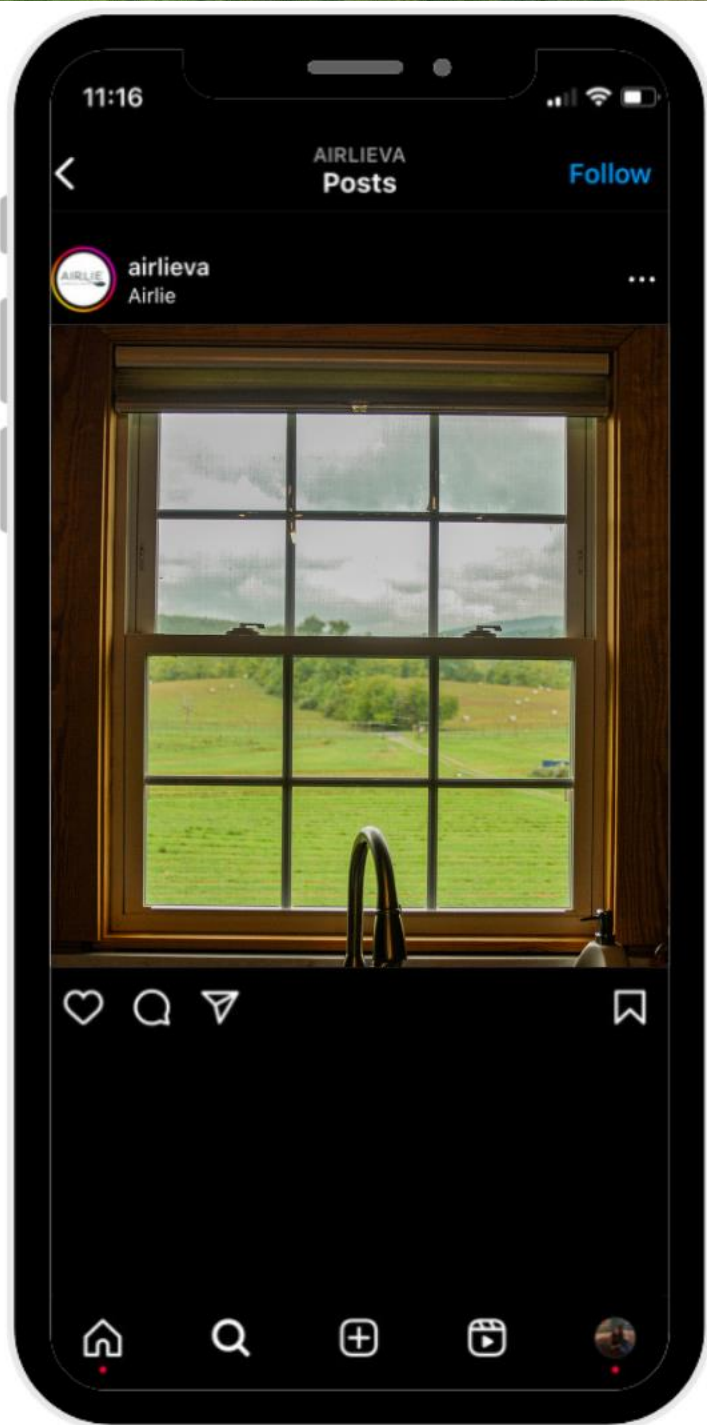


Airlie 5k & Fall Festival is back for year two! We invite all runners, walkers, family, and friends for fun-filled day of food, games, and farm exploration. Register today through the link in our bio!

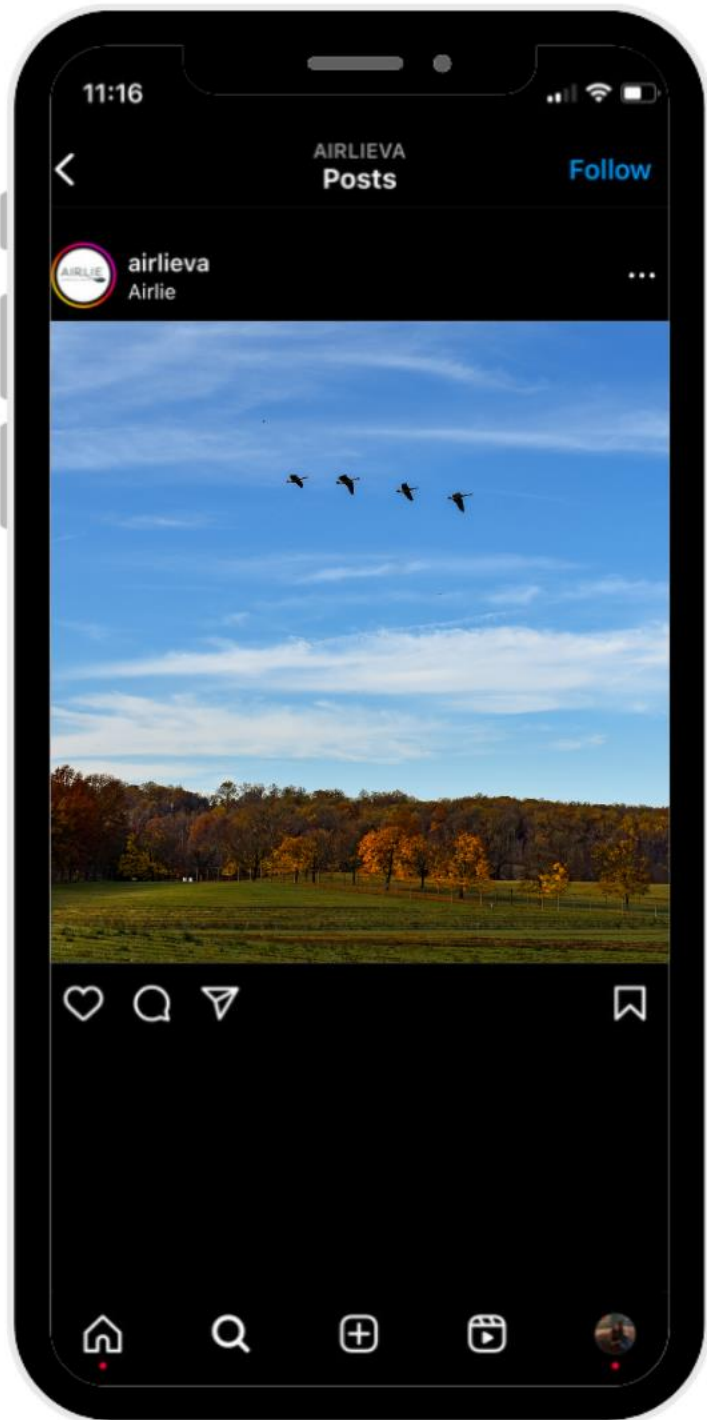


Happy St. Patrick's Day!

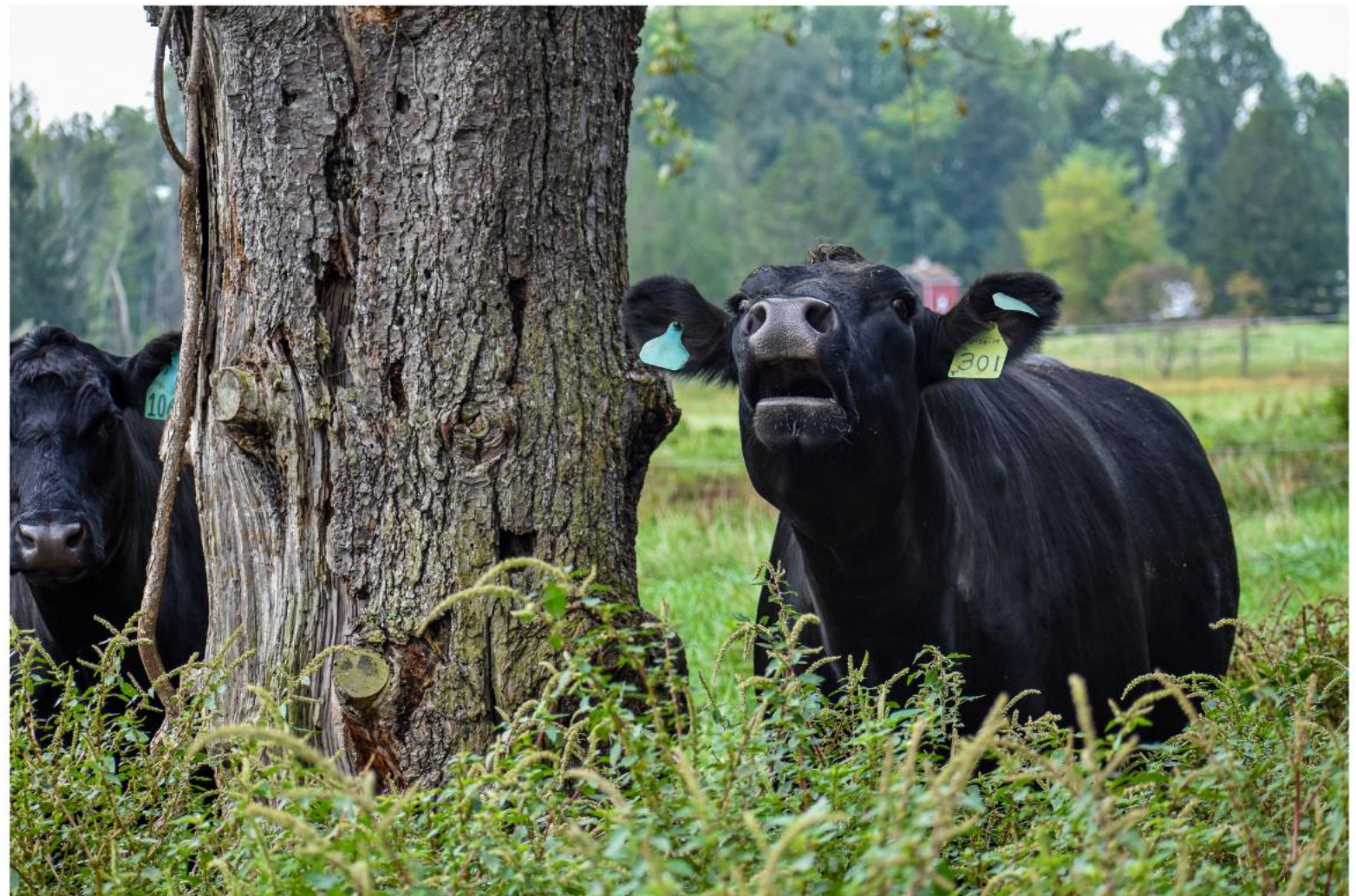
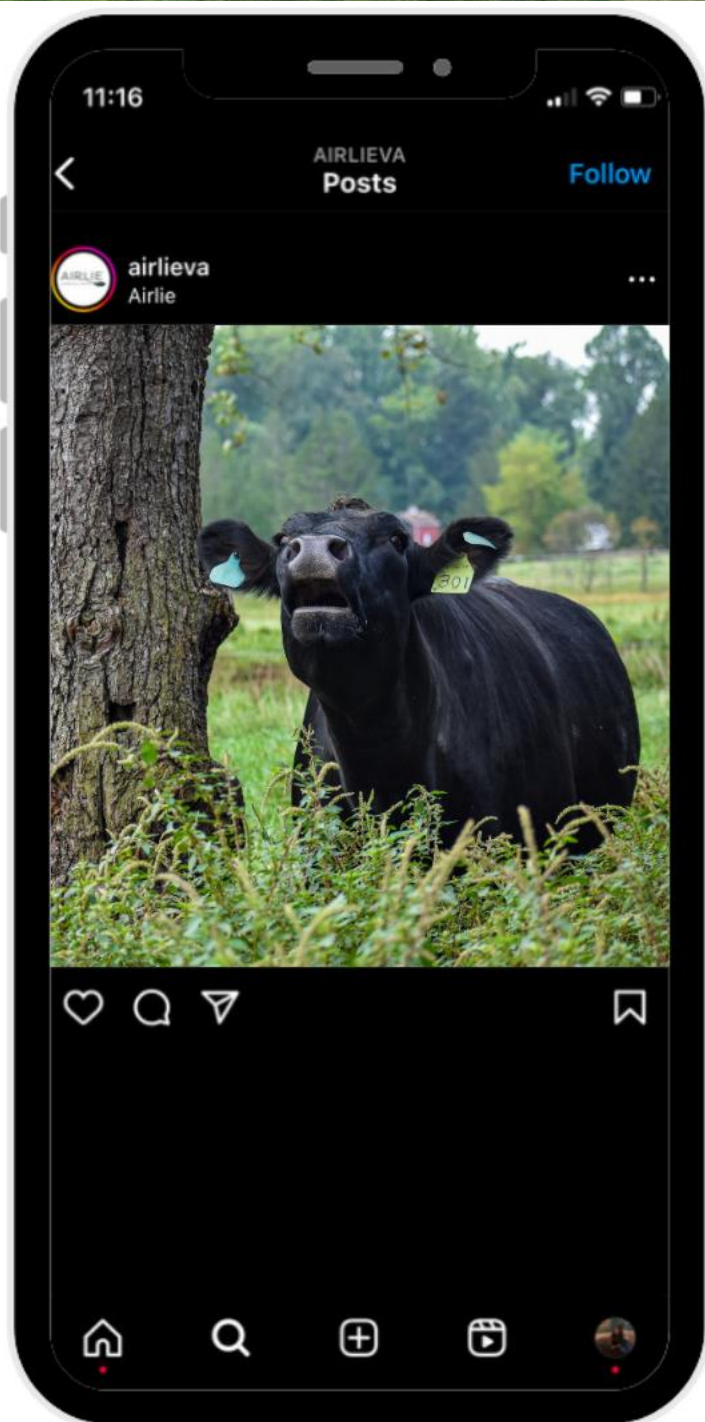
Here at Airlie it's looking green, green, green! Find out how you can bring these leafy greens from our farm to your table with our weekly CSA program. 🍀



Our newly renovated farmhouse is open and ready for guests! Turn your farm visit into a relaxing weekend getaway and experience Airlie Berkshire Farm in all its glory.

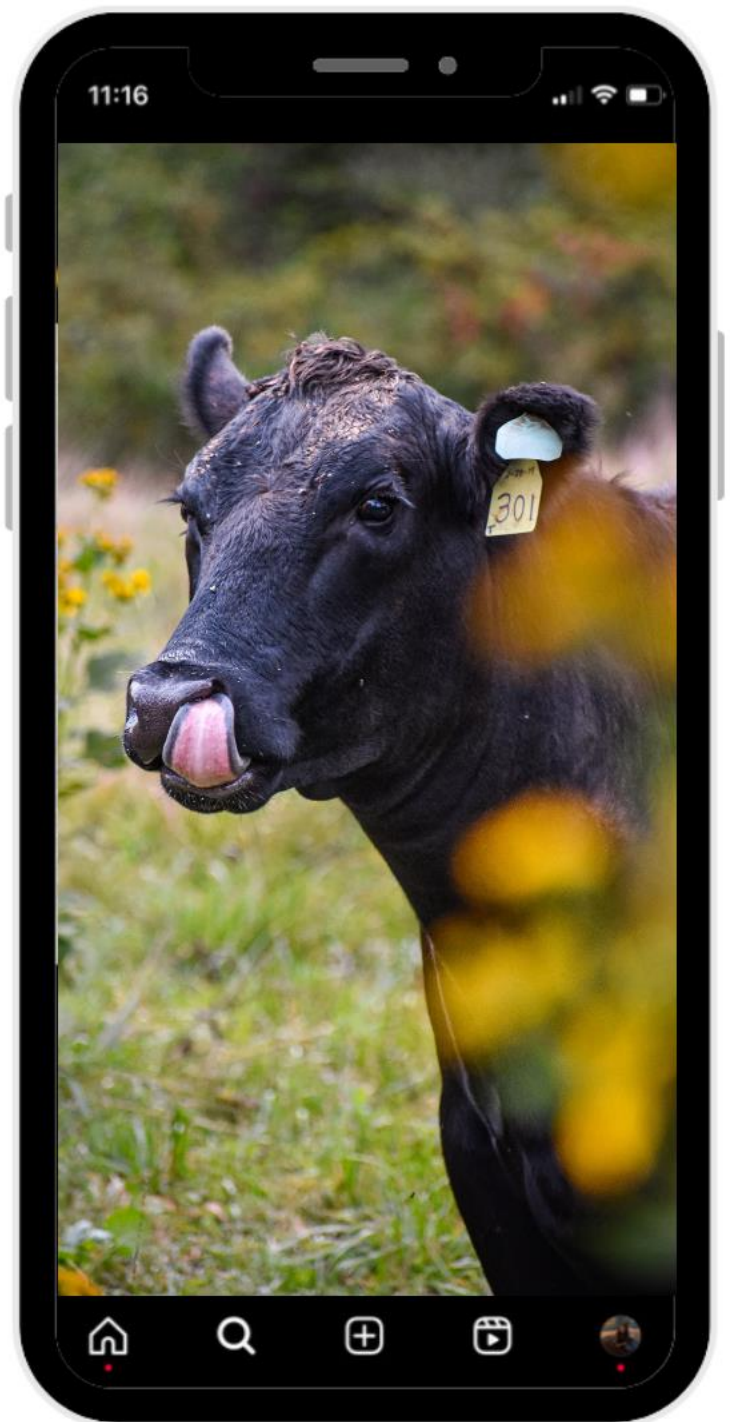
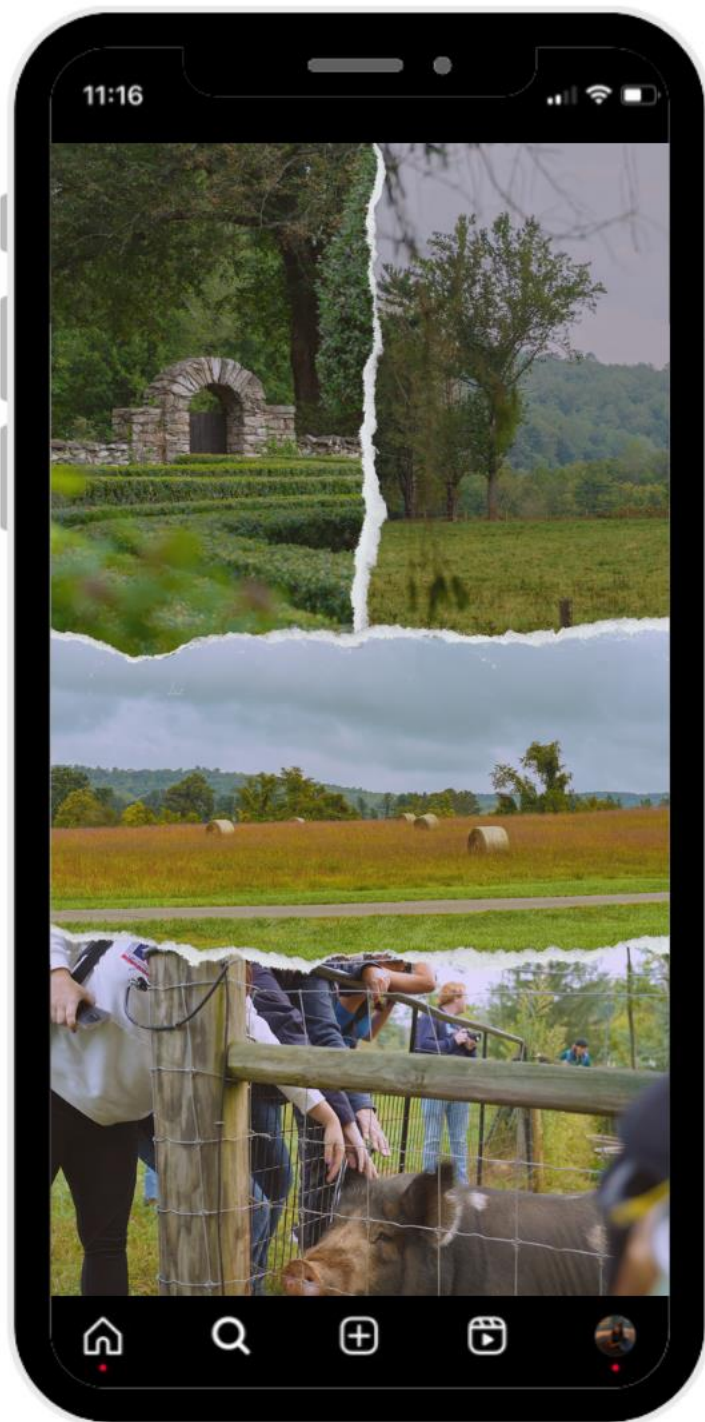
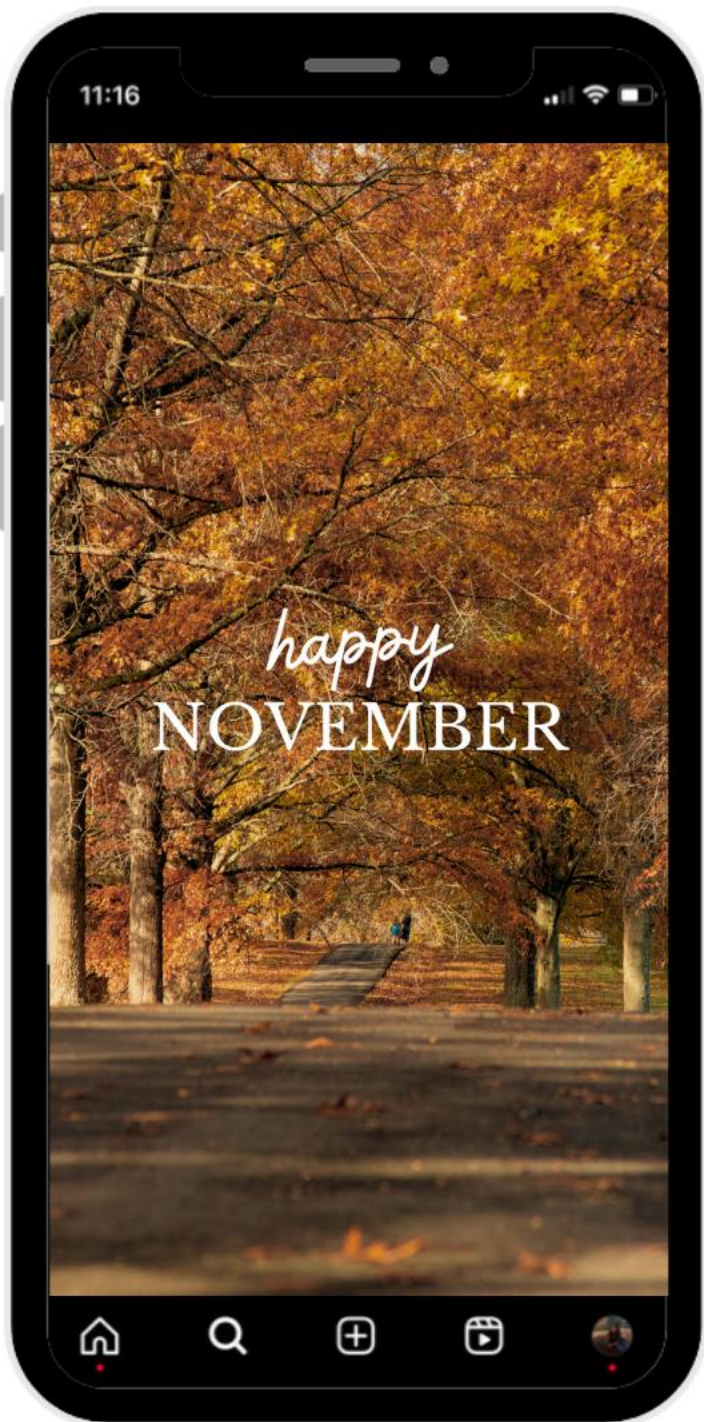


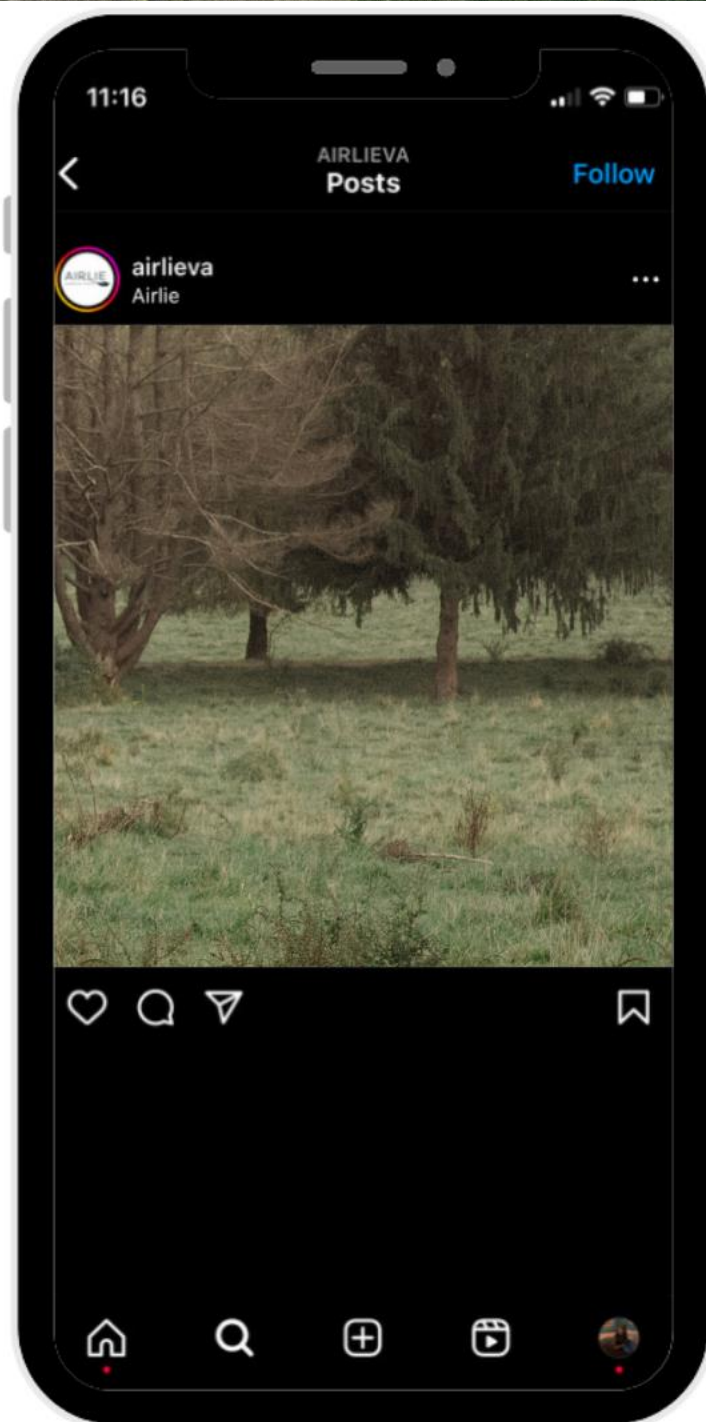
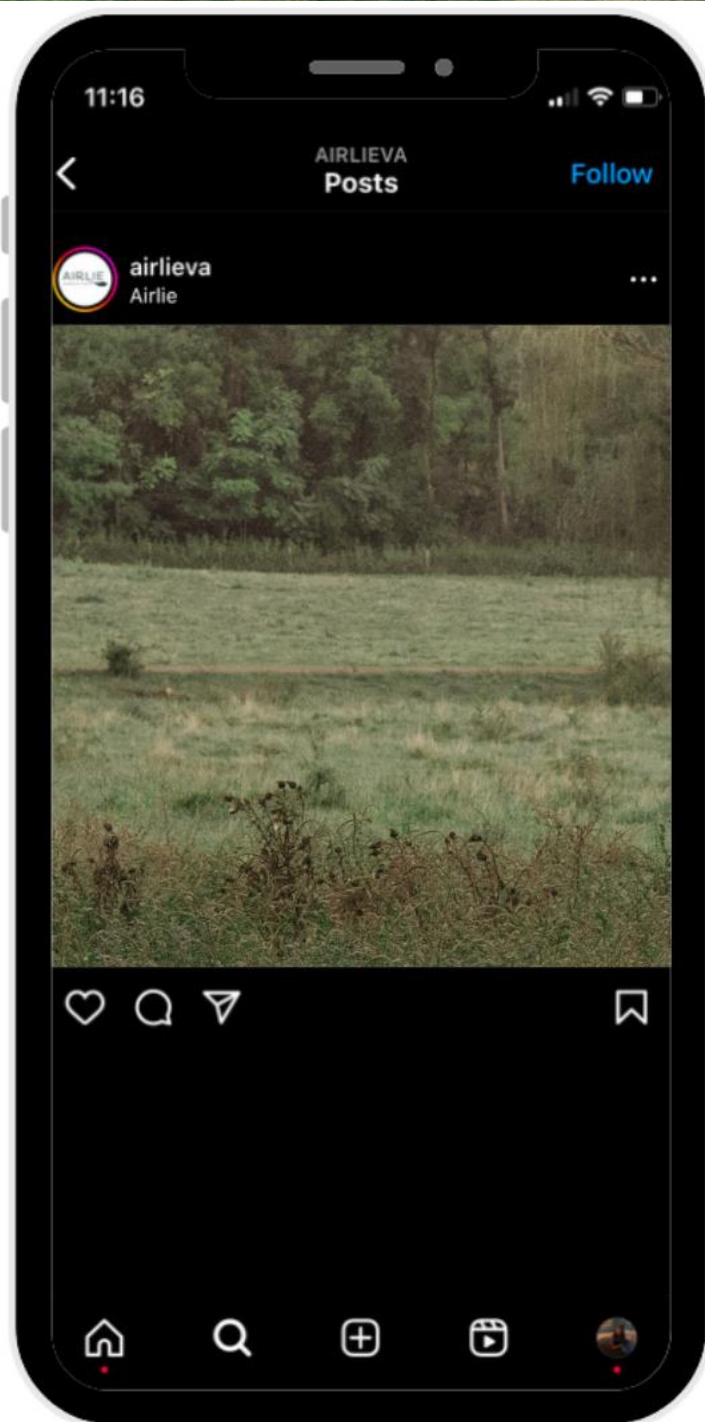
As the birds fly south for the winter, our CSA program is going on a quick break. Don't worry, our farm is still open for visits and stay tuned when we return with fresh produce in the spring!

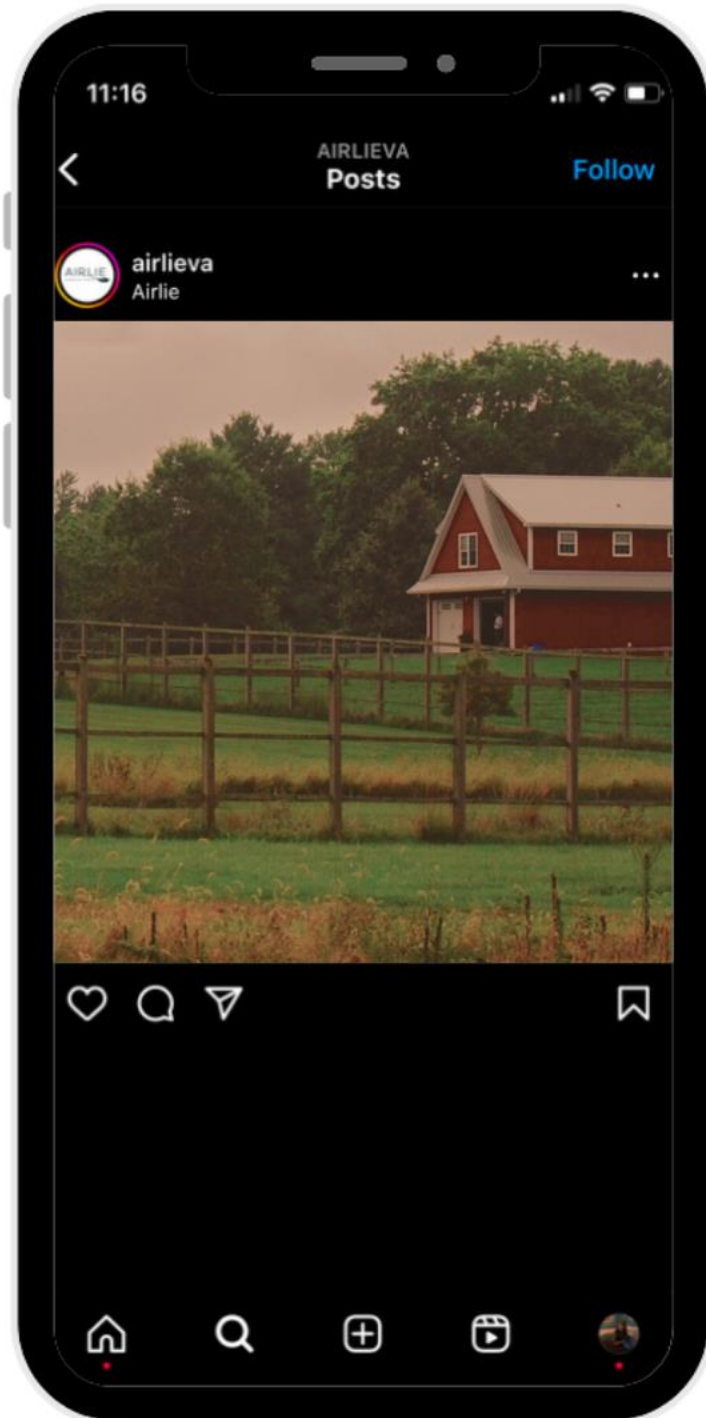
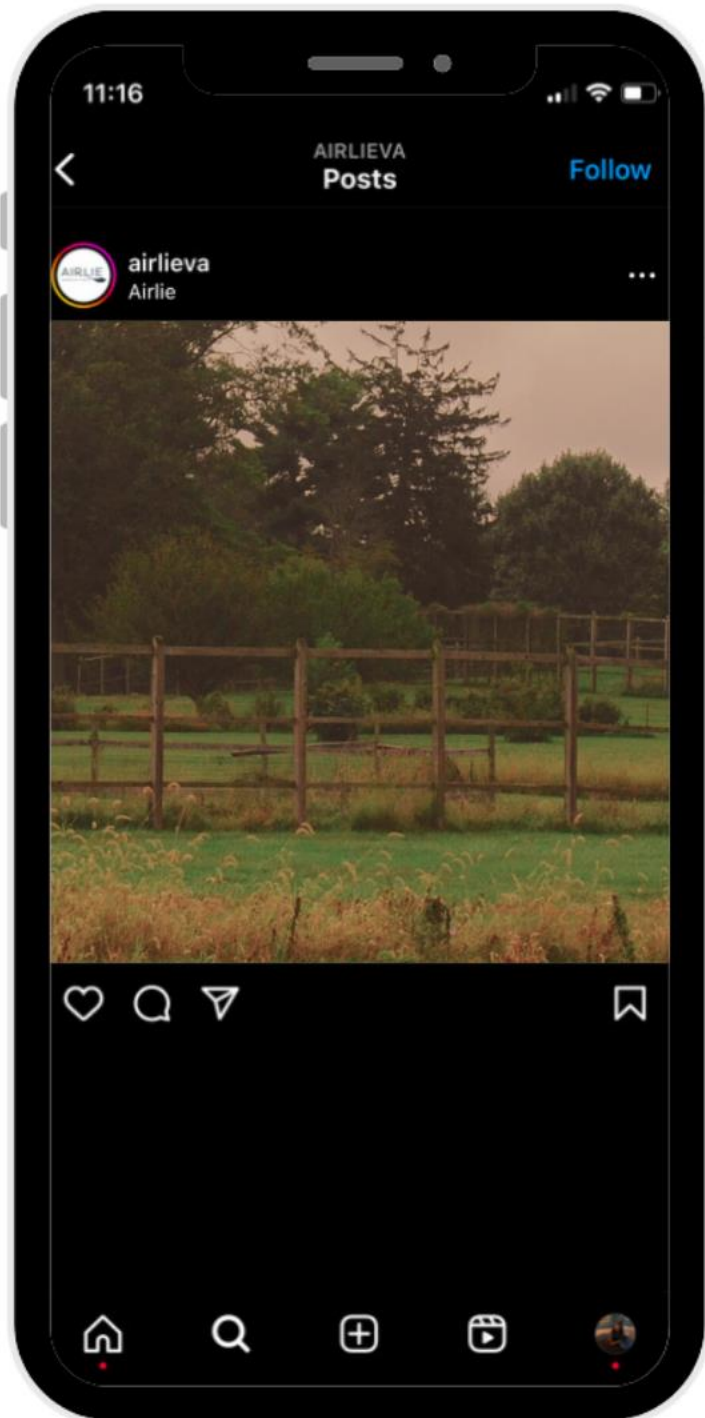
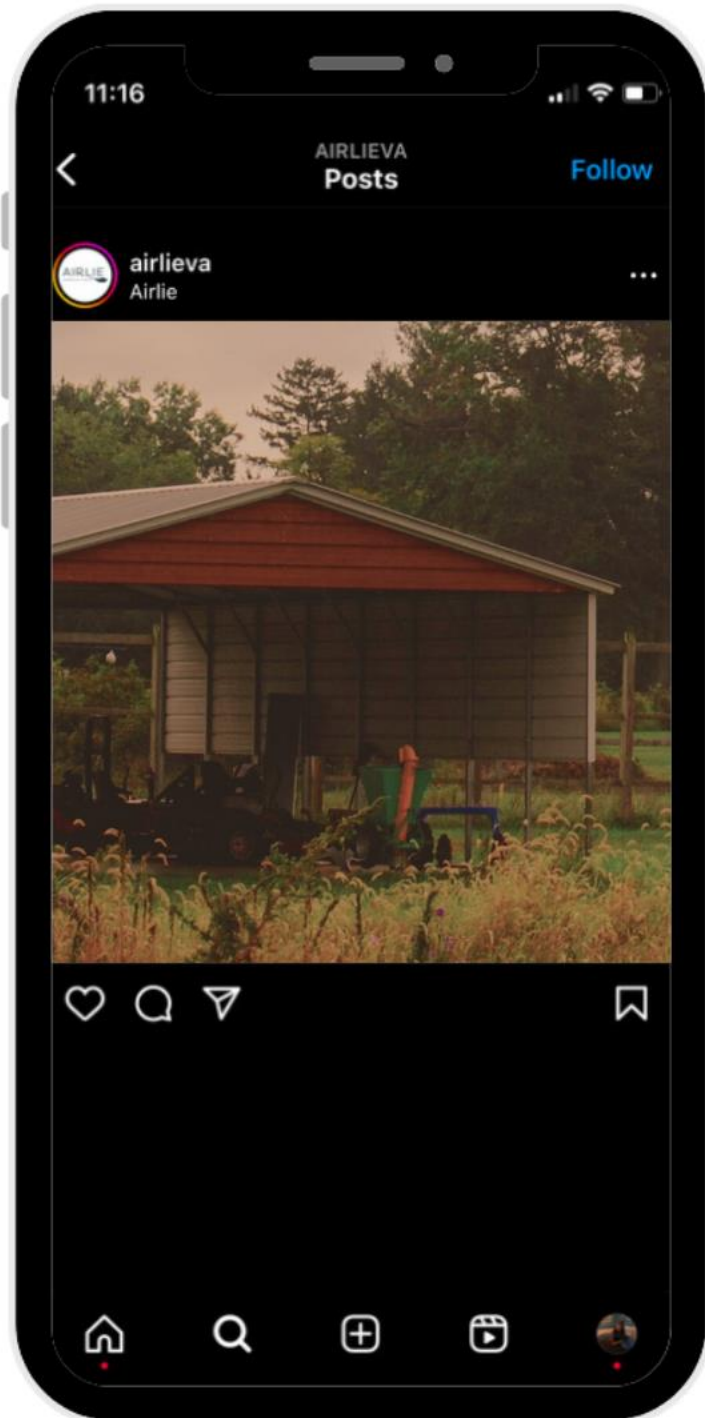


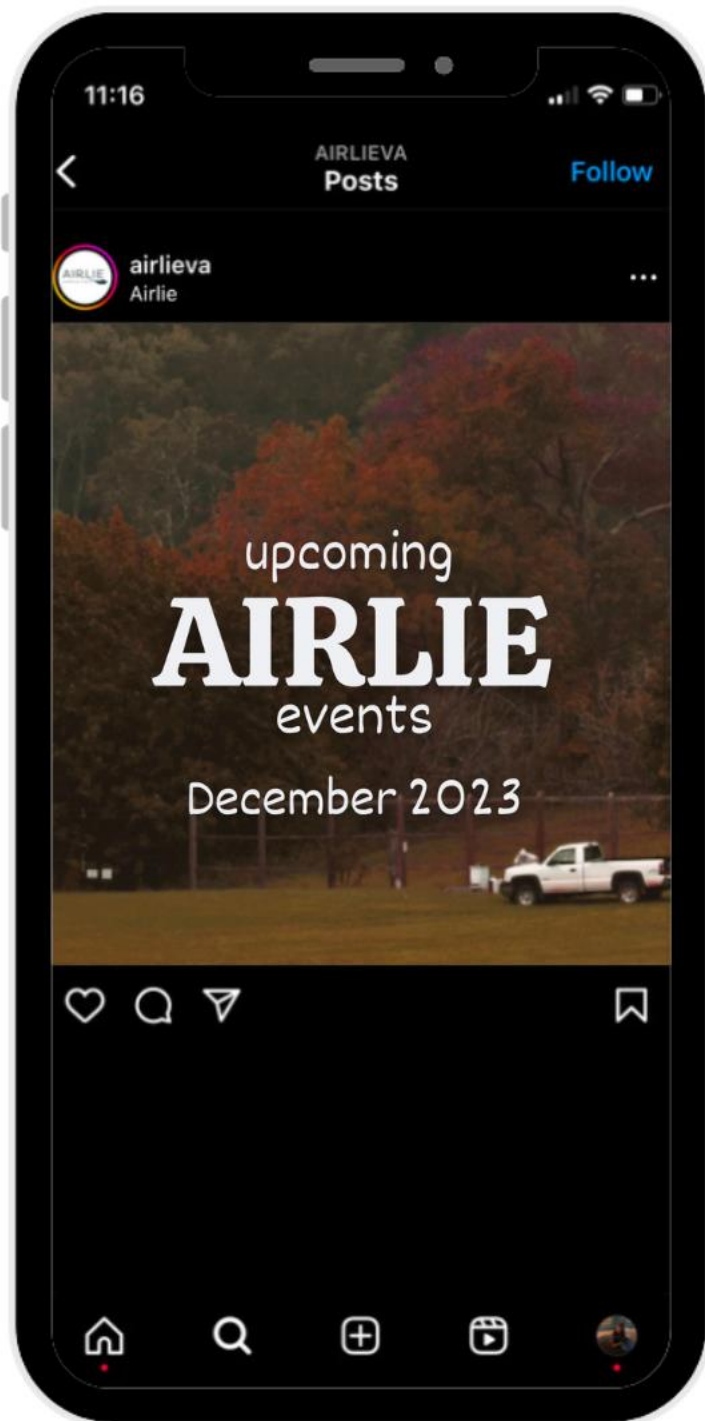
MOOOOO

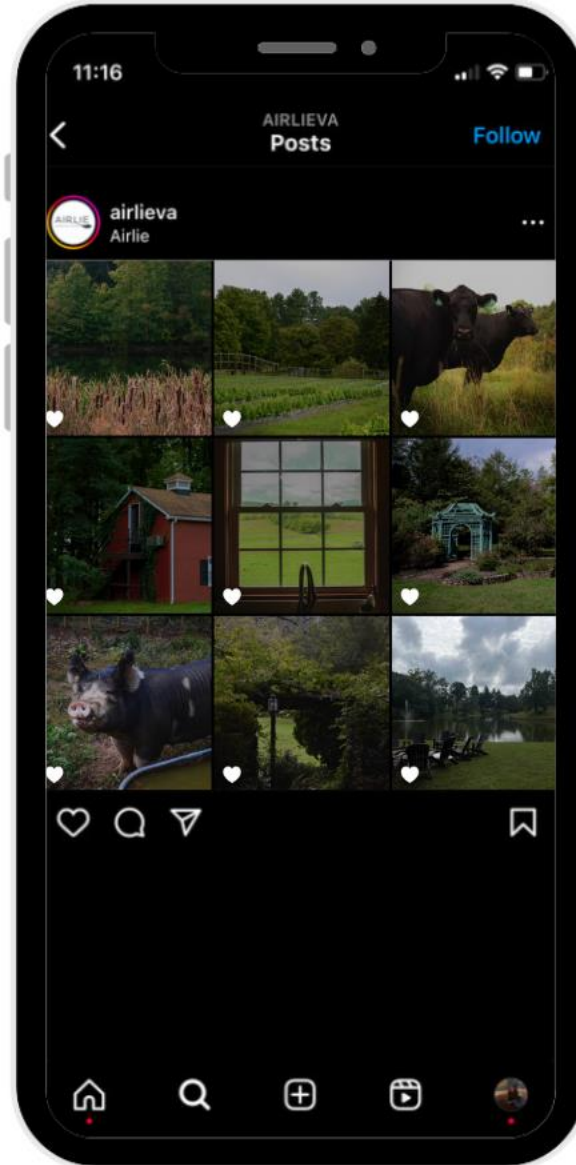
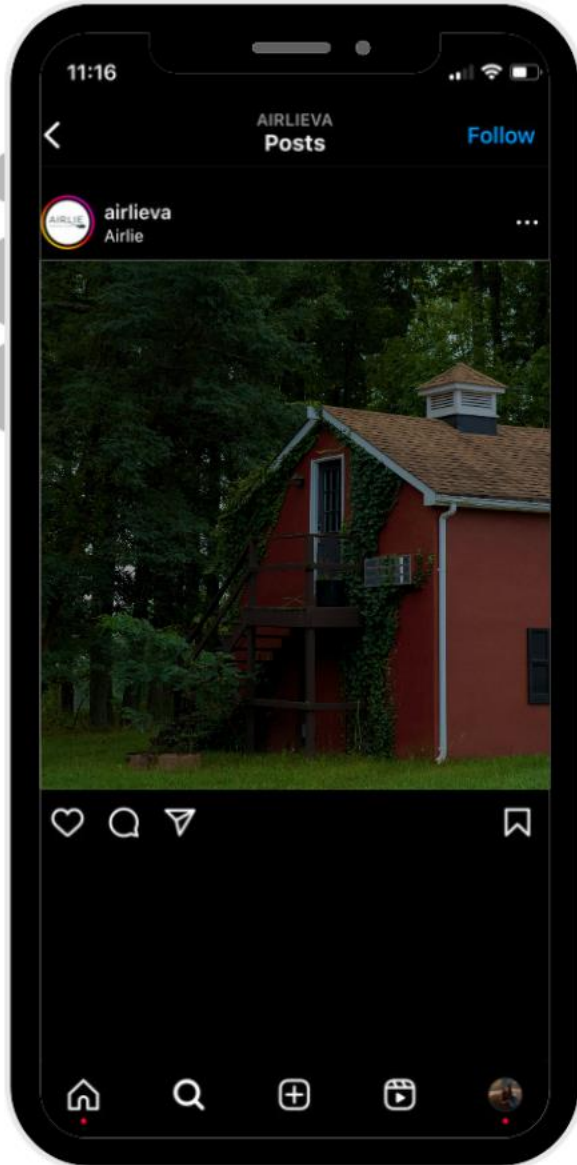
That's the sound of big news! *announcement*









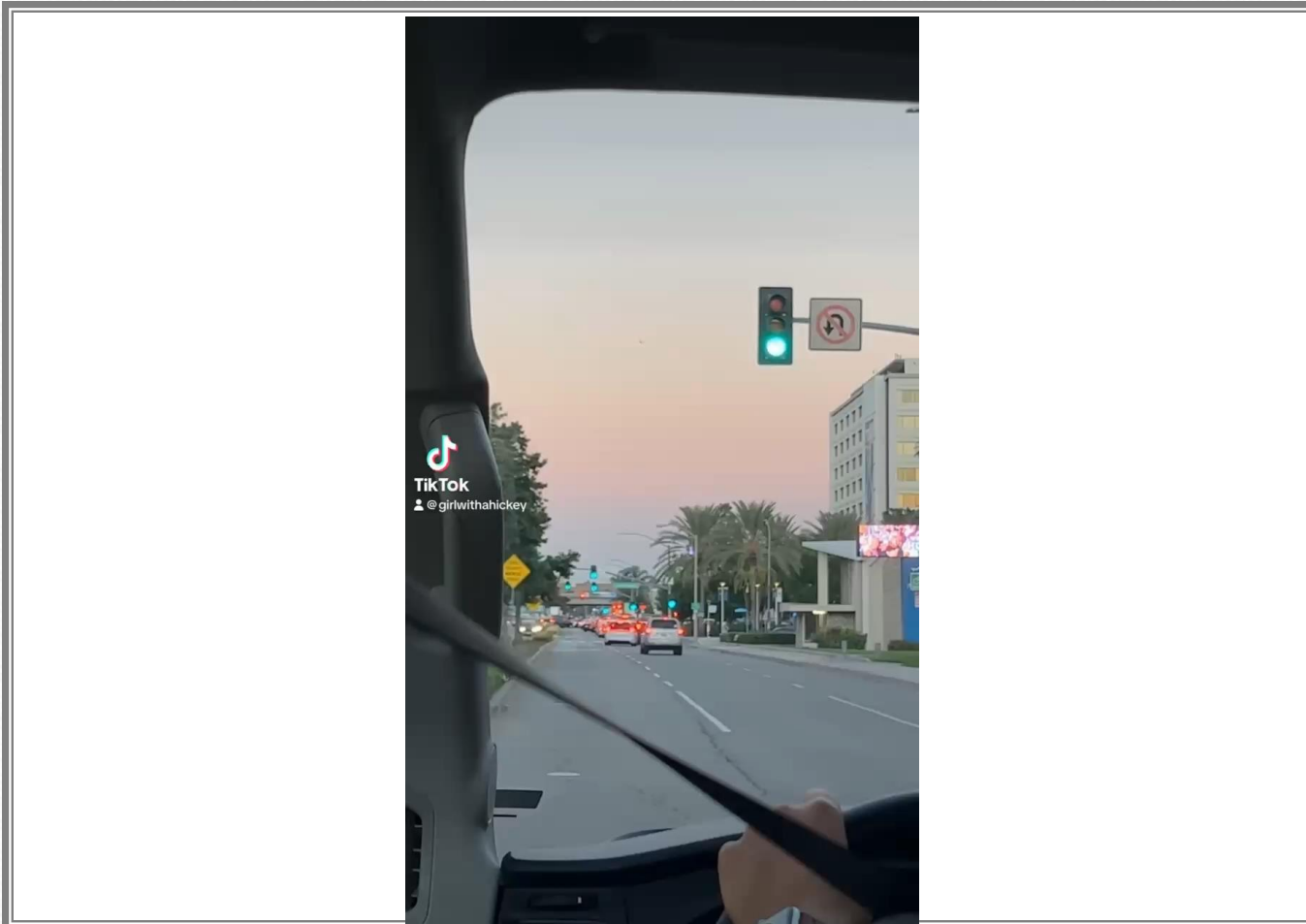


TikTok

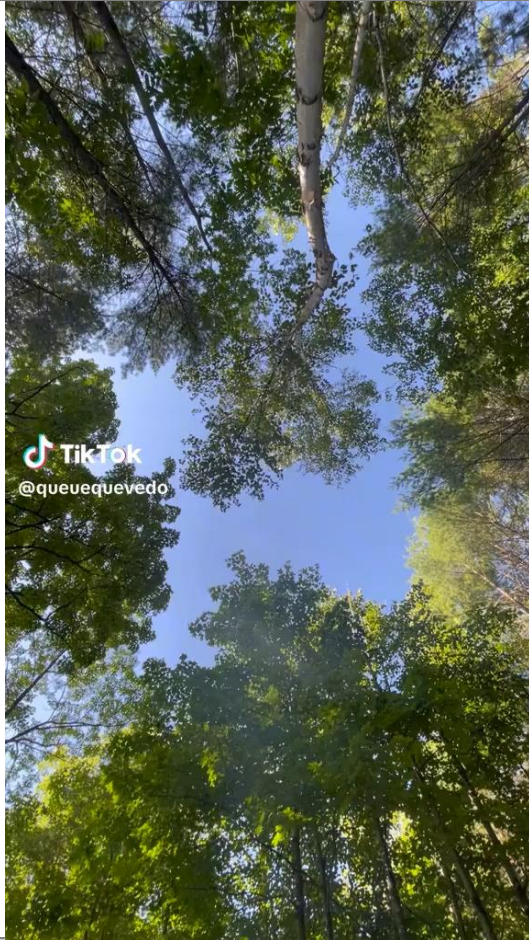
Stella Snider-Hickey



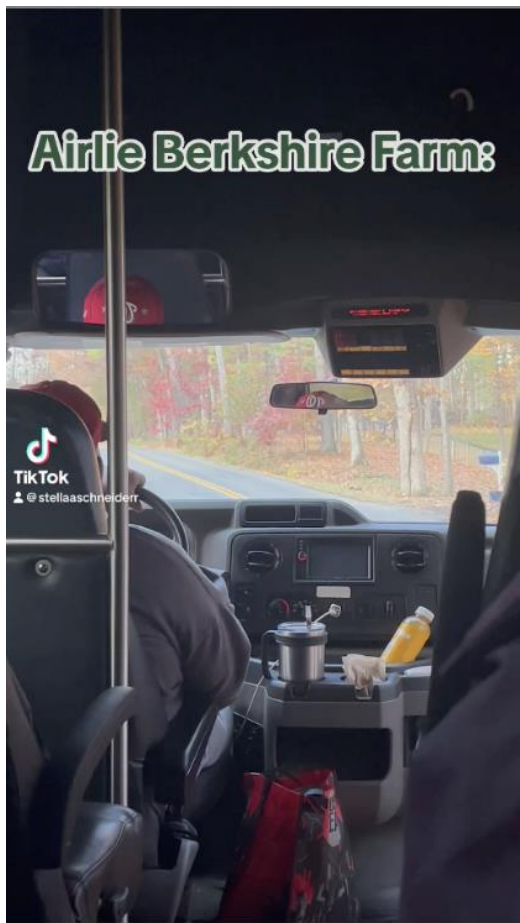
Inspiration: Romanticizing Life



Inspiration: Romanticizing Life



Inspiration: Romanticizing Life



-
- Airlie TikTok Exemplar,
 - Created by: Stella Snider-Hickey,
 - November 15 2023

Airlie Berkshire Farm:



TikTok
@stellaaschneider



Annie Tik Tok Exemplar; caption and hashtags etc.

How to Master the TikTok Algorithm

- Sounds
 - Hashtags
 - Frequency
 - Pace
-
- ...It's really just up to chance sometimes!

Pinterest

Alia Messina

Julia Shavel



Airlie Berkshire Farms

 [airlieberkshirefarms](#)

airlie.com/airlie-berkshire-farm

0 following

Share

Edit profile

Created

Saved



All Pins

66 Pins 3h



Airlie Farm Aesthetic

28 Pins 3h



Our Berkshire Hogs

13 Pins 3h



Our Produce Fields

13 Pins 4h



Our Black Angus Cows

12 Pins 3h

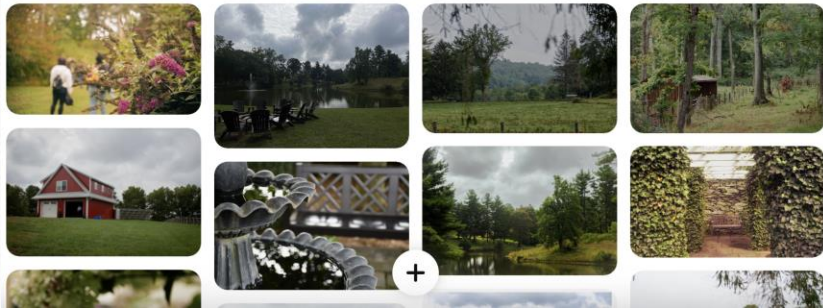
Airlie Farm Aesthetic ...



More ideas



Organize



Our Produce Fields ...



More ideas



Organize



Our Berkshire Hogs ...



More ideas



Organize



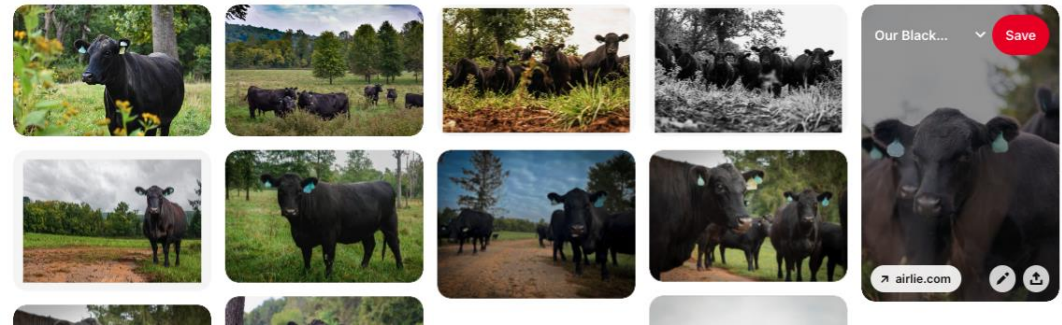
Our Black Angus Cows ...




More ideas



Organize



Create Pin Changes stored! [Publish](#)



Title
Berkshire Pig || Airlie Berkshire Farms

Description
(Who took the picture, where the picture is from)
(Other details regarding Airlie or Airlie Information)

Link
<https://www.airlie.com/airlie-berkshire-farm>

Board
Our Berkshire Hogs

Tagged topics (5)
Search for a tag

Don't worry, people won't see your tags

[Pig](#) [Animal Photography](#) [Farm Animals](#)
[Cute Animals](#) [Funny Animals](#)

More options ^

Allow people to comment

Example of Pin Creation

- Links directly to website
- Featured Photography
- Tags for engagement
- Opportunity for CSA links
- Easy and Fast

Spotify

Gretchen Walker

Emily Jean Mary

Julia Shavel



SCAN ME

Playlist

POV: You're at Airlie Berkshire Farms

Airlie Berkshire Farms • 21 songs, 1 hr 10 min

#	Title	Album	Date added	
1	Hey Cowgirl Mac DeMarco	Here Comes The Cowboy	1 hour ago	2:15
2	Landslide Fleetwood Mac	Fleetwood Mac	1 hour ago	3:19
3	Small Town John Mellencamp	Scarecrow	1 hour ago	3:41
4	These Boots Are Made For Walkin' Loretta Lynn	You Ain't Woman Enough	1 hour ago	2:22
5	Applejack Dolly Parton	New Harvest...First Gathering	1 hour ago	3:25
6	I'd Have You Anytime (2014 Remaster)			

POV: You're at the Airlie Fall Festival

Explore Premium Install App

#	Title	Album	Date added	
1	august Taylor Swift	folklore	41 minutes ago	4:21
2	Please, Please, Please Let Me Get... The Dream Academy	The Morning Lasted All Day - ...	38 minutes ago	3:08
3	The Great Pumpkin Waltz Vince Guaraldi	It's The Great Pumpkin, Charlie...	38 minutes ago	2:36
4	There She Goes The La's	The La's	37 minutes ago	2:42
5	My Love Mine All Mine Mitski	The Land Is Inhospitable and S...	36 minutes ago	2:17
6	Coming Home Leon Bridges	Coming Home (Deluxe)	34 minutes ago	3:26
7	Dreams - 2004 Remaster Fleetwood Mac	Rumours (Super Deluxe)	33 minutes ago	4:17
8	Linger The Cranberries	Everybody Else Is Doing It, So ...	26 minutes ago	4:34

Merchandise Marketing

Mo and Macrem

Postcards

Sophie Spanjaard

Tote Bags

Markram Yasser Salaam

Hats and Hoodies

Mo Griffin







Stickers & Buttons

Alia Messina

Julia Shavel

Airlie Buttons + Stickers



- Easy, effortless advertising
- Visual Connection
- Laptops
- Water bottles
- Folders, Binders
- Phones

Vehicle Decal Options

Ryan Barna







Questions and Comments?