

Sam Hetherington Portfolio

PDC 420 Advanced Digital Graphic Communication

Who is Sam?

Sam is an Urban Planning student currently pursuing his degree at Michigan State University.

With a passion for public transportation design, skiing, and sailing, Sam is constantly combining his interests with his professional goals. This portfolio showcases some of Sam's best digital graphics, demonstrating his design skills and creative thinking.



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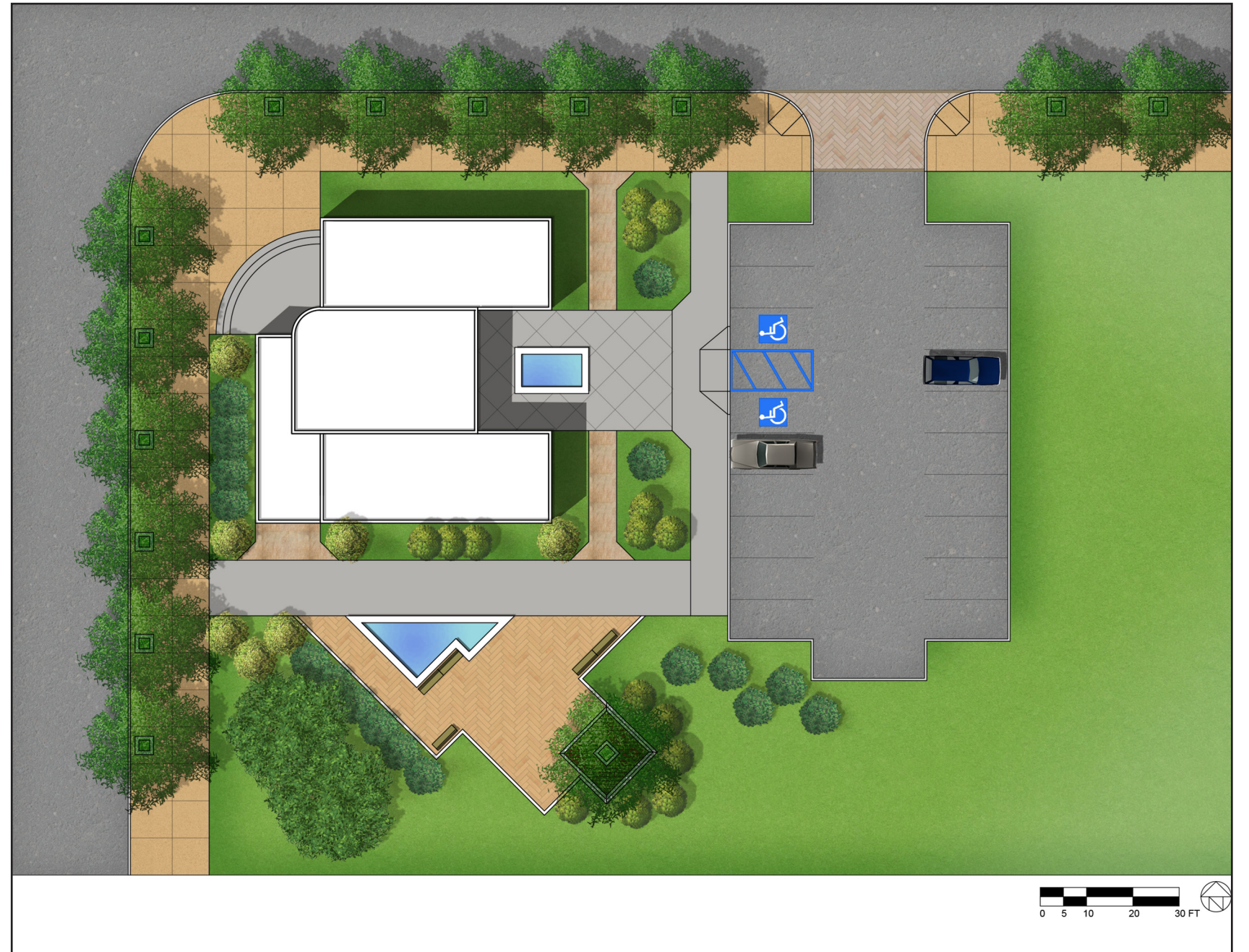
Illustrator

Concept Diagram 7



Photoshop Site-Plan

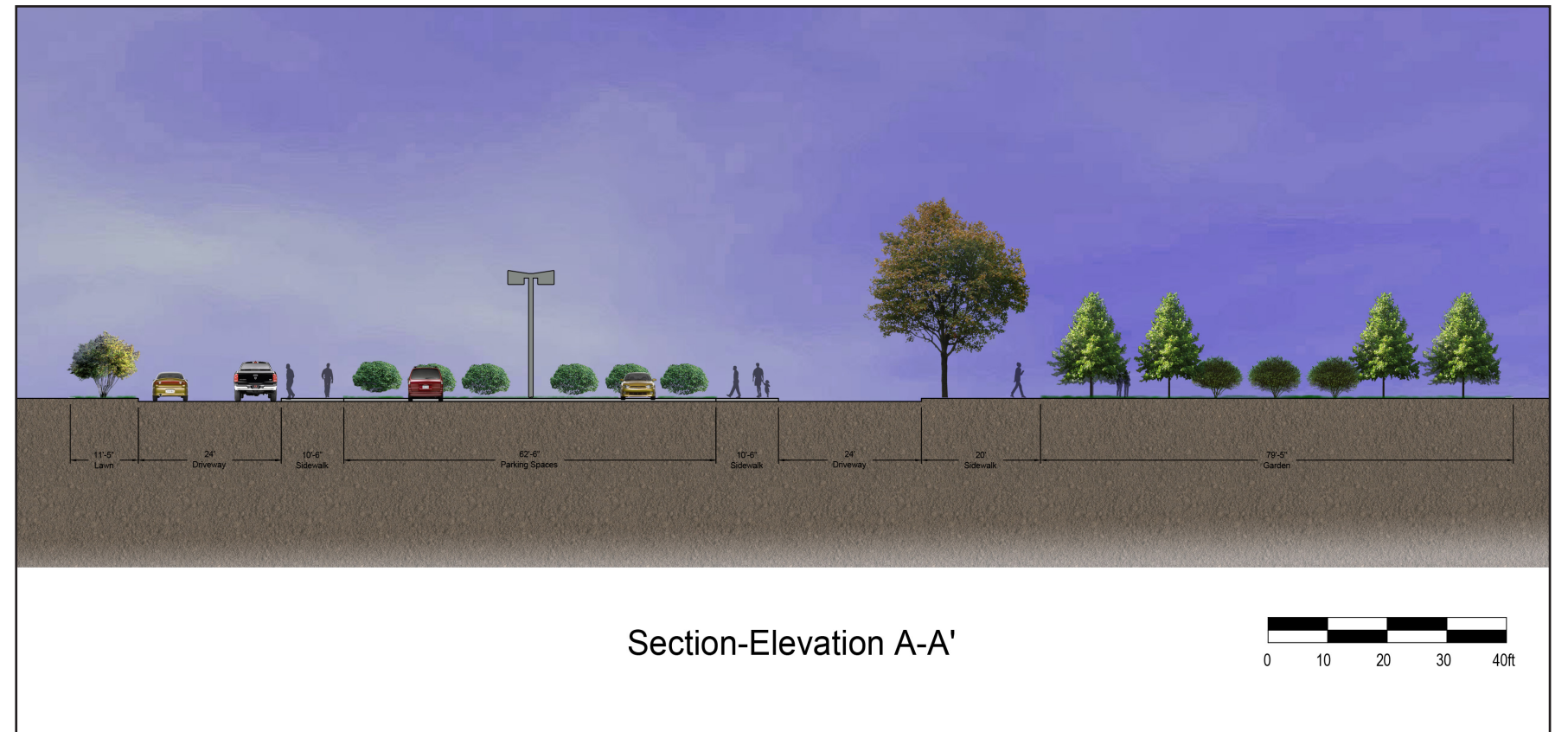
This project was a base map created using AutoCAD and imported into Photoshop. Each area was assigned to a layer. Hues, gradients and drop shadows were adjusted to improve the image. Objects such as cars and vegetation were added for realism.



Photoshop

Section-Elevation

In this project, I explored techniques such as smart objects, layer masking, and opacity to improve the quality of images. I sourced various elements like the sky, soil, vegetation, and cars from the web to create a composite image.



Photoshop Perspective

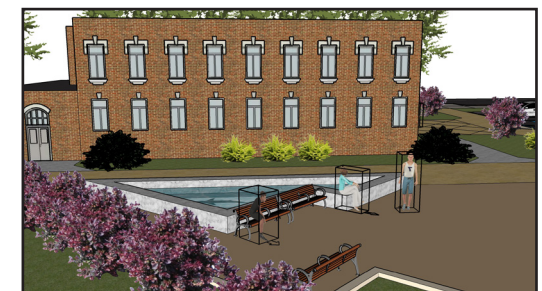
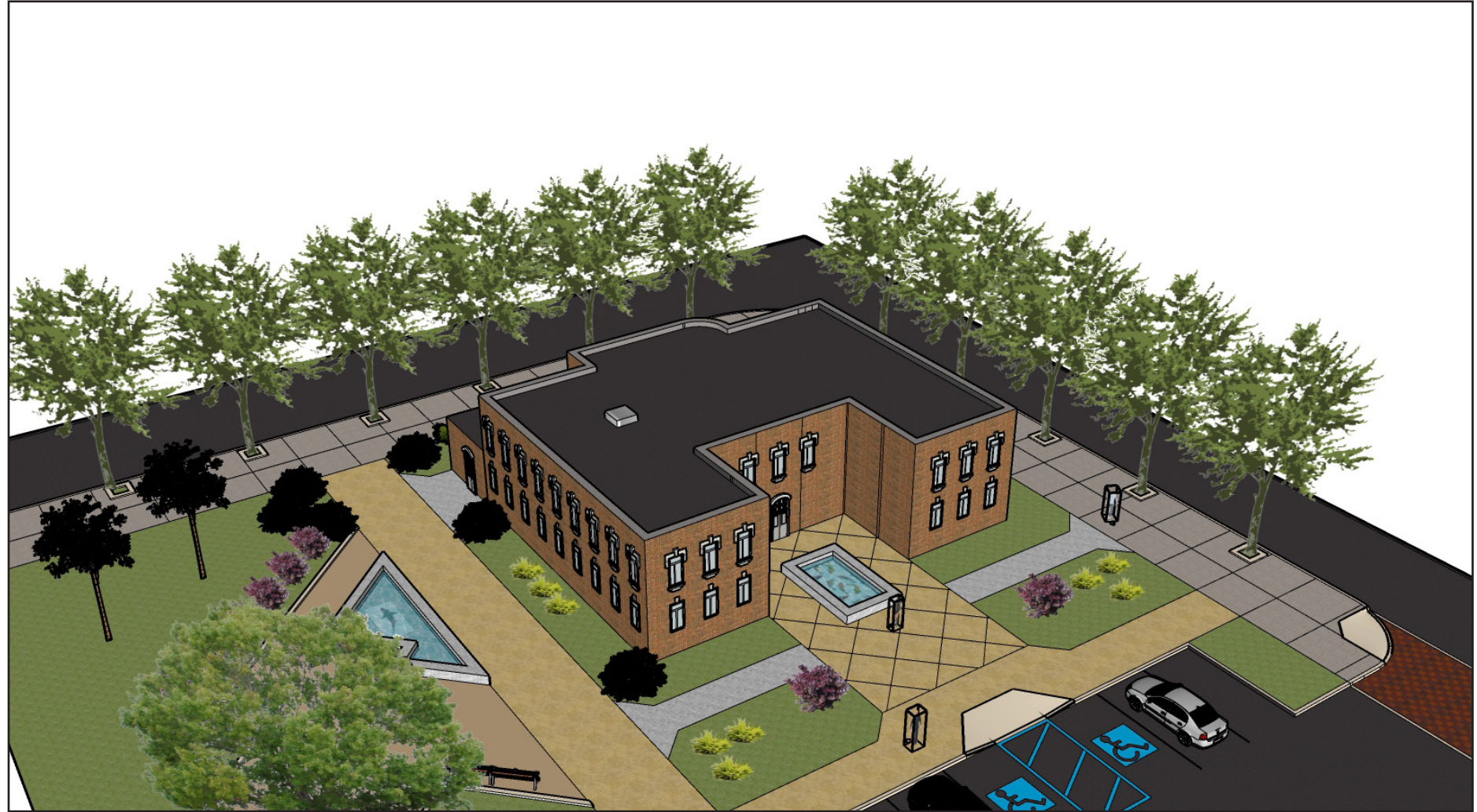
In this project, I focused on utilizing shadows and understanding scale to enhance the overall composition of the image. I added entourage images to the grass and streets, which added an extra dimension of depth to the scene.



SketchUp

3D Site Model

For this project, I utilized the same linework that was created in AutoCAD. After importing the linework into SketchUp, I added color to different areas of the drawing before proceeding with the extrusion process. The areas that required elevation were then extruded to create a three-dimensional representation of the design.



Illustrator Concept Diagram

Michigan was chosen as the focus for this project, with an emphasis on fishing boats due to my background in sailing. An SVG map was also added to highlight Michigan in the top right corner, while two symbols were used to represent fishing and recreational boats.

