

Shamroek
DESIGN



Portfolio





Package Design

CHALLENGE

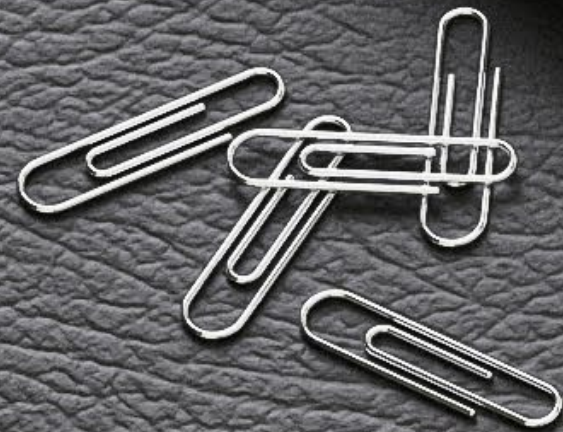
Create a beverage brand and design a label for three flavors, with one being limited edition. The label had to include a custom die line.

SOLUTION

I measured existing bottle labels to base my dimensions on, then created my custom die line in Illustrator. The brand is themed around summer joy, purposefully using organic typefaces, a natural paper label and original illustrations of fresh fruit to set the refreshing refreshing tropical aesthetic of the brand.







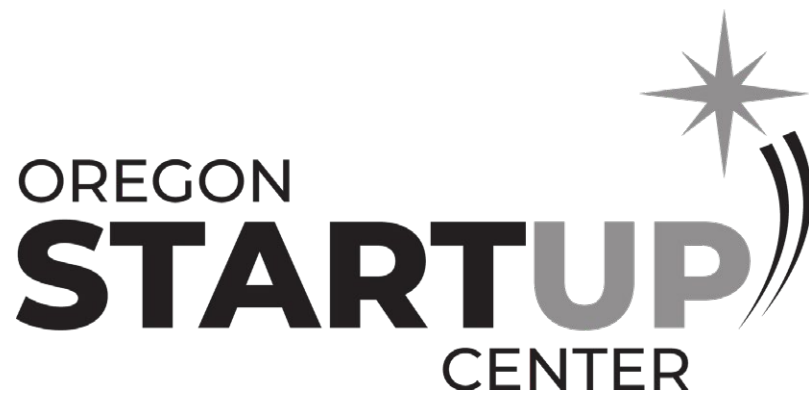


CHALLENGE

The Oregon Startup Center needed a new logo that was more modern, versatile, and connected to the local community.

SOLUTION

I first presented three pitches, two of which I was asked to combine into a new idea. I kept the blue from the original brand, while introducing green as the new secondary color, both representing the financial aspect of the business as well as connecting the brand closer to the Oregon community.



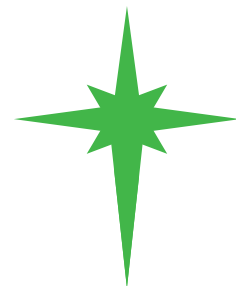
Aspiration
Future
Success



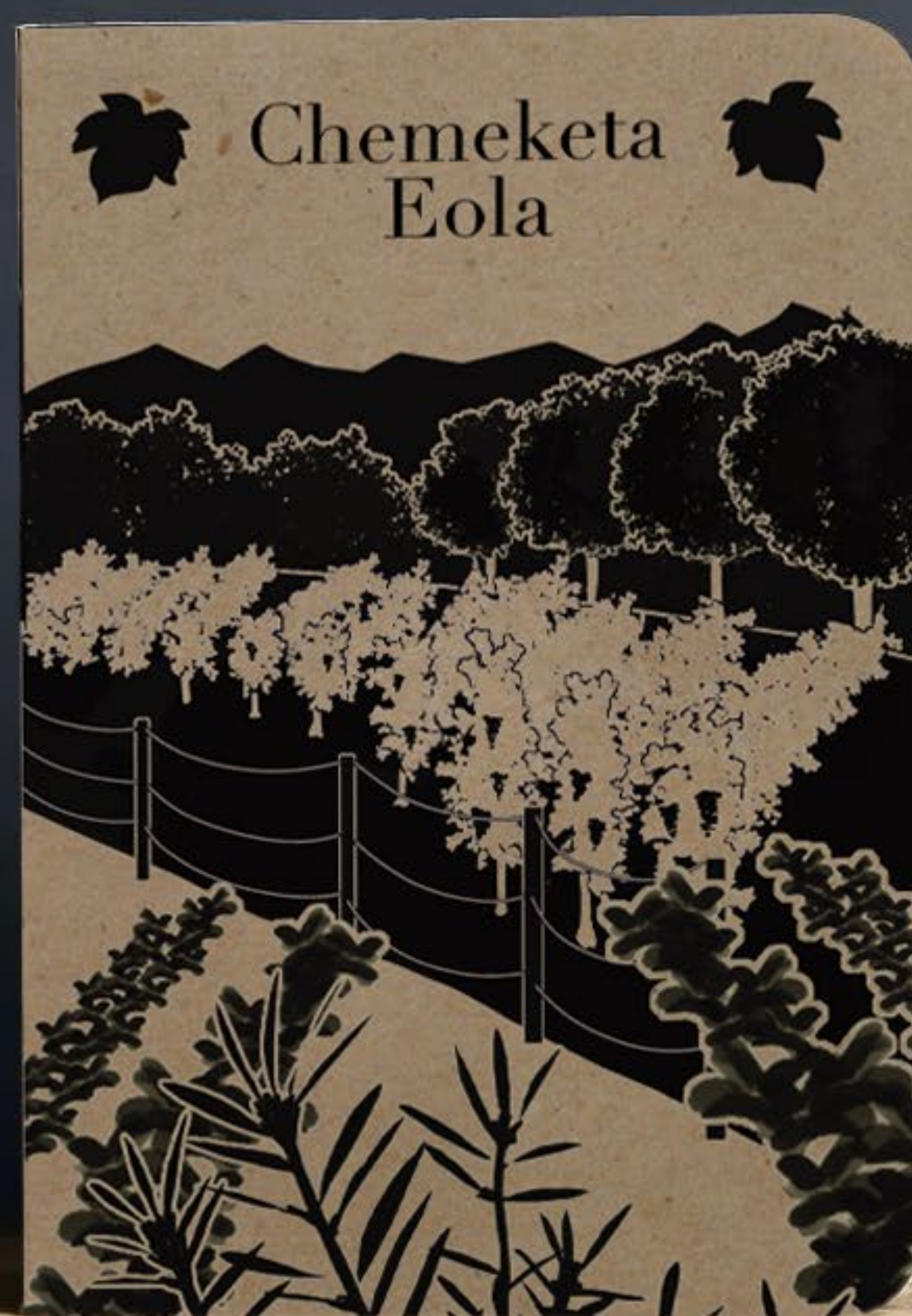
Stability
Opportunity
Investors



Finance
Growth
Founders







Chemeketa Eola Scout Book

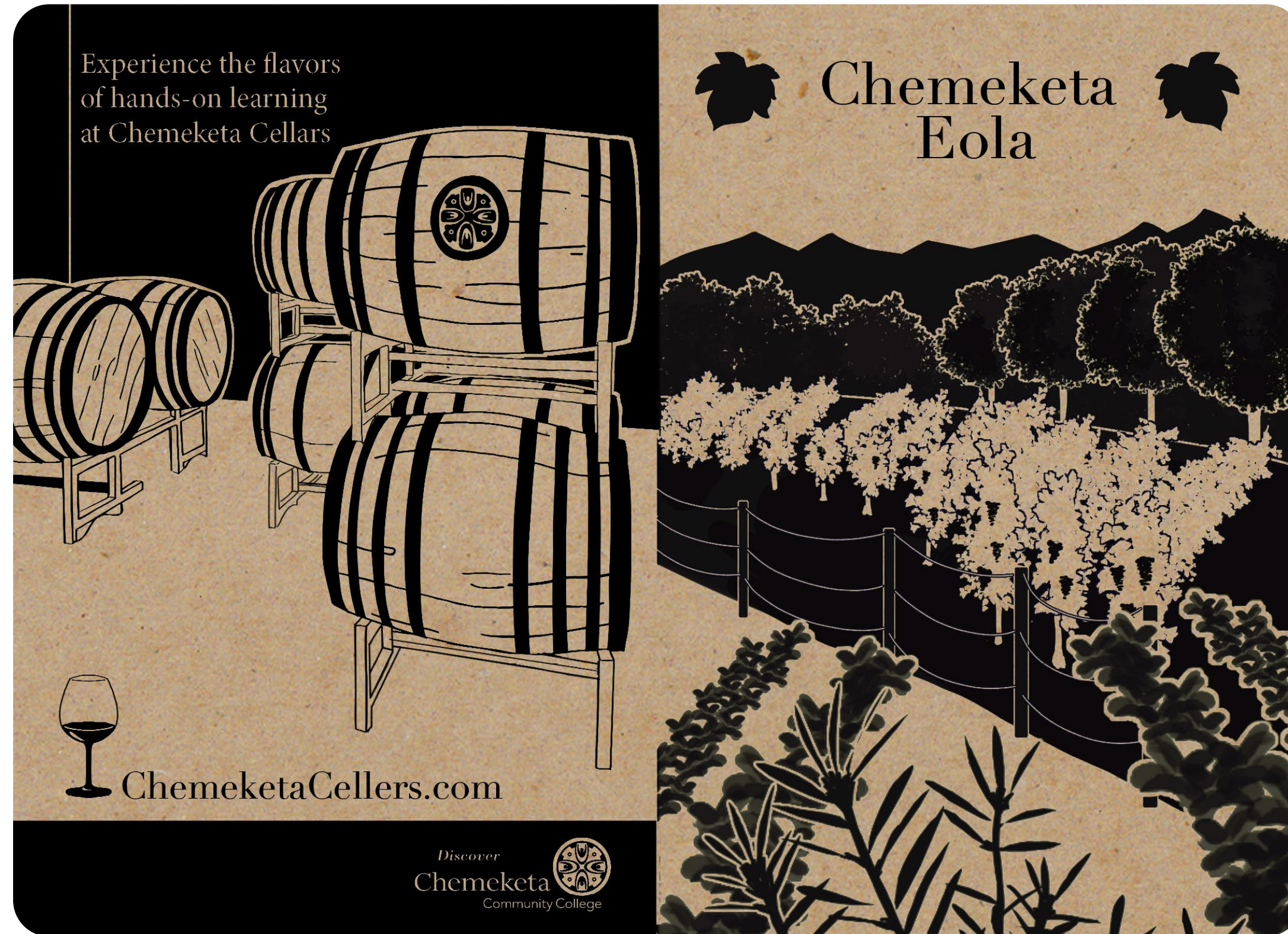
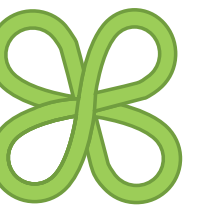
Illustration

CHALLENGE

This project was for Chemeketa Community College's Eola Campus which is the location for the Wine Study Program and has an event center. The goal of this project was to create a notebook that could be set out for meetings hosted in their event center.

SOLUTION

For my research, I visited the campus. The client had emphasized how beautiful the campus was, so I already knew I wanted to represent that. The event venue's patio provided the perfect scene. For the back of the book, I represented the wine cellar, giving guests a peek into what the students on the campus do, and for those partaking in a wine-tasting event, they get to see the early process of the wine they are drinking.



HOW THE INTERNET REVISED ELECTRONIC MUSIC

SAMANTHA SHAMROCK

The music of my childhood defined who I would become today. On one side, is the high-energy popular music I heard on the radio, like Kesha, or Pitbull.

As a kid I already had an affinity toward electronic music. It was a common occurrence for me to crawl onto my family's washing machine to reach our stereo so I could put in my dad's Black Eyed Peas *The Energy Never Dies* CD. On the other hand is the music I found on YouTube as a child.

Many of my generation will be familiar with the term "nightcore." It is a genre of music that existed on early YouTube, characterized by speeding up exist-

In recent years, it's not unheard of for artists release sped-up (or slowed down) versions of their songs, but where does this phenomena start? For that, we have to look back to the early 2000s. In 2002, two Norwegian high school students received an assignment to make a piece of music. They were inspired by Scooter's hardstyle remixes of "The Logical Song" and "Nessaja". After receiving only a C, they must not have felt too disheartened, because they went on to release an album under the artist name Nightcore. This album featured songs that would go on to define the genre, like "Dam Dadi Doo" or "Angel of Darkness".

People began to realize they, too could edit songs, and a phenomena of editing and distributing music in somewhat

questionably legal manners across platforms like YouTube became commonplace. As social media has become more and more integrated into our lives and audio-editing programs become more accessible, its only natural that this phenomena of music editing has grown, and with it, so has the popularity of fast electronic music which fits perfectly into today's digital climate.

Sometimes a song might get labeled a 'TikTok song' after gaining popularity on the platform. This reduced a song to simply the vein it gained traction in, however, it cannot be dismissed that TikTok and other short-form media is changing how we find songs. Radio and CDs have been largely replaced by music streaming, and club culture and nightlife have

gained in popularity. People will look at their music through a different lens.

A viral dance challenge on the potential to shoot an original song to become a hit. Other powerful trends that have contributed to song and artist popularity. Prior to TikTok, the precursor to current video editing trends can be seen in AMVs (anime music videos) and other fan-made music videos, and anime videos.

Some artists owe a good portion of their fame to TikTok. An example is Odetari, whose music has some inspiration from video game OSTs. His career took off when he created music to back his fan-edits of video game characters.

With the time-limitations of short-form content, paired with the need to instantly hook an audience. Fast music with a strong bass is perfect for this. Some music genres can raise popularity from social media, an example being drift phonk.

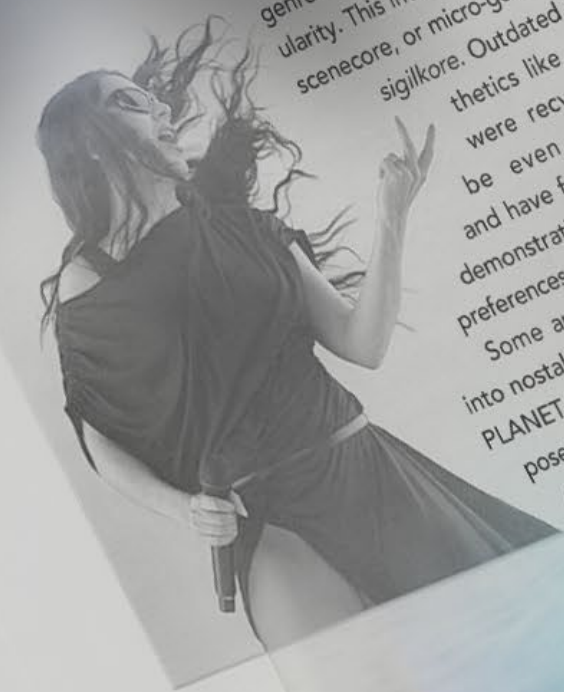
Over the phonk genre, it became popular paired with car edits. Similarly, hardstyle has become popular in the EDM community online, feeling empowered by the energetic nature and even making hardstyle edits of songs from the 2010s.

"I made a edit... then my music would come in and rake in millions of views. People started asking 'What's that song in the background?'"

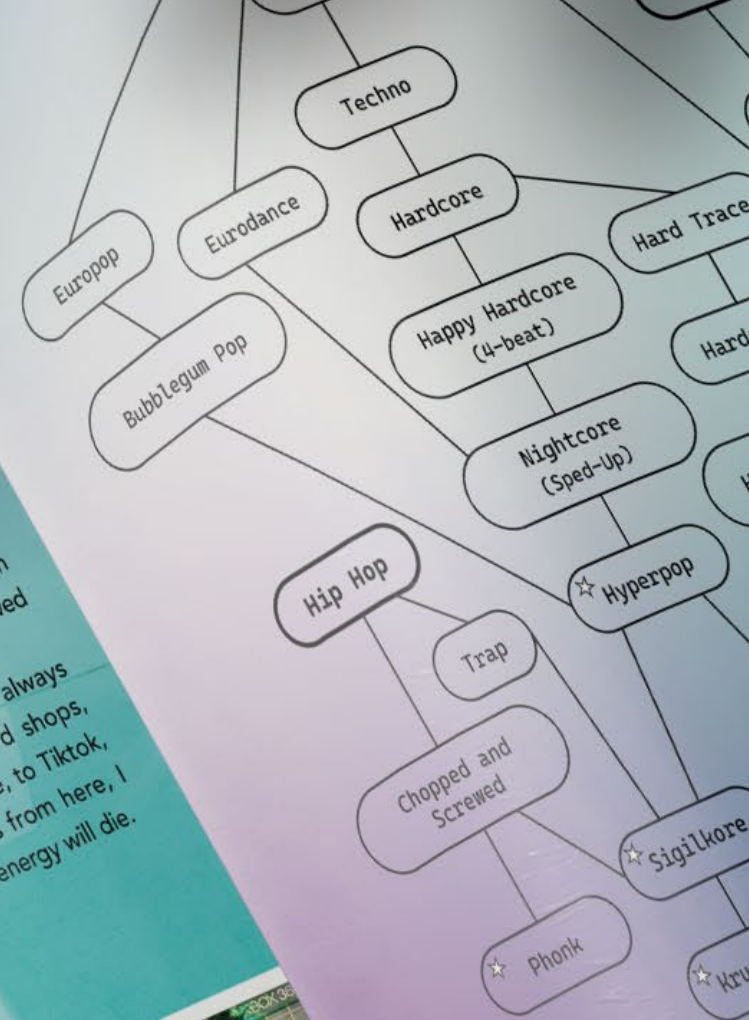
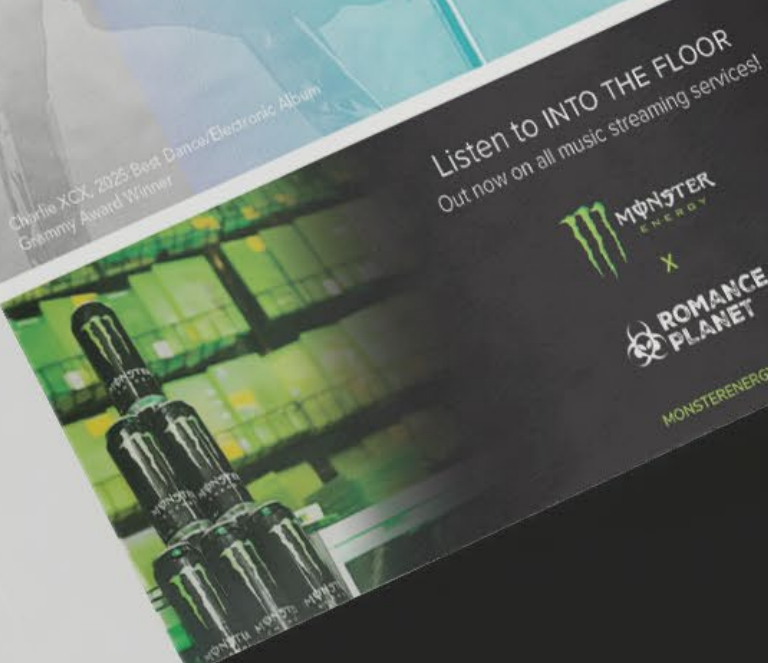
Odetari, a sigilkore music artist

On the internet, single artists really, the artist was making music similar to jumpstyle—a genre that had lost popularity in the early 2010s. Nostalgia is somewhat of a factor in electronic music's

Summer Anthem Edition | 21



popularity. A resurgence in high-energy electronic music can be seen around 2020. People were spending more time on the internet, including young people who can grow up on nightcore. During this time, many related genres emerged or rose in popularity. This included hyperpop, scenecore, or micro-genres like sigilkore. Outdated aesthetics like scene were recycled to be even brighter and have faster music, demonstrating the shift in preferences. Some artists have leaned into nostalgia, like ROMANCE PLANET, whose aesthetic purposefully draws from an earlier era of the internet, not only in fashion and music, but also emulating older marketing tactics and video editing styles. One of the most



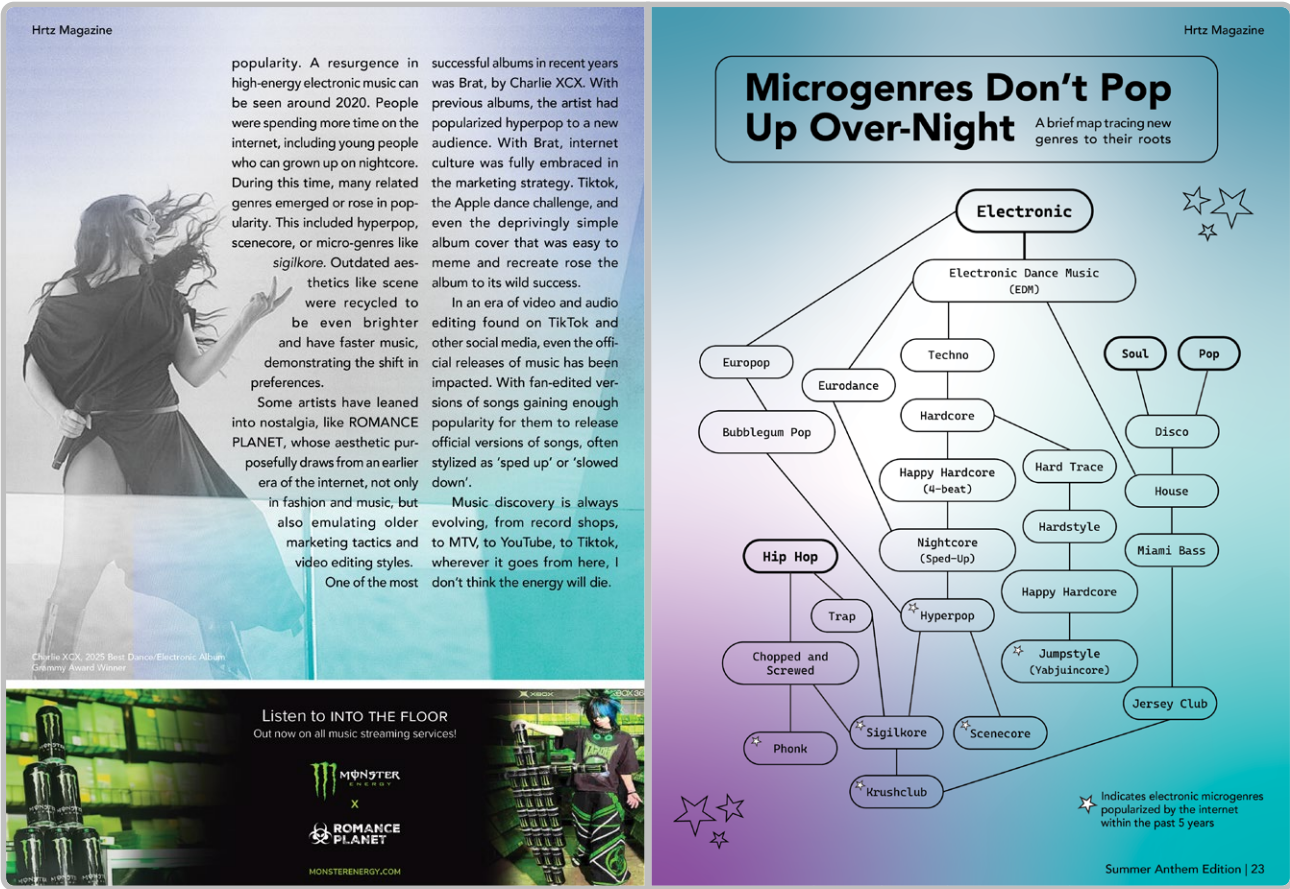


CHALLENGE

For this project, I collaborated with three classmates to put together a student magazine. My task was to write an article, present a cover, and design the masthead.

SOLUTION

I designed two spreads for an article I wrote. I pitched the shown cover, which I later collaborated with a fellow student to develop the final design. I played a strong part in developing the color palette and typesetting of the magazine's brand.



HOW THE INTERNET REWIRED ELECTRONIC MUSIC

SAMANTHA SHAMROCK

The music of my childhood defined who I would become today. On one side, is the high-energy popular music I heard on the radio, like Kesha, or Pitbull.

As a kid I already had an affinity toward electronic music. It was a common occurrence for me to crawl onto my family's washing machine to reach our stereo so I could put in my dad's Black Eyed Peas *The Energy Never Dies* CD. On the other hand is the music I found on YouTube as a child.

Many of my generation will be familiar with the term nightcore. It is a genre of music that thrived on early YouTube, characterized by speeding up existing, often eurodance, tracks, and often paired with anime images.

In recent years, it's not unheard of for artists release sped-up (or slowed down) versions of their songs, but where does this phenomena start? For that, we have to look back to the early 2000s. In 2002, two Norwegian high school students received an assignment to make a piece of music. They were inspired by Scooter's hardstyle remixes of "The Logical Song" and "Nessaja". After receiving only a C, they must not have felt too disheartened, because they went on to release an album under the artist name Nightcore. This album featured songs that would go on to define the genre, like "Dam Dadi Doo" or "Angel of Darkness".

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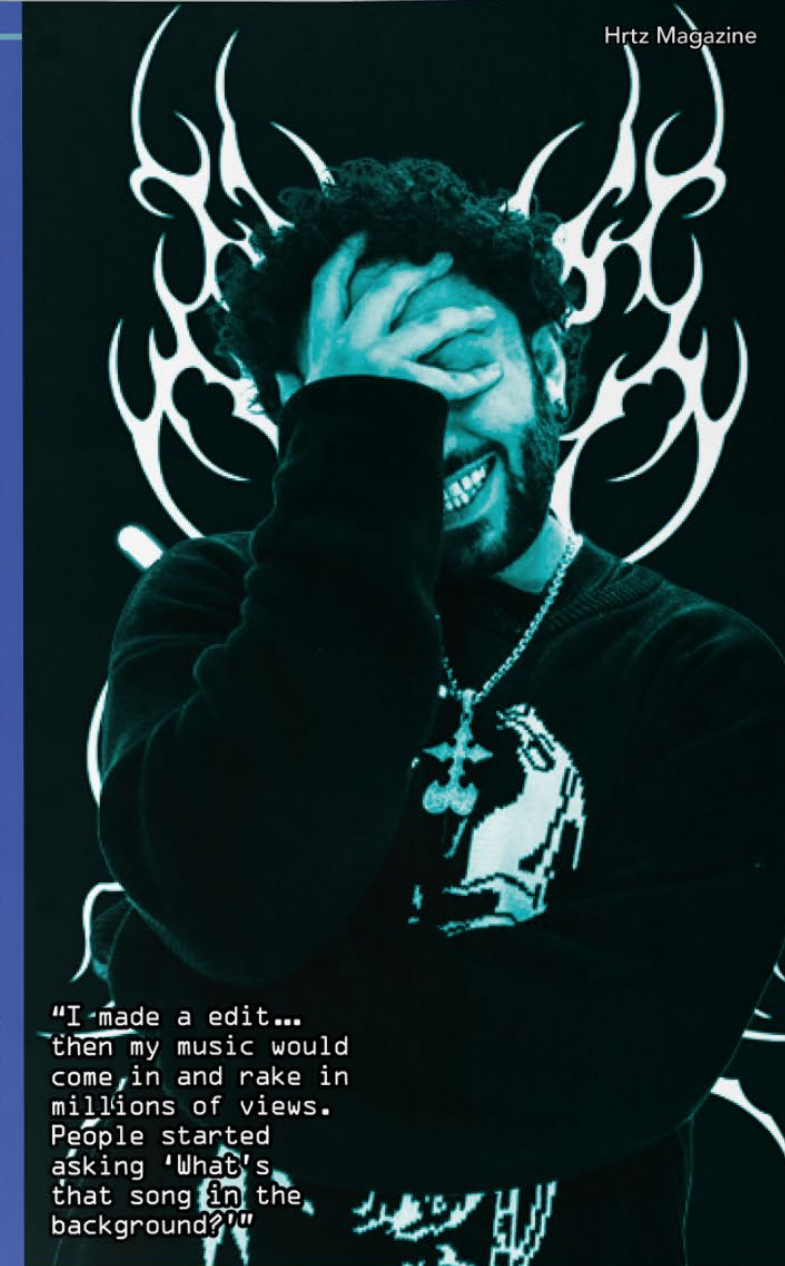
Sometimes a song might get labeled a 'TikTok song' after gaining popularity on the platform. This reduced a song to simply the vein it gained traction in, however, it cannot be dismissed that TikTok and other short-form media is changing how we find songs. Radio and CDs have been largely replaced by music streaming, and club culture and nightlife have

lessened in popularity. People find a lot of their music through digital means.

A viral dance challenge has the potential to shoot an obscure song to become a hit. Edits and animation memes are other powerful trends that have contributed to song and artist popularity. Prior to Tiktok, the predecessor to current video edits can be seen in AMVs (anime music videos) and other fan-made music videos, and fan-cam videos.

Some artists owe a good portion of their fame to Tiktok edits. An example is Odetari, whose music has some inspiration from video game OSTs. His career shot off when he created music to back his fan-edits of video game characters.

With the time-limitations of short-form content, paired with the need to instantly hook an audience. Fast music with hard bass is perfect for this. Entire music genres can raise to popularity from social media, an example being *drift phonk* taking over the phonk genre when it became popular paired with car edits. Similarly, hardstyle has become popular in the gym community online, feeling empowered by the energetic music, and even making hardstyle remixes of songs from the 2010s.



"I made a edit... then my music would come in and rake in millions of views. People started asking 'What's that song in the background?'"

Odetari, a sigilkore music artist

On the internet, single artists have the power to bring a resurgence to a genre, such as Yabujin creating music that a new audience had never heard before and deeming it *Yabujincore* when

really, the artist was making music similar to *jumpstyle*— a genre that had lost popularity in the early 2010s.

Nostalgia is somewhat of a factor in electronic music's

HRTZ

MUSIC MAGAZINE

SUMMER
ANTHEM
ISSUEHow the
internet
rewired
electronic
musicWIN A
FREE
TRIP TO
IBIZATHINKING OF THINGS TO DO?
ALEX G'S GOT YOU.HIDDEN
GEMSEDEN
& OTHER
ARTISTS TO
DISCOVERReturn of the
Funk-Fueled

GRIZ



Oregon Garden

Logo Design & Illustration

CHALLENGE

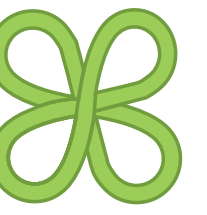
The Oregon Garden wanted an anniversary logo and commemorative t-shirt for their twenty-fifth anniversary.

SOLUTION

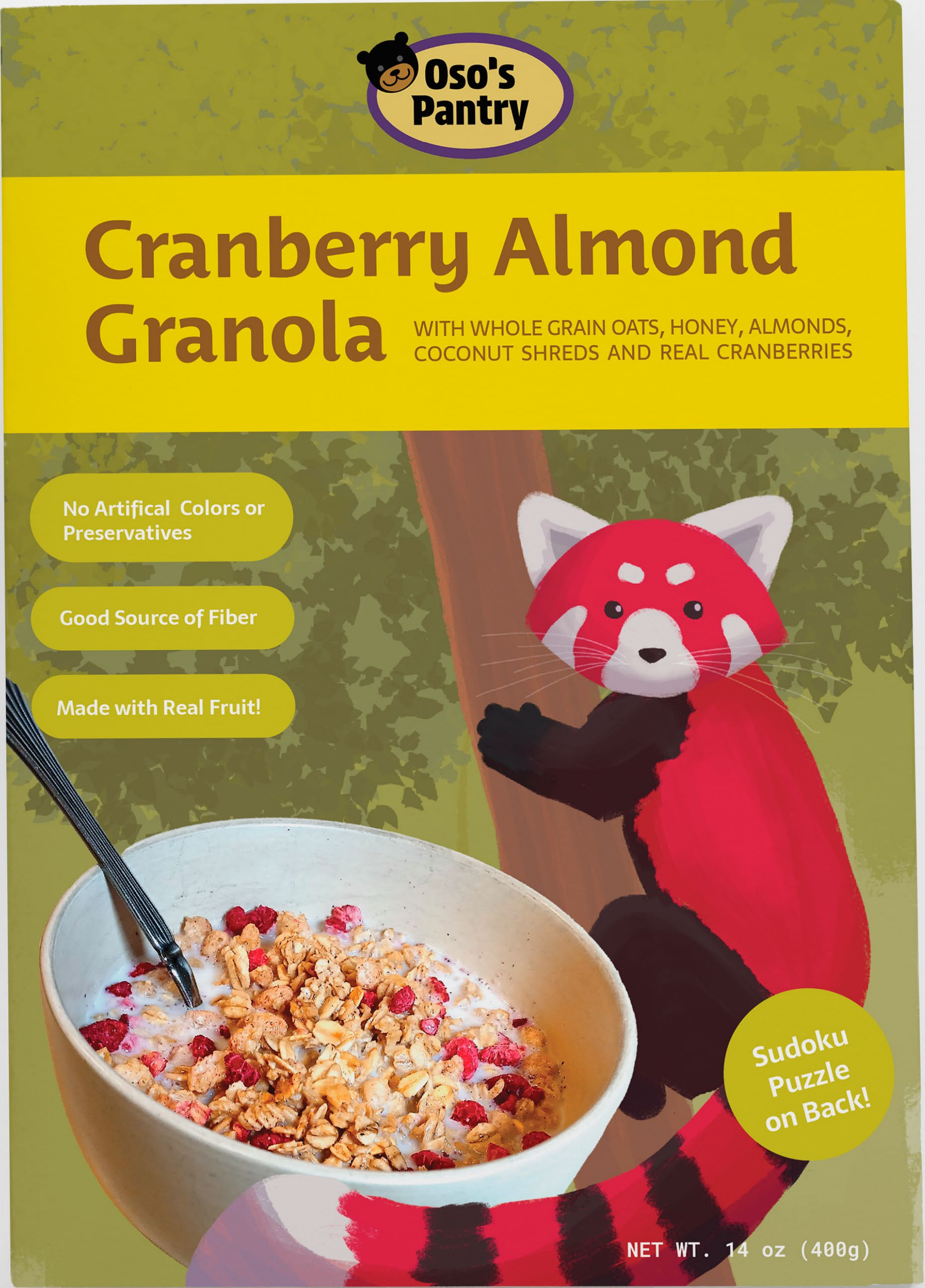
For my research, I visited the Oregon Garden and was inspired to depict the botanical diversity I saw. Each element of the illustration represents real areas within the garden to serve as a way for guests to take their memories of the garden with them. This illustration was chosen by the Oregon Garden to be used for their twenty-fifth anniversary merchandise.



Each element of the illustration is pulled from real flora, fauna, and attractions of the Oregon Garden!







CHALLENGE

Create a fictional cereal company, and design a branded cereal box with mandatories like ingredients and a nutrition label. Create a die line and construct a physical prototype.

SOLUTION

Measured the dimensions of an existing cereal box, then replicated them in Illustrator to create a die line. I illustrated the red panda mascot, and did a mini-photo shoot of cereal on a bowl which I later edited in Photoshop.





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Mechanic Owned

Bike Repair & Used Bikes

Shop Used Bikes



Oregon Bike Shop

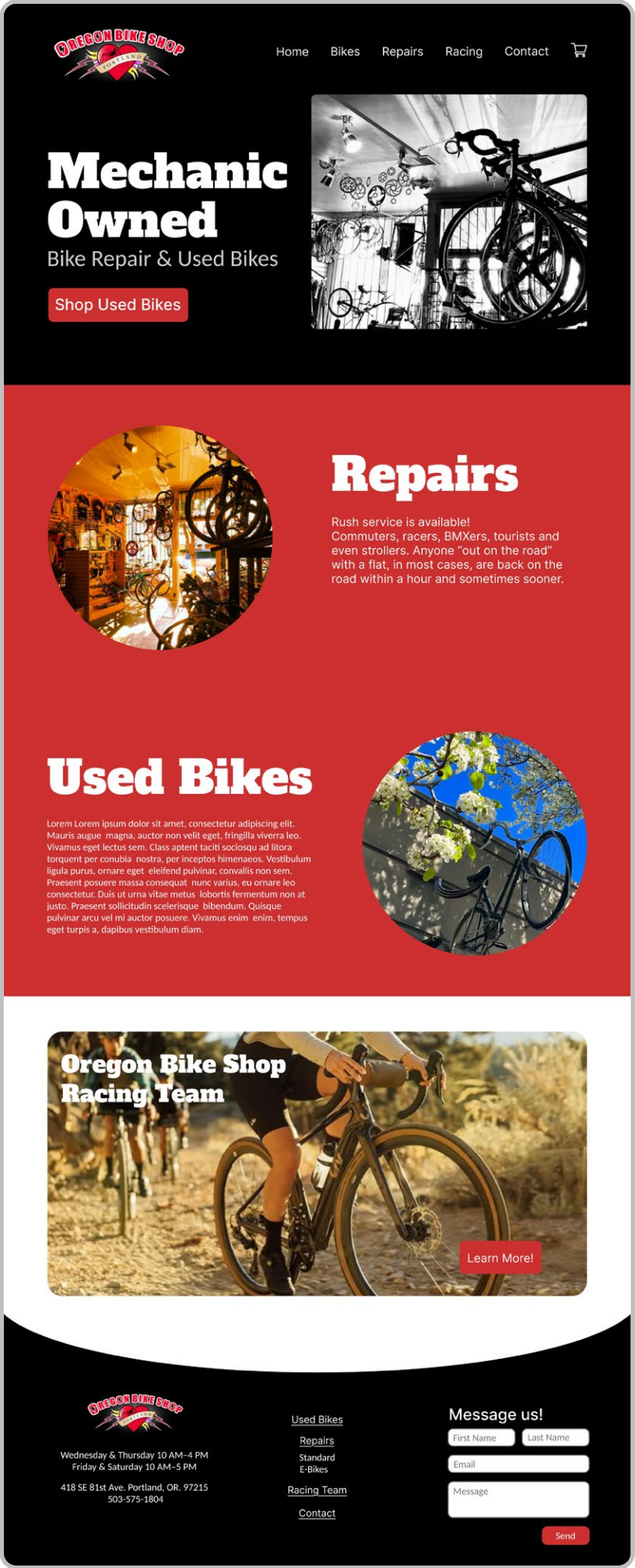
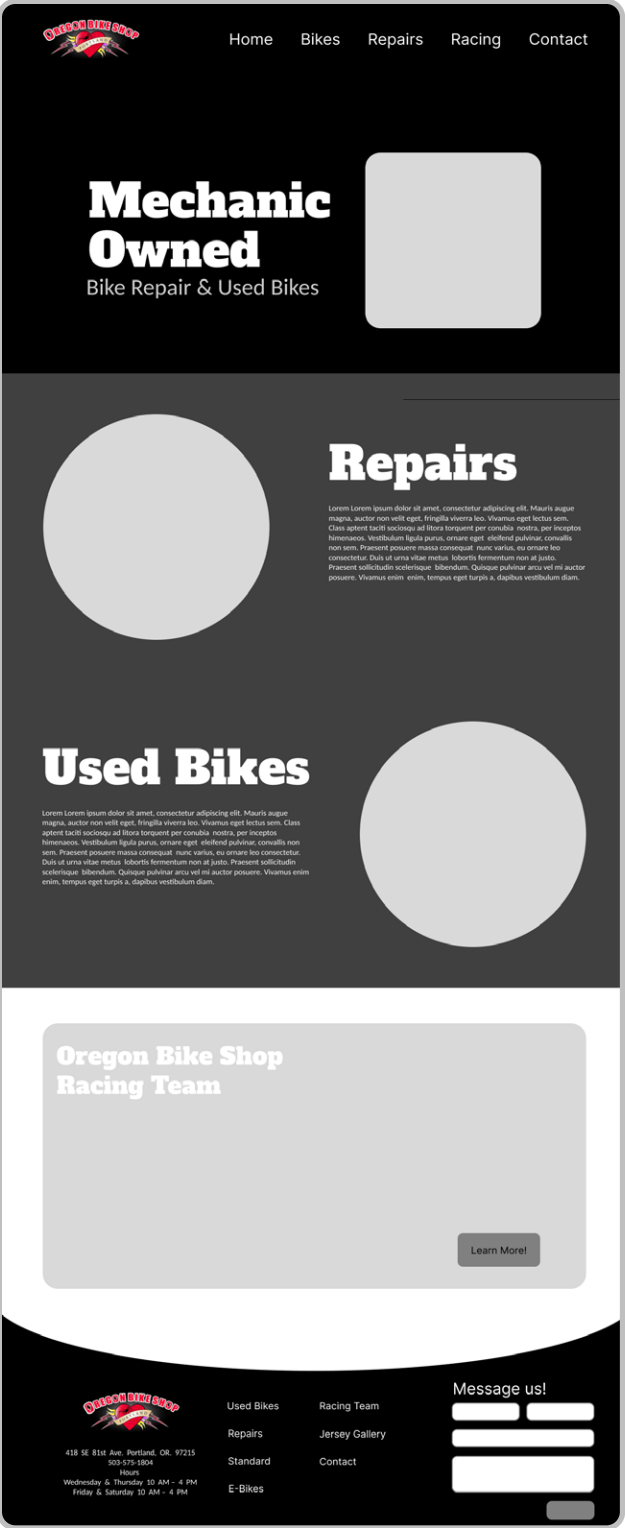
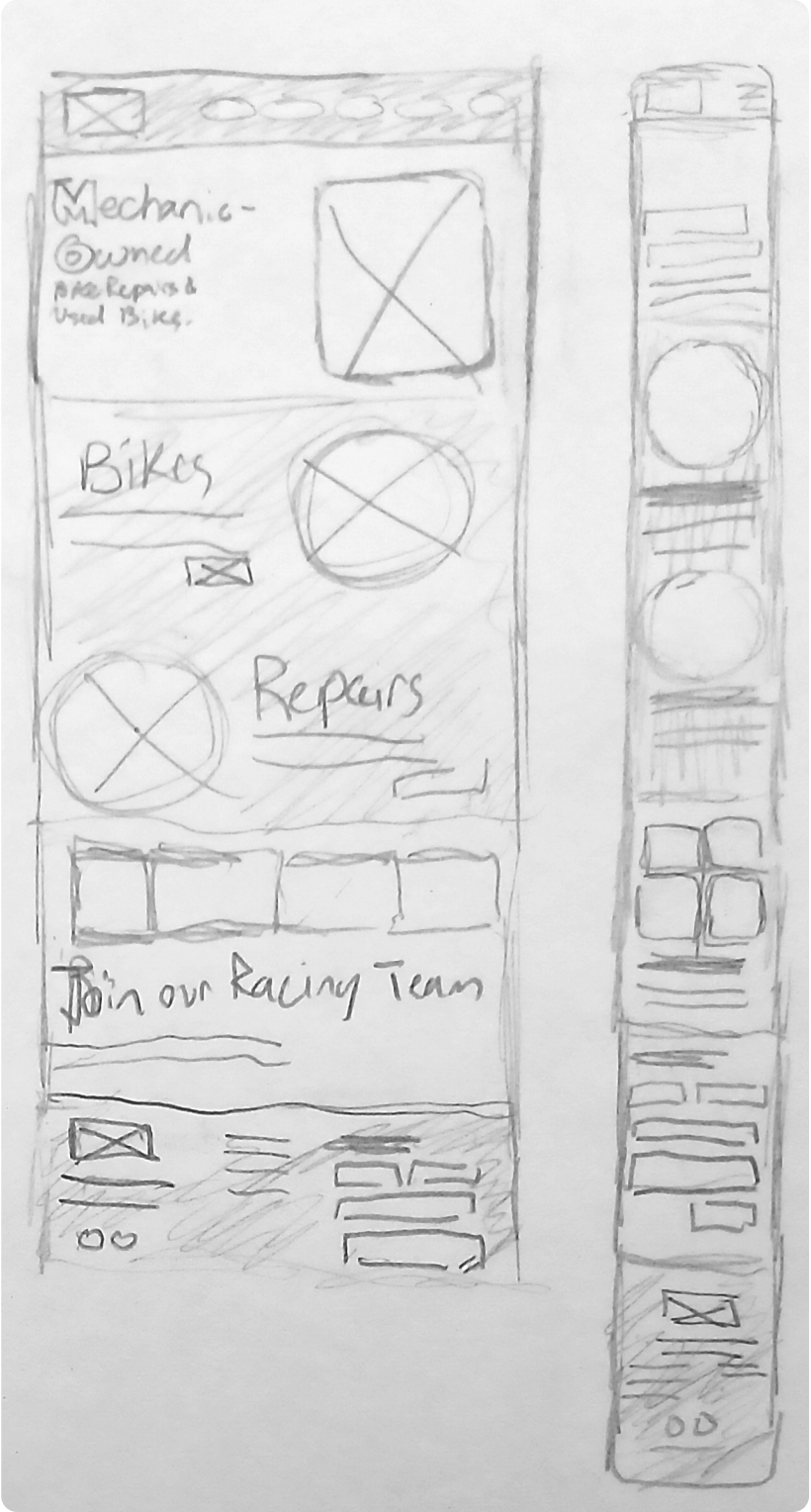
Web Design

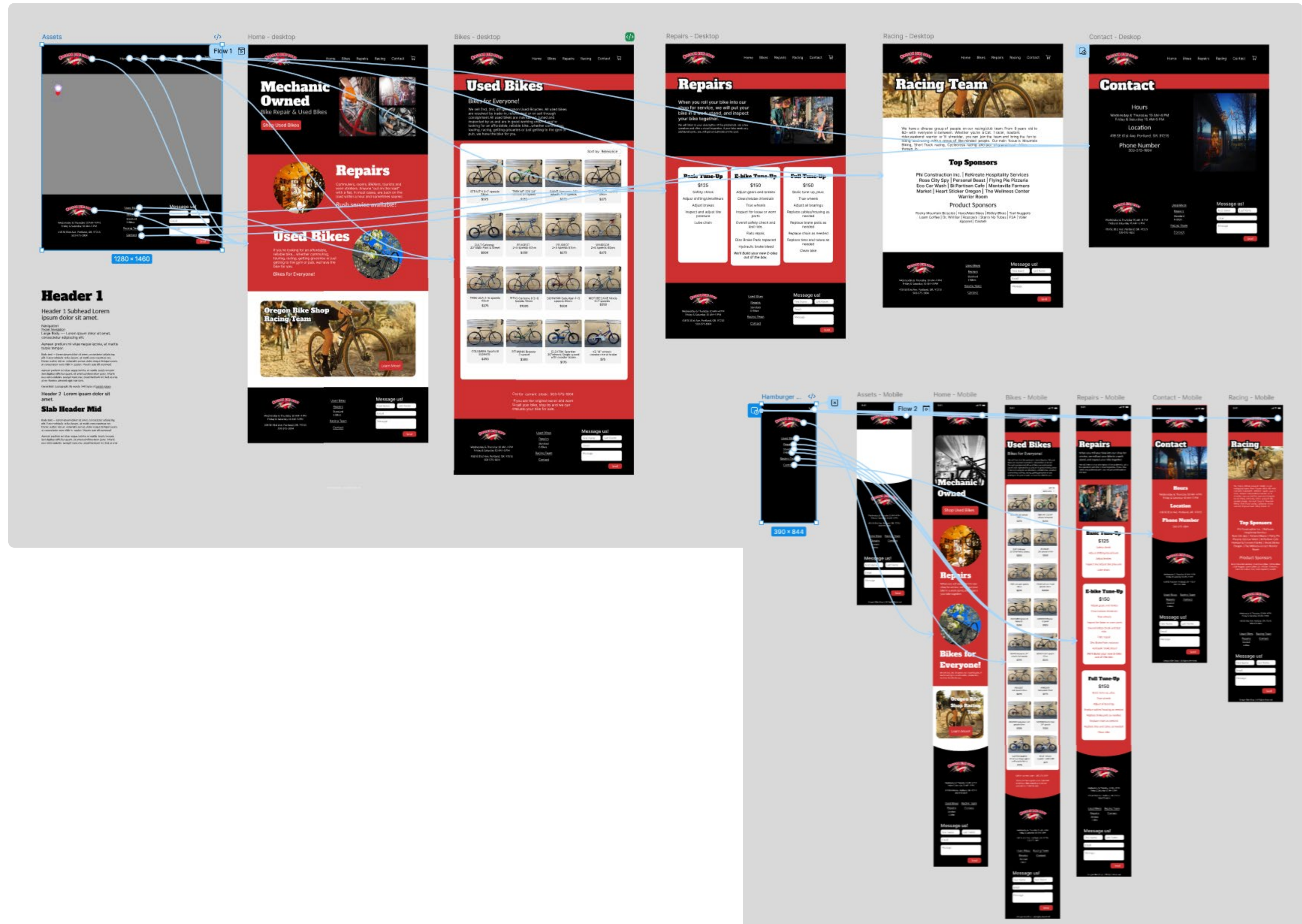
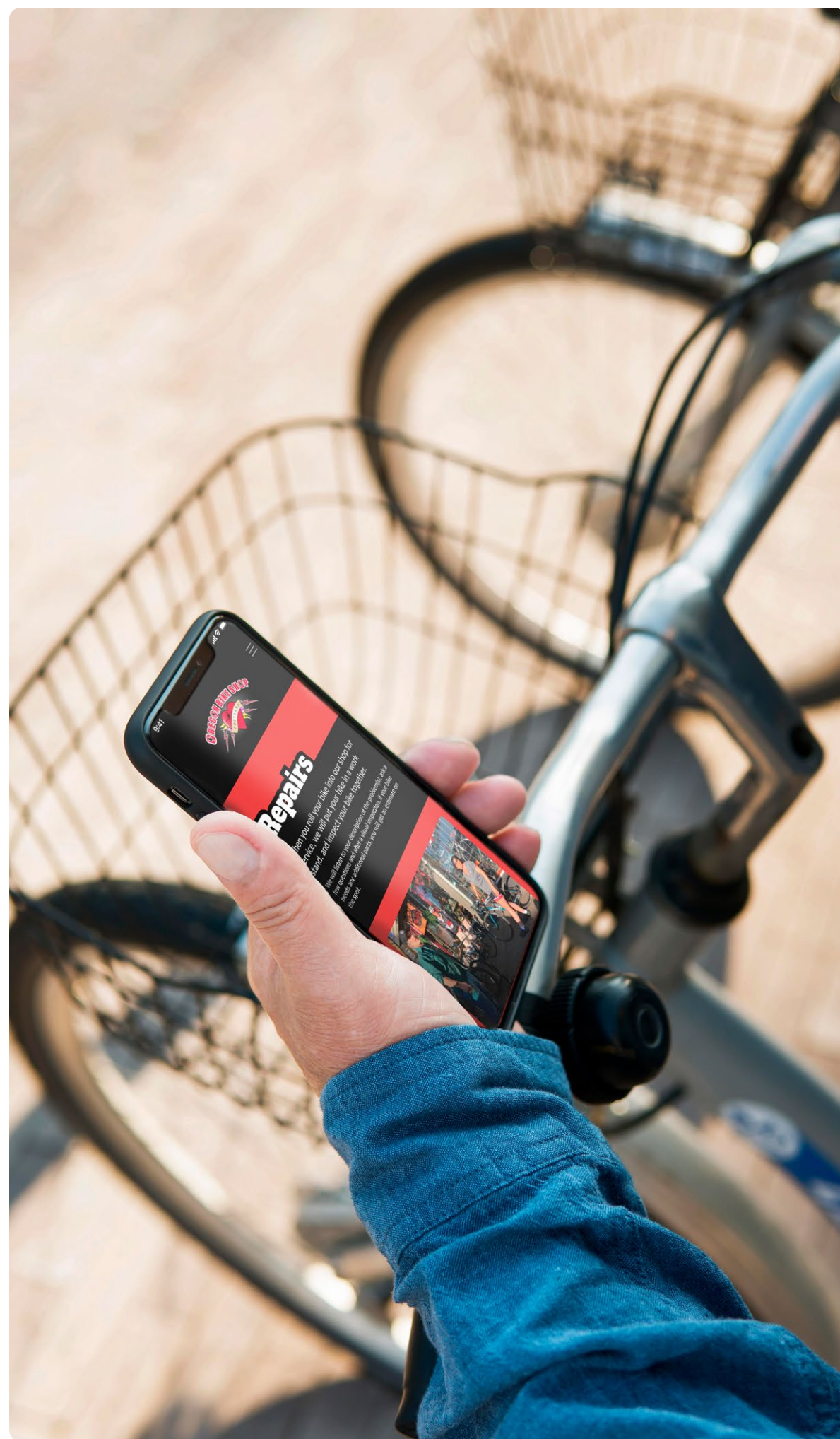
CHALLENGE

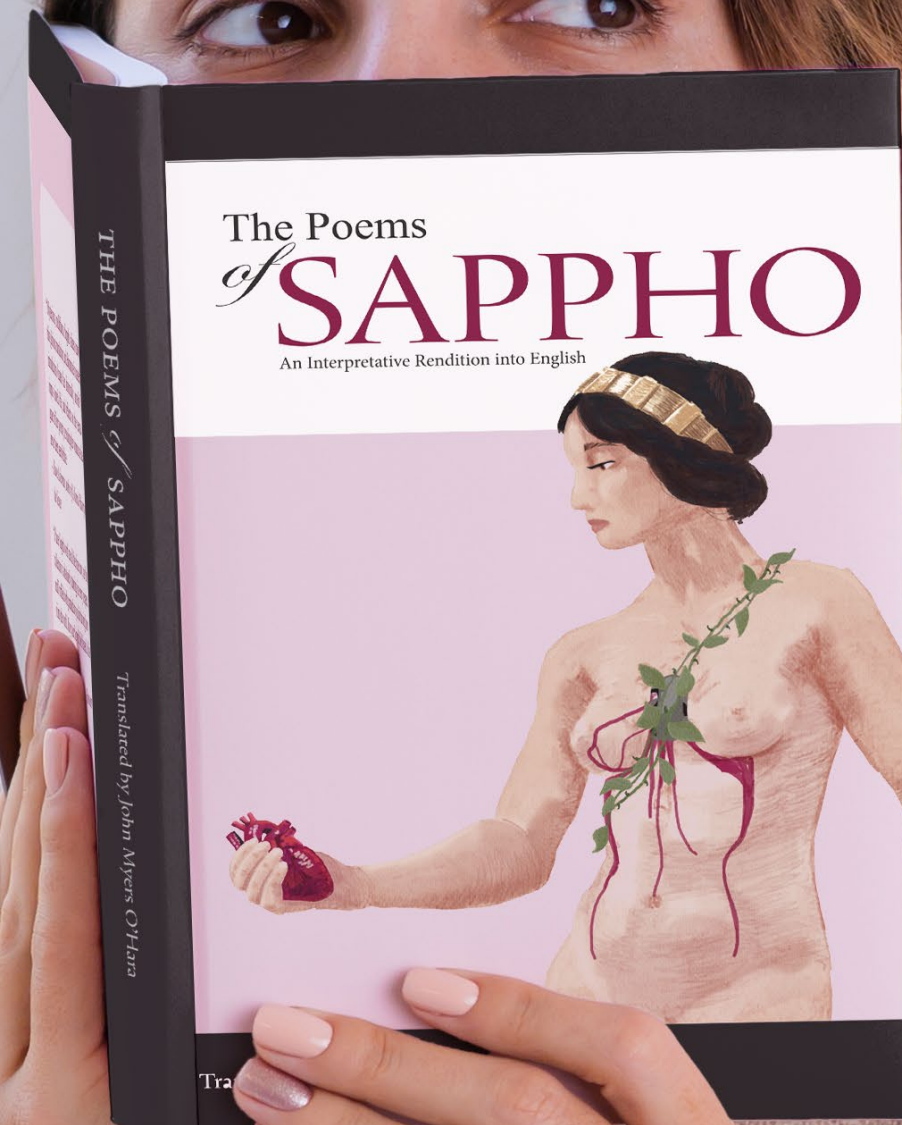
The Oregon Bike Shop has a website that is only one page, and quite dated. The goal of this project was to re-design the website, and create a dedicated mobile version.

SOLUTION

My first step was to make a document laying out the information architecture, so that the information spread across five pages instead of crammed onto one. I made a series of thumbnails before making a wireframe, then introducing the color and assets. Finally, I set the interactions on Figma so it could work as a prototype.







The Poems of Sappho

Book Design, Typesetting & Illustration

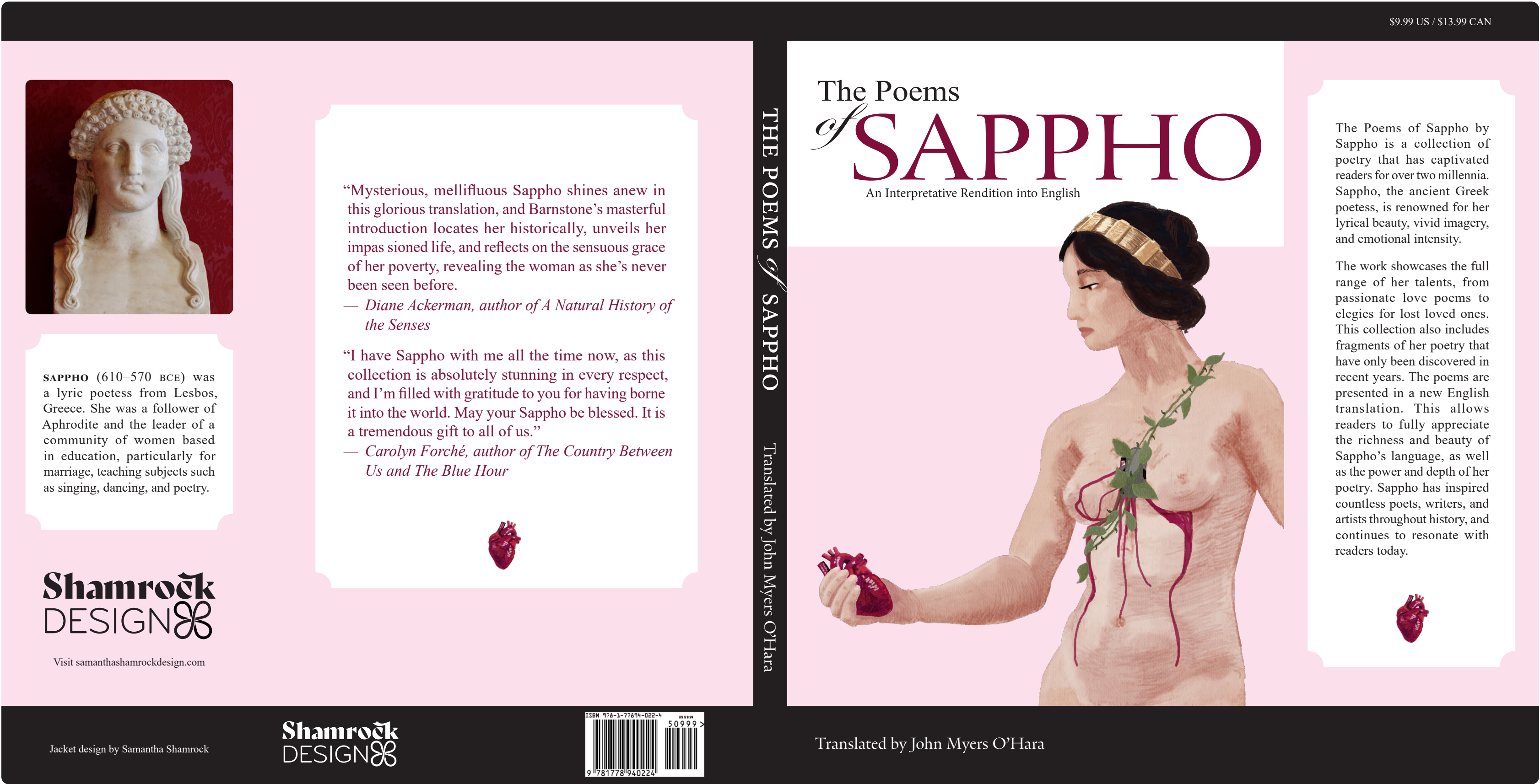


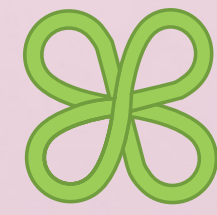
CHALLENGE

Using a public domain book, layout the text using best InDesign practices, type setting, and book structure knowledge. Create a book jacket cover. Manually impose the book and assemble it.

SOLUTION

The cover of the book was sketched traditionally, then rendered digitally. I laid out the book’s text, streamlining the process with tools like paragraph styles and text variables. For the final print, I manually imposed the document into two signatures for assembly.





Thank You!

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Shamrock
DESIGN 