
Patricia Witt

Graphic Design Portfolio

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ADVERTISING

- 1-2 **Assorted Works**
Collection of projects designed while at Foote, Cone & Belding
- 3-5 **City of Chicago Out-of-Home Campaign**
2019 Year of Chicago Theater
- 6-8 **Editorial Design**
3% Conference Booklet
- 9-10 **Event Design & Graphic Identity**
FCB Chicago "Town Hall" annual event

FILM GRAPHICS

- 11-12 **Retro-Futuristic Packaging**
"My Only Friend is a Robot Named Beans" Short
- 13-14 **1990's Country Club Design**
Logo System & Golf Leaderboard Design for "GorditX"

POSTER DESIGN

- 15 **Drag Show Posters**
"Zenaida" AFI Thesis film
- 16 **Modern Short Film Posters**
"Ladle" Independent Short
- 17 **Multilingual Poster Design**
"Te Lllaman Las Olas" / "The Waves Call You" Independent Short
- 18 **Event Posters**
2022 Production Design Showcase

MUSIC IN THE KEY OF CHICAGO

Experience Music in the Key of Chicago

This is where you make your mark.

MAKING
CHANGE
MAKING
STRIDES
MAKING NOISE
CHICAGO
MAKING
CHANGE
MAKING
STRIDES
MAKING NOISE



MAKING
NOISE
MAKING
NOISE
MAKING
NOISE

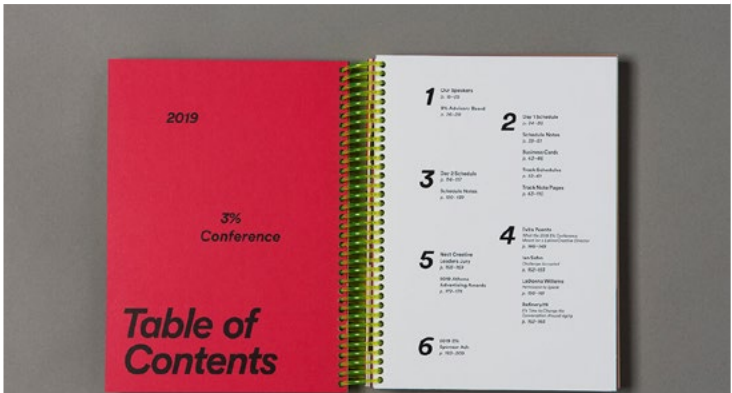
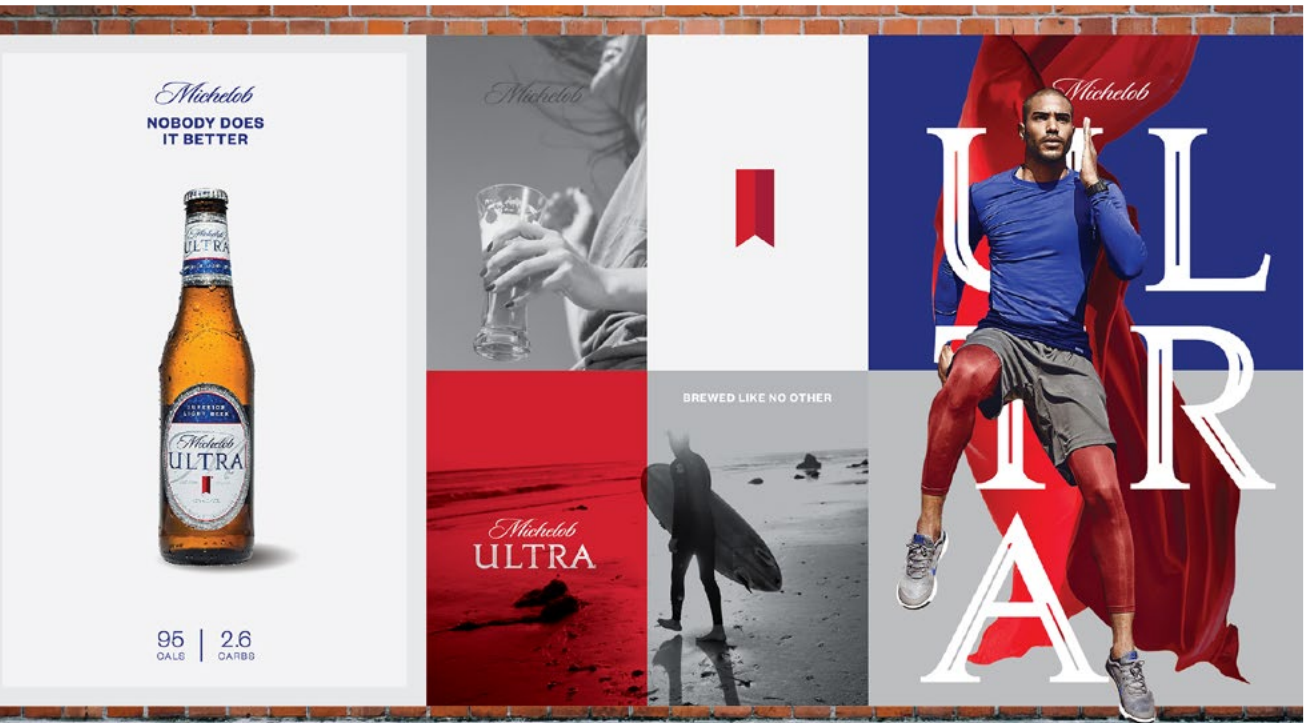
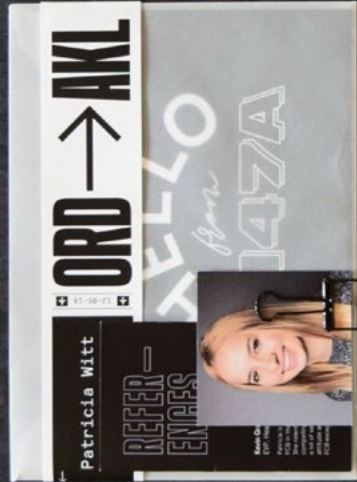


DOING THE
WORK.
THE
SOUNDS.
CREATING



BOTOX[®]
COSMETIC
onabotulinumtoxinA
injection





City of Chicago Cultural Initiative

Displayed in out-of-home advertisements across the city; custom logotypes, branding and artwork encouraged locals and visitors to enjoy Chicago theater at one of the city's 200+ venues.

KENNEDY EXPRESSWAY



RICHARD J. DALEY CENTER

PRIMARY LOGOTYPE

2019
YEAR OF
CHICAGO
THEATRE

CHICAGO PLAYS
MOO.COM

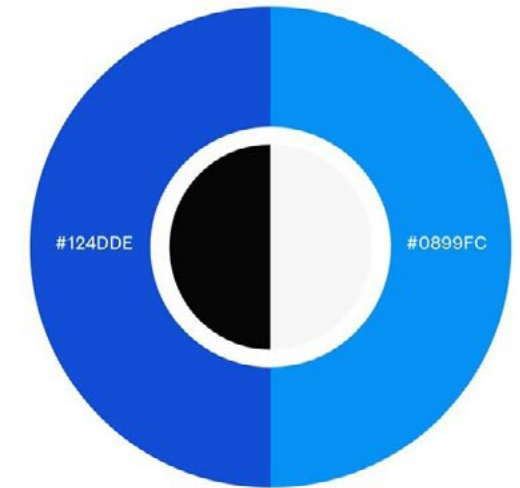
CONDENSED LOGOTYPE

2019
YEAR OF
CHICAGO
THEATRE

Crossbars
removed for
legibility at
small scales



COLOR PALETTE



CLEARSPACE



SUPPLEMENTARY MARK

CHICAGO PLAYS
MOO.COM



MICHIGAN AVENUE

Editorial design for the 3% Conference

Annual event celebrating the growing percentage of female leadership in advertising; custom designed booklet includes schedules, notes, business cards, interviews and opinion pieces.





110

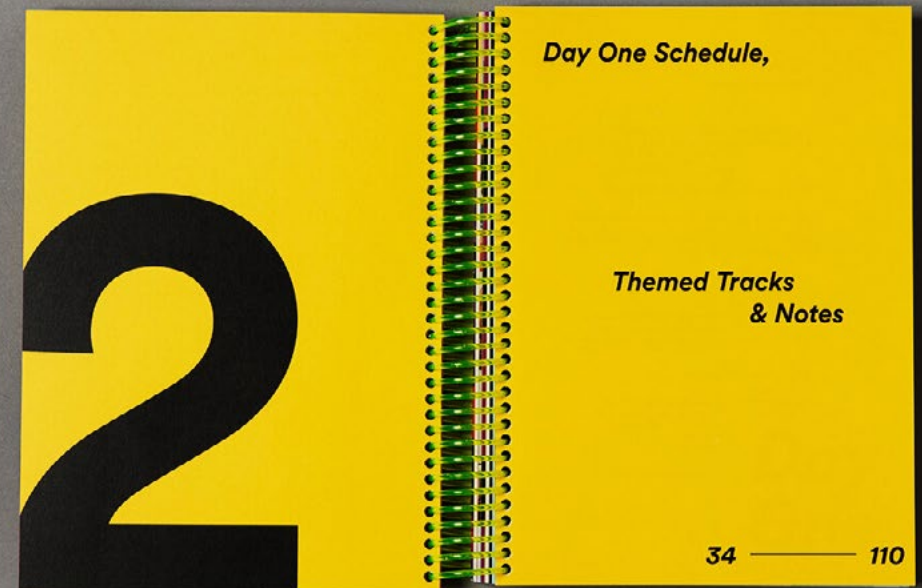
Track:
Speakers:

As you flip through the pages of this book, notice that 29% of them are yellow. Each one represents the growing number of female creative leaders in our world today. It also represents the amount of men we hope will attend this year's conference.

Why? Because the more hands that we can get this book into, the faster we'll spread the message that diversity strengthens creativity.

Turn the book in your hand and see how much, together, we have achieved. We're confident that before too long, half the pages of this book will be yellow.

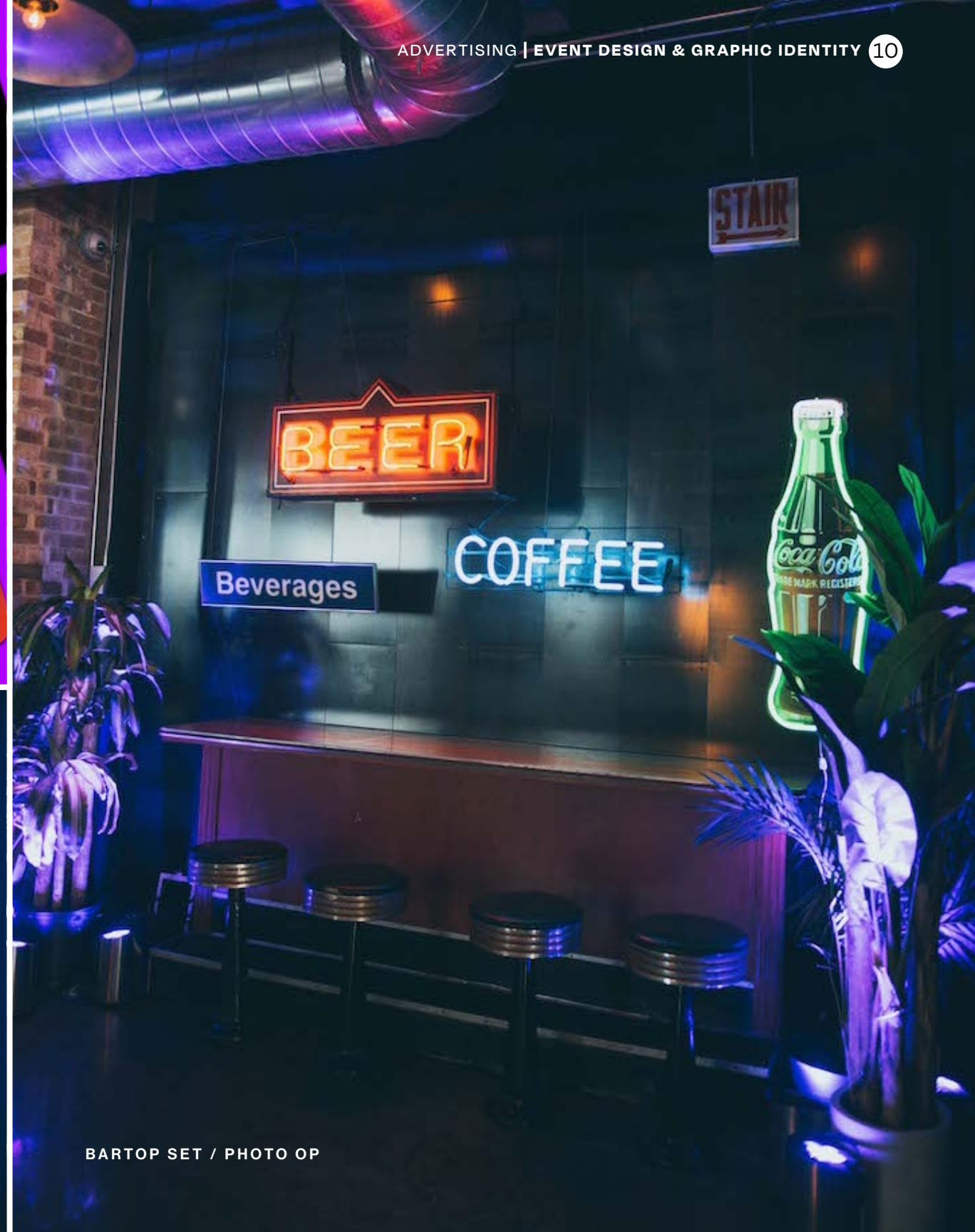
FCB
Design Group



Event Design & Graphic Identity

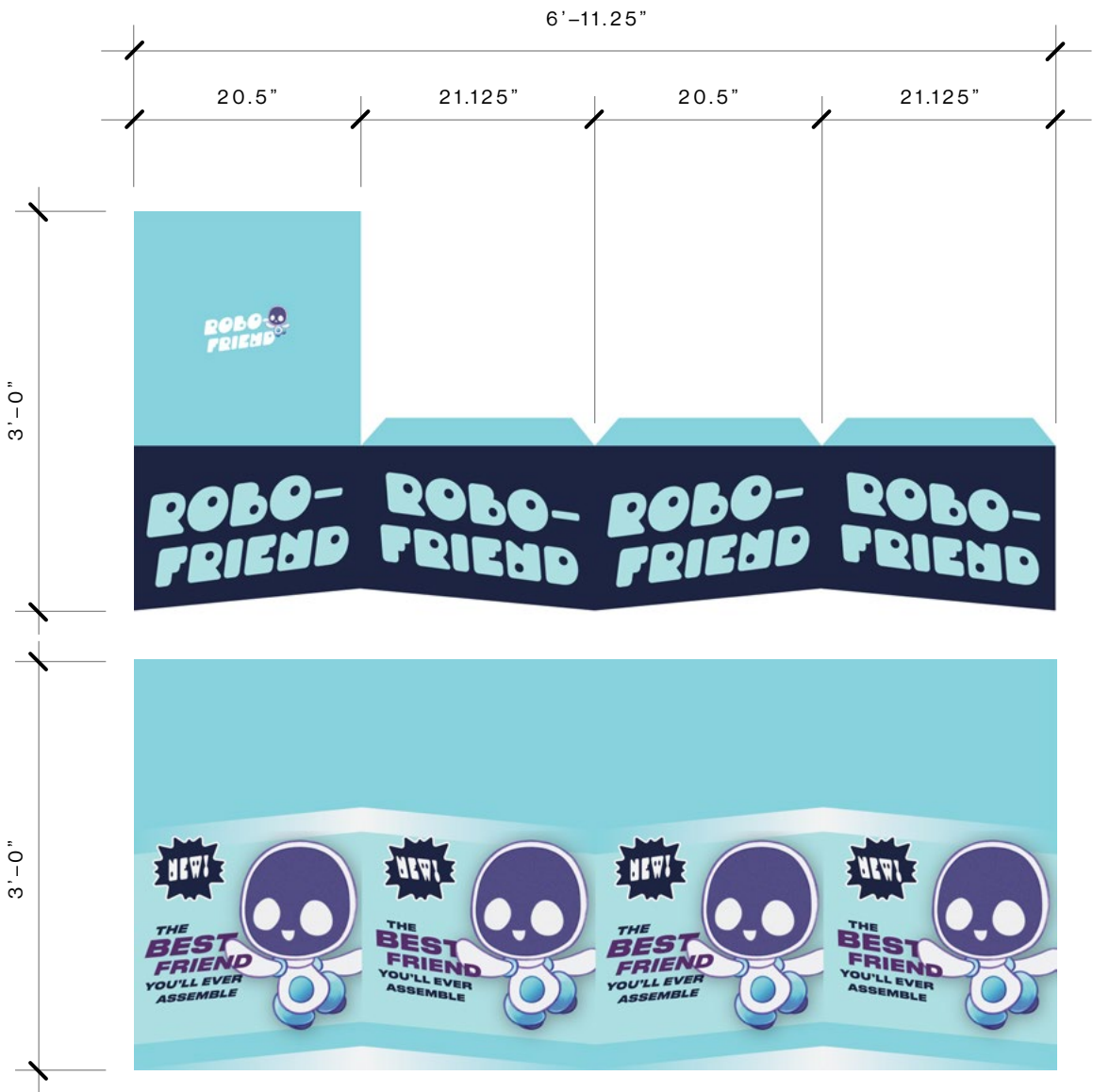
Designed graphics, signage and sets for FCB Chicago's annual "Town Hall." Worked with lighting vendors and animation teams to produce a vintage, drive-in-themed evening within a West Loop warehouse.





Retro-Futuristic Packaging

Product design for “Robo-Friend,” an artificial, mail-order companion for lonely singles of the future. Standing at 3’ tall, this design integrates friendly typography and cool hues.



ROBO-FRIEND PRINT LAYOUT



FILM STILL
"MY ONLY FRIEND IS A
ROBOT NAMED BEANS"

Retro-Futuristic Packaging

Synthetic packaged food design for a short film set in the *not-so-distant* future. “Imitation” vegetable and chicken meals signaled through color palette while overall look evokes humor and anonymity through simple geometric motifs.



SET PHOTO



FILM STILL
“MY ONLY FRIEND IS
A ROBOT NAMED BEANS”

WRAP-AROUND LABELS



5"

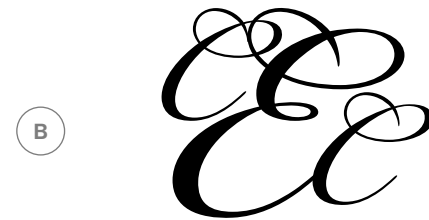
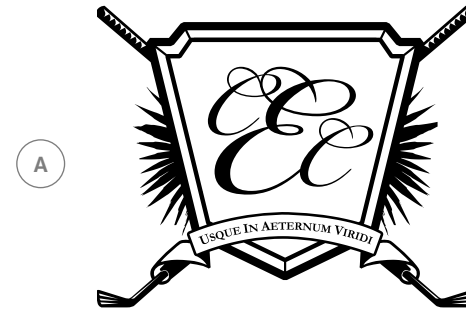
15.25"

1990's Country Club Logo System

Flexible branding system for fictional “Evergreen Country Club.” Designed for various applications including apparel, dining sets, name tags and signage. Evokes tradition, exclusivity, and unfriendliness of club members.

FILM STILLs — “GORDITX”

MONOGRAM



WORDMARK

A

EVERGREEN COUNTRY CLUB

B

Evergreen Country Club

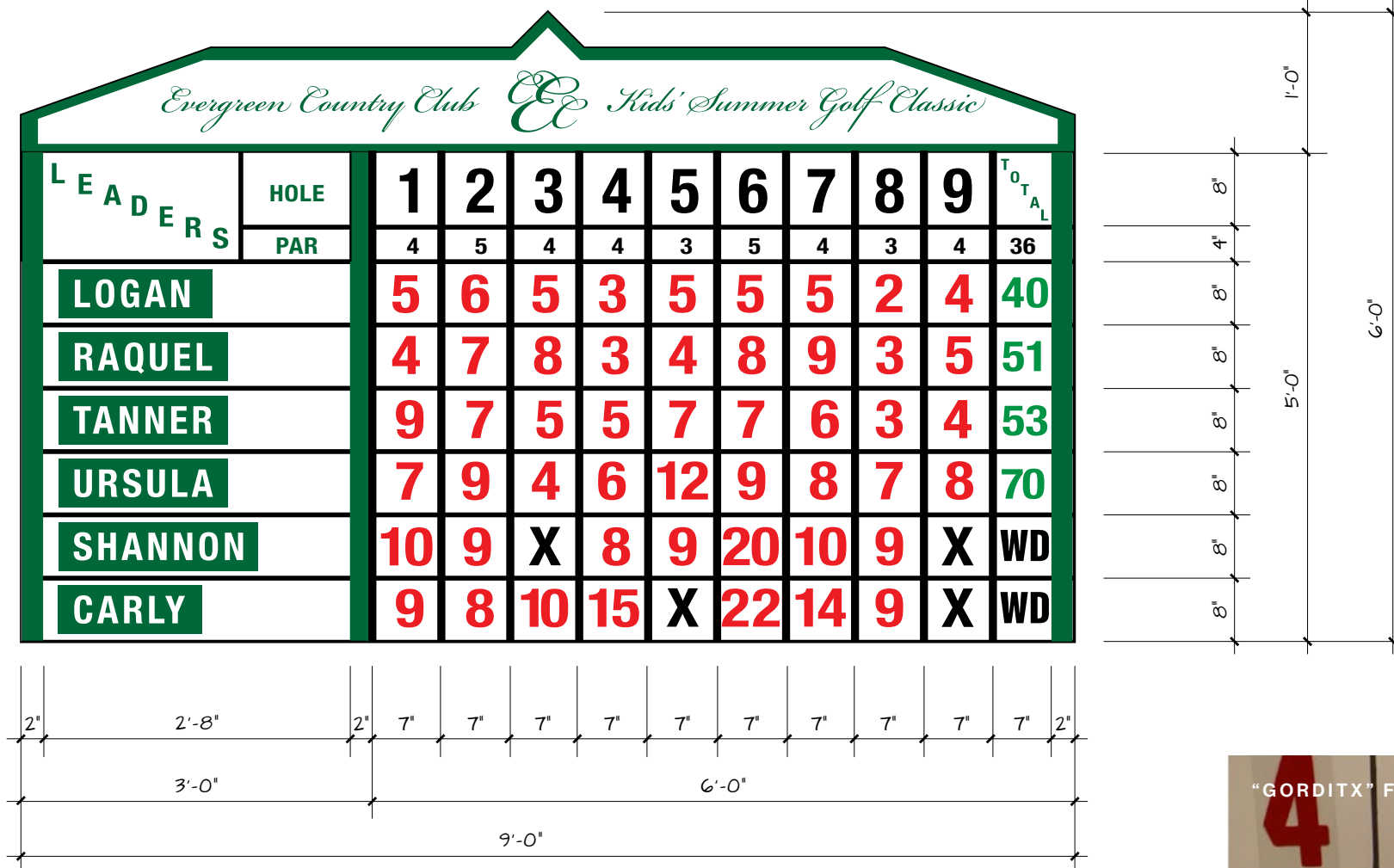
ICONOGRAPHY

A



B





1990's Country Club Golf Leaderboard

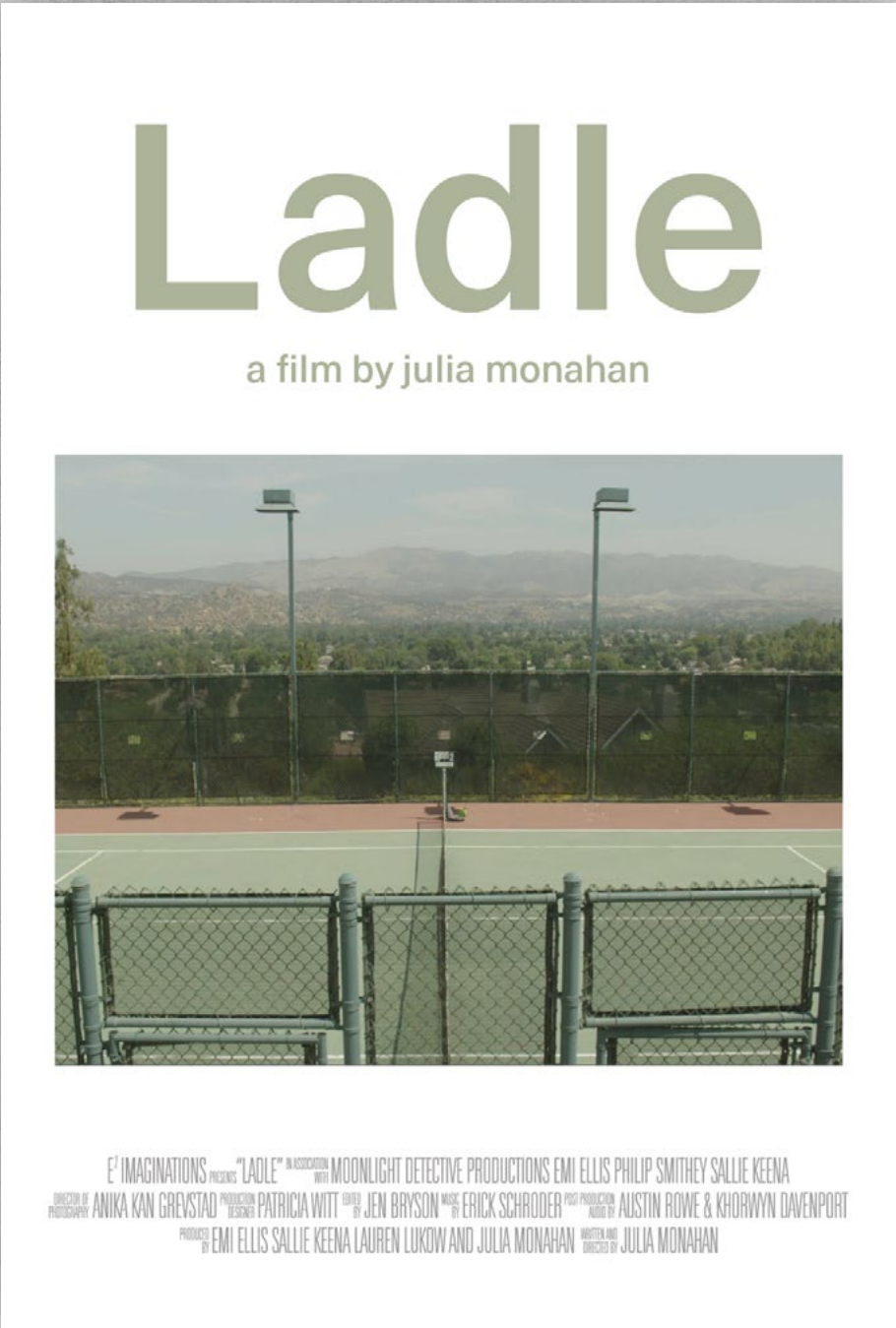
Custom design for on-site leaderboard installation. Concept, construction, and finishes fit within the Evergreen Country Club branding system – movable names and scores applied via painted wood panels and velcro marquee signage.



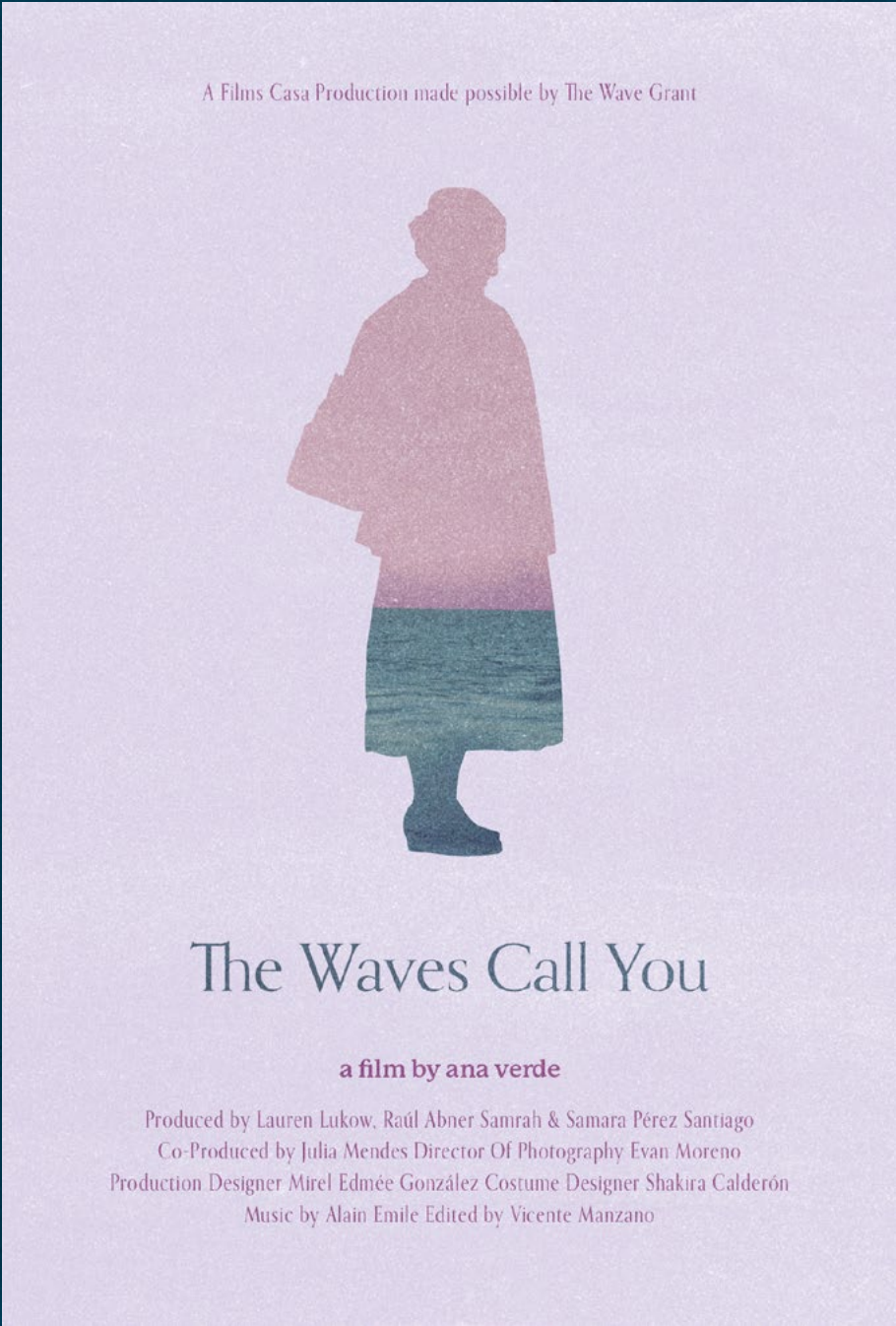
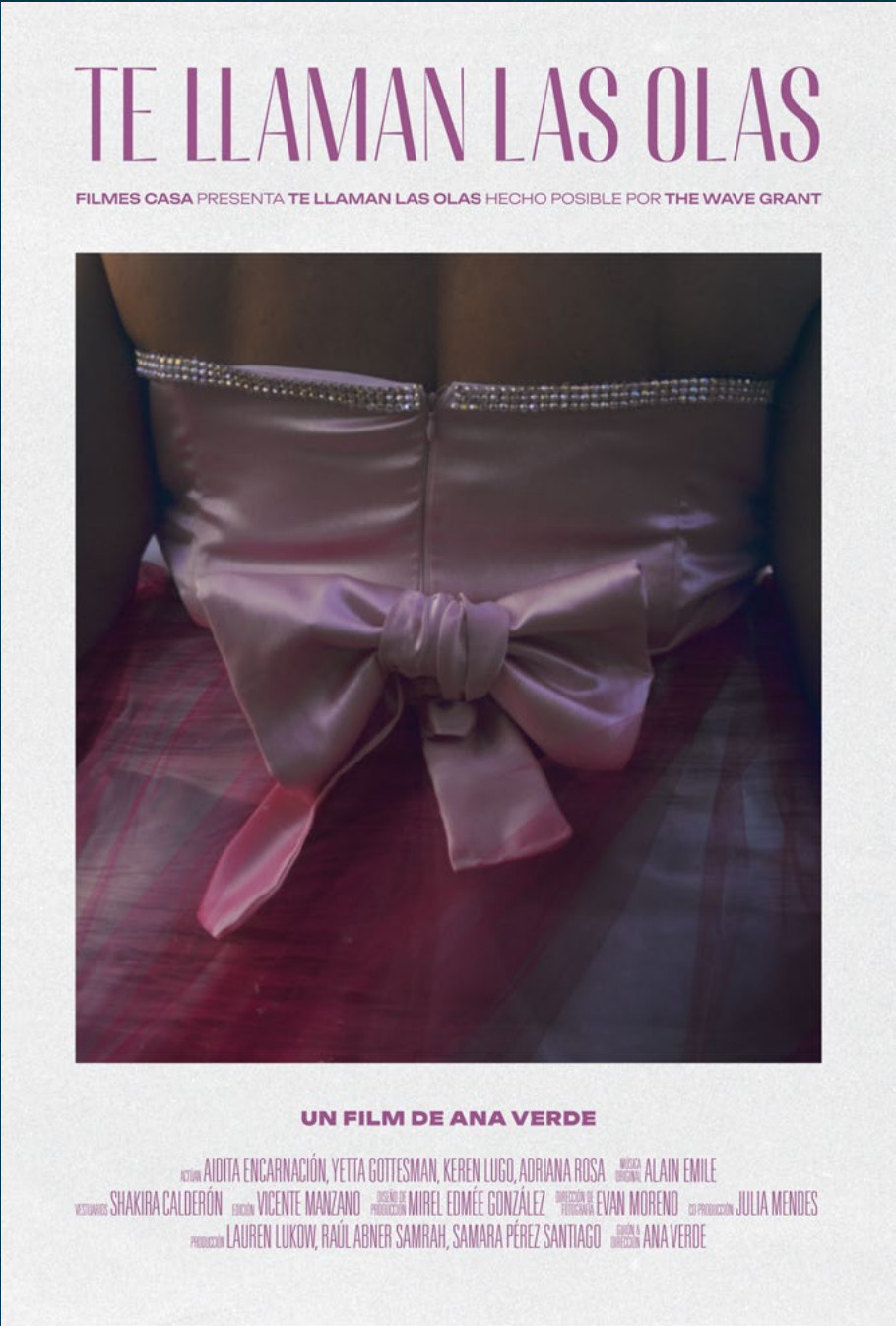
“Zenaida” AFI Thesis Film



“Ladle” Independent Short



“Te Lllaman Las Ollas” Independent Short



2022 Production Design Showcase



AFI Conservatory Presents

PRODUCTION DESIGN SHOWCASE

Opening Reception
Thursday, August 11th
7 – 10 pm

August 12th & 13th
10 am – 6 pm

2022

Please join us August 11th from 7 – 10 pm on the AFI campus at 2021 N. Western Ave.
Located in the Warner Building ground floor – food and refreshments provided!

Featuring work
from 2nd Year
Production
Design Fellows

MEHDI BENNANI / DANIEL BERKMAN
GEORGINA GUTIERREZ / FAITH IVORY
YIBO KOU / YIJIE 'EJ' LI / ZOE OUYANG
CYRUM RAMIREZ-ZALDIVAR
BRIAN SPADAFORA / ABBIE VANCE
YARA WANG / PATRICIA WITT



AFI

FEATURING

Medhi Bennani
Daniel Berkman
Georgina Gutierrez
Faith Ivory
Yibo Kou
Yijie 'Ej' Li
Zoe Ouyang

20

AFI CONSERVATORY PRESENTS

PRODUCTION DESIGN SHOWCASE

22

OPENING RECEPTION

Thursday, August 11th
from 7 – 10 pm on the
AFI Soundstage,
Warner Bros Building

Open August 12th & 14th, 10 am – 6 pm

Cyrum Aytana Ramirez
Brian Spadafora
Abbie Vance
Ye 'Yara' Wang
Patricia Witt

Production Design work can be found at

www.pwittdesign.com

Thank You!