

Design Portfolio

DMJStudio

About

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Information

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DONNA JACKSON

Designer, Project Manager, Curator, Artist

For the past 20 years, Donna has dedicated her design and project management skills to developing marketing and promotional strategies for urban libraries and non-profits. She has been a graphic/web manager for Detroit Public Library and Houston Public Library systems and a brand manager for Houston Public Library.

She graduated from Western Michigan University with a degree in University Studies, minoring in arts and engineering, and attended the College for Creative Studies as a graphic communications major. She is the founder of DMJStudio, a creative project devoted to developing experiences that matter to her as a woman, person of color, urban dweller and global citizen. DMJStudio is also home to her personal visual and digital artwork. Beyond running DMJStudio, Donna currently consults non-profits and artists in brand identity development, creating cultural experiences and digital platform management. In 2021, Donna became President of the Women's Caucus for Art, a national organization supporting women in arts and activism.

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01 LOGOS

Brand identity design

ONE Houston was an internal campaign created by the City of Houston to promote less energy and paper waste. The logo was developed as part of the campaign to encourage employees to use personal devices and to make fewer copies and print materials. www.houstontx.gov

Neighborhood Service Organization (NSO) provides services to under-served residences in Detroit, Michigan. Yearly, this group hosts a bike ride, **Handlebars for the Homeless**, to raise funds for Detroit homeless population. www.nso-mi.org

cafécollege is a one-stop clearinghouse of information, resources, and experts offering free guidance to Houstonians preparing for, applying to, and enrolling in a higher education institution of their choice and completing their college and career plans. <http://cafecollegehouston.org>



02 LOGOS

Brand identity design

Focus On Detroit was a 2019 photography festival developed by Focus Hope, a non-profit that supports underserved people in career development. Focus Hope works to bring culture into the community, and this festival was part of that initiative. The logo is part of the brand and promotion of the event.

Michigan holds several art shows and art fairs annually. To help art collectors and art fairgoers find information more effectively, Integrity Shows, a logistical company, developed this online platform, **Michigan Art Shows**, listing the shows, fairs, and other important information.
<https://www.michiganartshows.com/>

Groomed for Literacy was a program begun by Houston Public Library in partnership with barbers and barbershops in Houston to promote reading in the barbershop. The barbershop is a third community space where news, connection, and reading happen daily. A literacy program made sense. The logo is an integration of the two partners.



03 LOGOS

Brand identity design

In 2008 **Houston Public Library**, one of the largest public library systems in America decided to rebrand itself. As brand manager and consultant between 2007 - 2016 developing the visual components for Houston Public Library, including the logo was part of my duties. www.houstonlibrary.org

All Well Being Services, once Adult Well Being Services, expanded its service population to include more than older adults. The name change triggered the need for change in the brand's visual components, including the logo, website, and more. www.awbs.org

Library Chic is a project that uses branding, visual impact, and style to attract users and financial donors to public libraries. DMJStudio created it and uses the strategies from this project to support library clients <https://express.adobe.com/page/JVMaDXIMTUEtK/>



BOOKS ON SPORTS

LIBRARIAN-RECOMMENDED SLAM DUNK READS FOR STUDENTS:

THE ASTROS DUSTY BAKER
FIRST ADULT LITERACY
AMBASSADOR

By Frankie Baker, Head Coach of the Houston Astros

On September 15, 2022, the Mayor's Office for Adult Literacy (MOAL) celebrated 3 years of working to make a difference for adult literacy in the City of Houston. The Mayor's Signature Library Breakfast, A Salute to Adult Literacy, was hosted by Mayor Turner with Dusty Baker, Manager of the Houston Astros, seated as honorary chair.

Created by Mayor Turner in 2019 and managed by the Houston Public Library, the charge of the MOAL is to advocate for improved adult literacy services, to become a convener for a city-wide collaboration focusing on the issue of low literacy, and to provide support for a network of providers. It is a collaborative effort at the lowest levels of functional literacy, and that puts them, their families, and all of Houston at a disadvantage. In 2021, MOAL developed and adopted a Houston Adult Literacy Blueprint which defines the literacy problem as a "silent crisis of systemic inequity" and sets seven strategic goals for action. Since then, MOAL has become a national model for College Impact and how cities can collaborate to address the issue of low literacy.

During the breakfast, Mayor Turner announced that Mr. Dusty Baker has accepted to be named as Houston's Adult Literacy Ambassador. In a recorded message, Dusty Baker said that "100% Adult Literacy is a Houston for all of Houston."

7

OPENING SOON

Kendall Neighborhood Library
Opening October 14, 2022
The Kendall Library was damaged by nearly four feet of flood water during Hurricane Harvey. The extent of flood and ceiling damage and contents of the building were damaged as well. Some remained in the building for up to two weeks without electricity or internet. The restoration is repairing all the damage done to the building as well as putting an entire building to several damage free later books.

Alief Regional Library
The Alief Regional Library Center in the City of Houston today designed specifically to provide the library of tomorrow with services through the Houston Public Library, Texas and Recreation Department, and the Health Department. The 200,000 square foot facility will be home to the new Alief Regional Library and E-Books.

Montrose Neighborhood Library
The new Montrose Library will be located in the Montrose Gateway development, a mixed-use redevelopment project in the heart of Montrose. This new 50,000 square foot facility will feature a wide array of services, including a new library, a community center, and a fitness center.

13

HPL EVERYWHERE: SPOTLIGHT ON SERVICES HOTSPOTS AND MORE

By Brian Kautz, Collection Development and Librarianship Manager

LIBRARY TECH

The importance of having internet connectivity at home and on the go cannot be overstated. Students needing homework help or professionals exploring career choices know to search for information online. The Houston Public Library offers different ways for our customers to stay connected. Currently, we have smart hotspots and internet-connected Chromebooks available for checkout.

Smart hotspots are devices with touchscreens that are loaded with apps, including a web browser, that can be used on-the-device. Think of a smartphone that provides Wi-Fi but has no calling capabilities. Up to 10 devices can be connected simultaneously to the Wi-Fi signal on a smart hotspot.

A satisfied customer shared that, "IPL hotspots have been a lifesaver for me and my family during pandemic times! We were able to work from home, stream television and movies, and have an extended Thanksgiving visit with three generations of family spread out over three time zones!"

Internet-connected Chromebooks are laptops with internet connectivity built in. They can be checked out and used in the comfort of your own home, to browse the web, check your email, and use Google services such as Docs, Sheets, and Slides to create documents, spreadsheets, and presentations.

Just like the public computers available for use at our locations, your private information is stored from the Chromebook every time you log off, so your information is secure.

Before the next customer checks out the laptop, our hotspot program has grown to use the last couple of years, 2020 saw an actual decrease in use due to pandemic closures, but funding provided by the Coronavirus Aid, Relief, and Economic Security (CARES) Act allowed the library to increase the number of devices available for checkout.

In 2021, 2,747 hotspots were checked out. In 2022, almost 5,000 hotspots were checked out in the first half of the calendar year.

The internet-connected Chromebooks began circulation in May 2022. Additional Chromebooks are expected to be added for customer use this fall, and we anticipate this service will increase in popularity.

14

04 LINK Magazine

Quarterly Publication

As part of the initiative to increase awareness of what the Houston Public Library provides its customers, HPL developed a quarterly magazine that includes local stories about the library, interviews of Houston celebrities, book and movie lists, upcoming events, and technology news for Houstonians.

This 20-page document is available digitally and via print on request and is created quarterly.

Date: AUGUST 2022
Role: Project Manager and Designer
Client: Houston Public Library



05

Reimagine Your Library

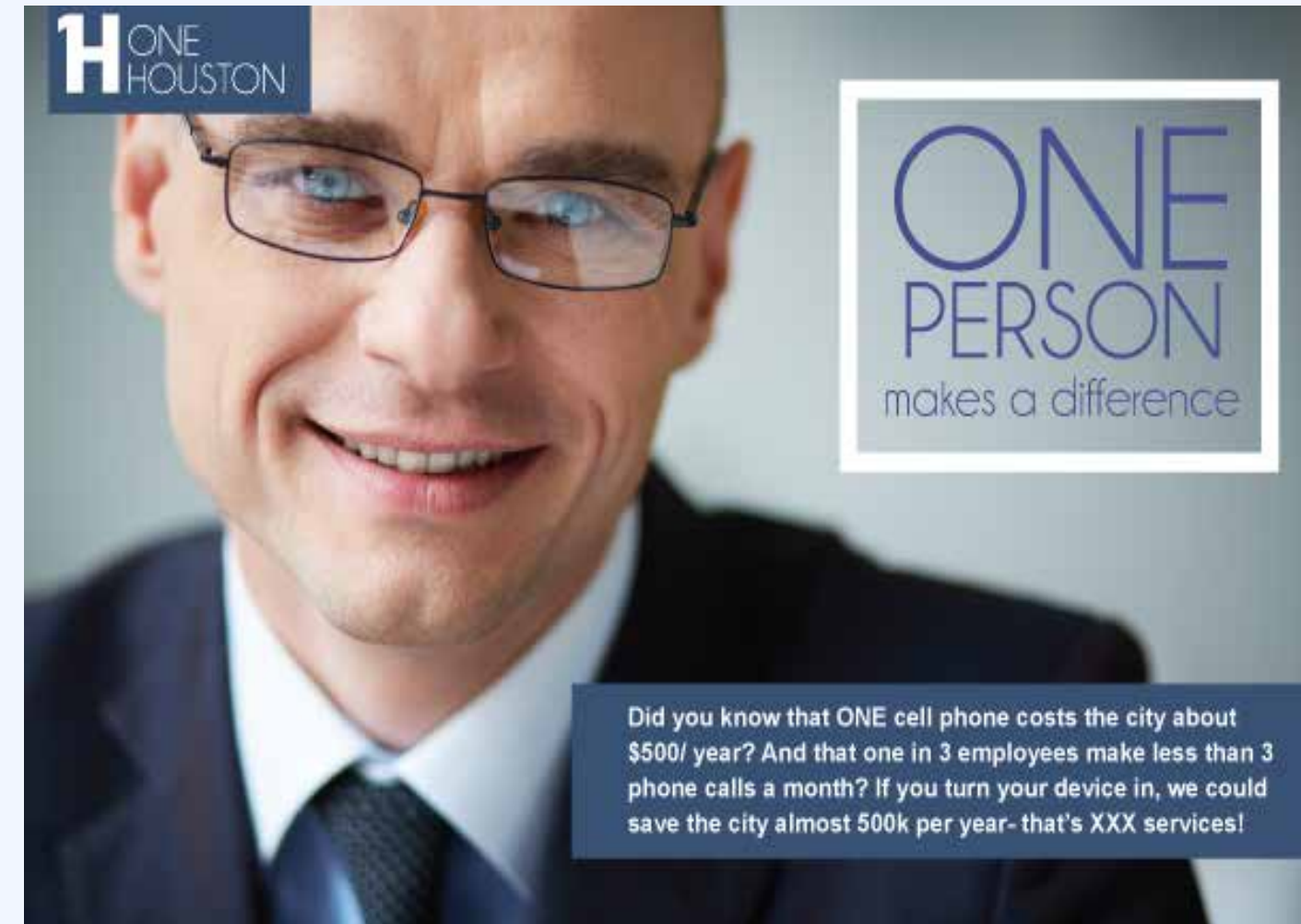
Awareness Campaign

Like most public locations, the Houston Public Library (HPL) closed its doors in 2020 because of the pandemic. It was devastating for customers of the libraries and communities that depend on the public space for support. When they decided to re-open, Houston Public Library wanted to remind its customers and potential customers of the diversity of their services and the city. These images were part of a 3 month campaign that begin with the re-opening of several of HPL's libraries, events and new serives online and in person.

Date: APRIL 2022

Role: Designer, Brand Consultant

Client: Houston Public Library



06

ONE Houston

Internal Campaign

ONE Houston was an internal campaign created by the City of Houston to promote less energy and paper waste within the city departments. As part of the campaign, a brand identity that included images for online and social use was developed, and a process to decrease energy and paper waste. Monthly communications were created and shared with over 20,000 employees for 6-12 months as part of this initiative.

Date: FEBRUARY 2016

Role: Designer

Client: City of Houston

07

Posters on Politics

Publication and Exhibition

DMJStudio's Posters On Politics is a collection of over 200 posters from around the world, depicting political perspectives from international designers. This is an ongoing project that includes physical exhibitions as well as an online exhibition of the collection. The collection began in 2016 and continues currently.

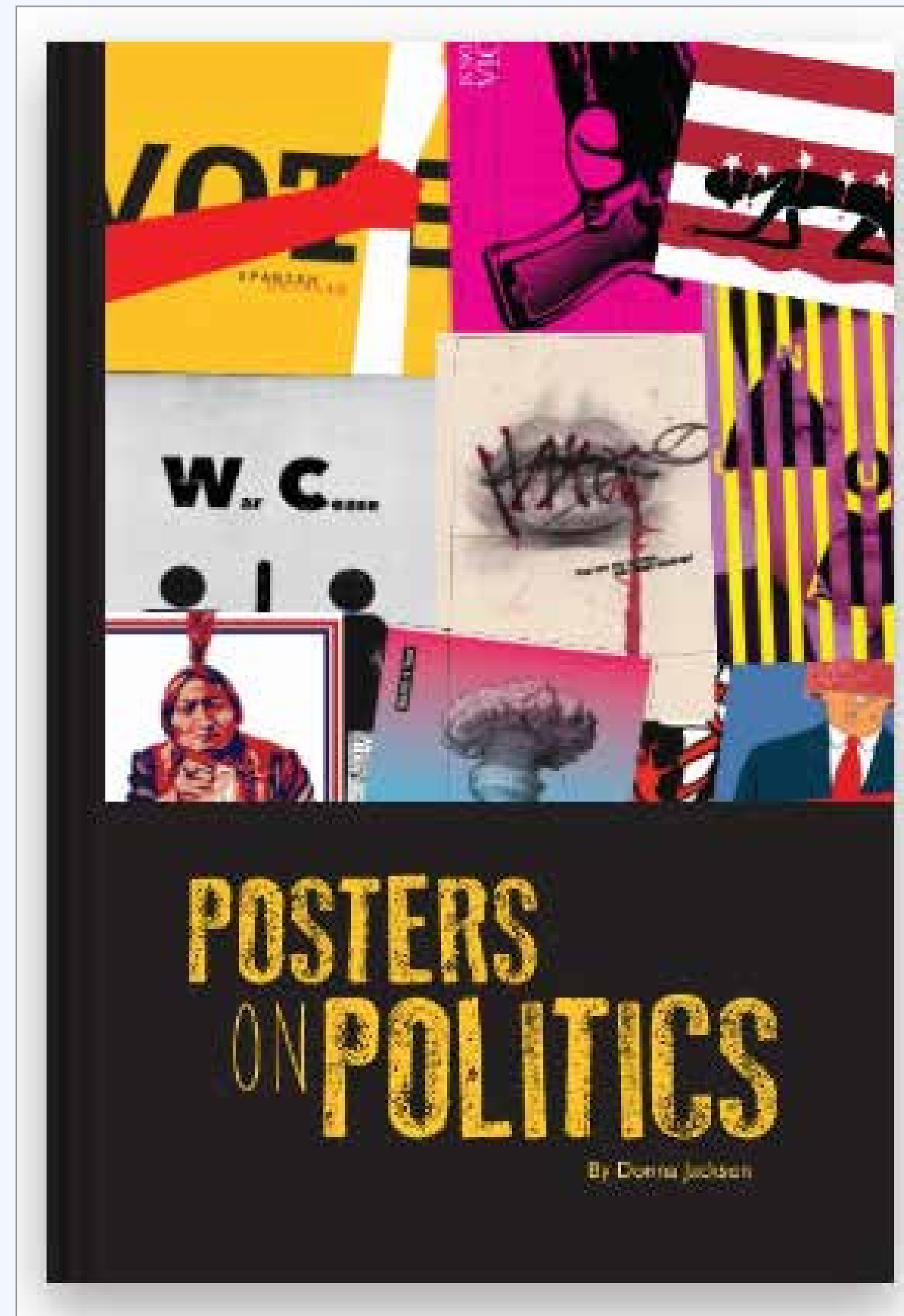
In 2018, a publication featuring 100 posters was developed for purchase and was the cornerstone for additional exhibits and presentations on the project.

<https://www.dmjstudio.com/work/posters-on-politics>

Date: OCTOBER 2016 - PRESENT

Role: Project creator, curator

Client: DMJStudio



GEO GEORGE (United States of America)
Title: Join In Now
A poster in the "I Have a Dream" speech. The message of the design is to take us back to the original spirit of those who took part in the Civil Rights Movement and encourage people today to join in and change what is happening in our countries and in our communities. Size: 12 in x 18 in



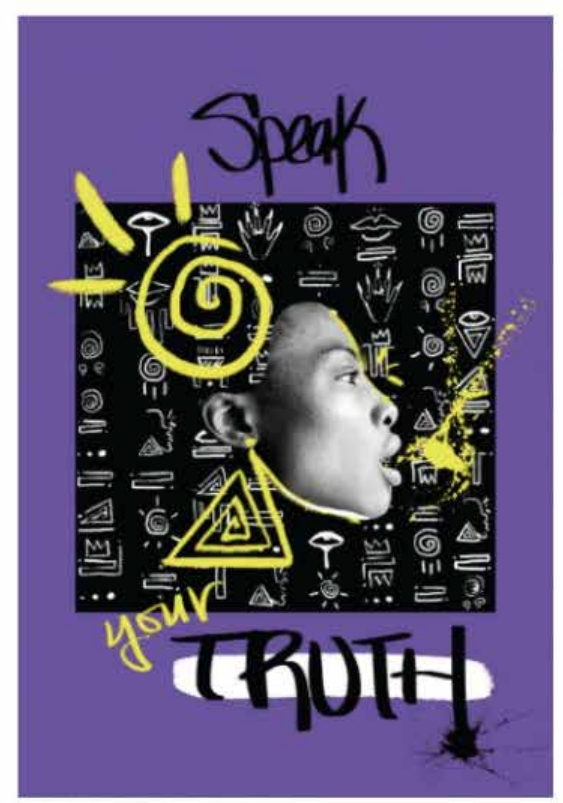
JOHANI DE JESUS ZEPEDA (Mexico)
Title: Stop
In Mexico and other countries of the world, violence against women is one of the most significant causes of death and the most recurring. Putting a stop to the violence against women is a commitment to all governments, societies, families and individuals. We must decide to stop and break the cycle. We can achieve it TOGETHER. Size: 17 in x 40 in

DESIGNER SPEAK NICHOLE WASHINGTON

I was raised in the suburbs of Minnesota near the Twin Cities. I left soon after high school and completed my undergraduate studies in Los Angeles and then earned my Masters in digital photography from the School of Visual Arts in New York. I am currently working as a photo based visual artist. My work explores ideas of identity and female empowerment. It is influenced by popular culture, street art and indigenous art from around the world.

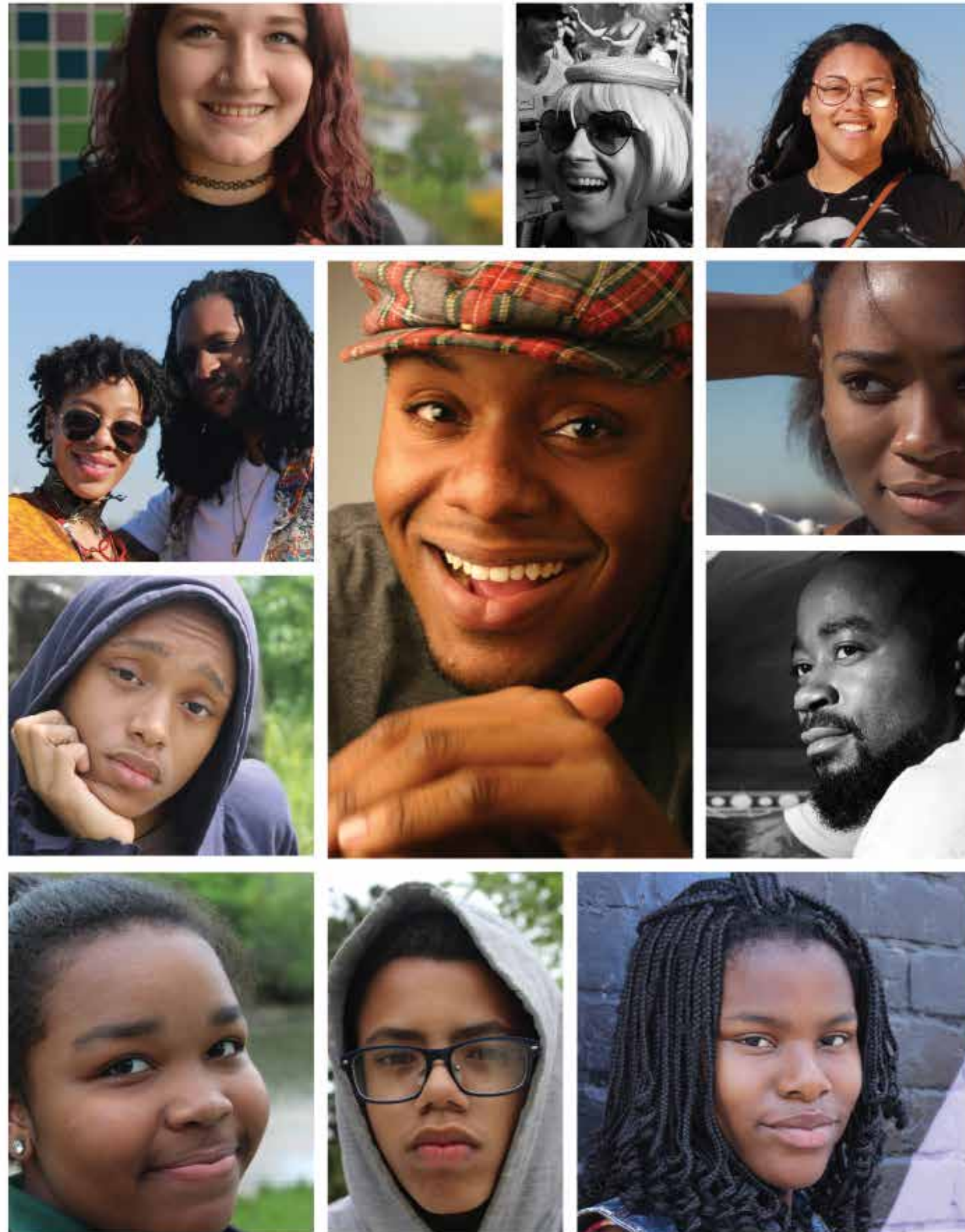
I have always been interested in posters in general because of the strong concentration on design. Political posters use color, symbolism and design to bring awareness to an important cause. They allow people to receive a message in a way that is artistic, meaningful and engaging. Looking at a political poster is similar to solving a riddle. You have to decipher the clues in order to arrive at the conclusion. This process creates a memory that sticks with the viewer. Some of the best posters are able to capture and symbolize a specific period in history. I will always remember the Obama "Hope" poster designed by Shepard Fairey. Every time I see the poster I am filled with the sense of pride and promise that was present during Barack Obama's first presidential campaign.

Through my work I encourage women and especially black women to live boldly and confidently from the inside out. I believe this message is important because of the many levels of oppression women are still fighting against. Black women's voices have often been left out of movements as they face both racism and sexism. Our stories are nuanced and diverse and I feel it is important that we are represented in such a way. As I become more empowered to speak my truth and I want to encourage others to do the same.



NICHOLE WASHINGTON (United States of America)
Title: Speak Your Truth
"Speak your truth" calls for the courage to challenge our most common assumptions in the world and then speak up when it is clear something else is true. It is a call to action and a call to responsibility. It is a call to stand up for what is right and to speak the truth. It is a call to be brave and to speak your truth. Size: 18 in x 18 in

FOCUS:ON DETROIT



08 Focus: On Detroit

Poster and Marketing Campaign

Focus On Detroit was a 2019 photography festival developed by Focus Hope, a non-profit that supports underserved people in career development. Focus Hope works to bring culture into the community, and this festival was part of that initiative.

The festival included local and national photographers, nine exhibitions focusing on the works of local and national photographers, workshops, photography light shows, and massive banners and posters featuring local photographers and residents. A series of six posters were created and placed around the city, promoting the festival and celebrating the talent and the people of Detroit.

Date: JULY 2018 - JULY 2019

Role: Creative Director of Event, Marketing/Design support

Client: Focus Hope, Detroit



09

North End Community Outreach Campaign

The North End is a story project celebrating the history, culture, and people of the North End neighborhood of Detroit, Michigan. This project began in collaboration with Design Core Detroit as part of the Eastern Market After Dark North End installation. This ongoing story-collecting project creates time and space for people from and in the North End to share their stories and archive their photos.

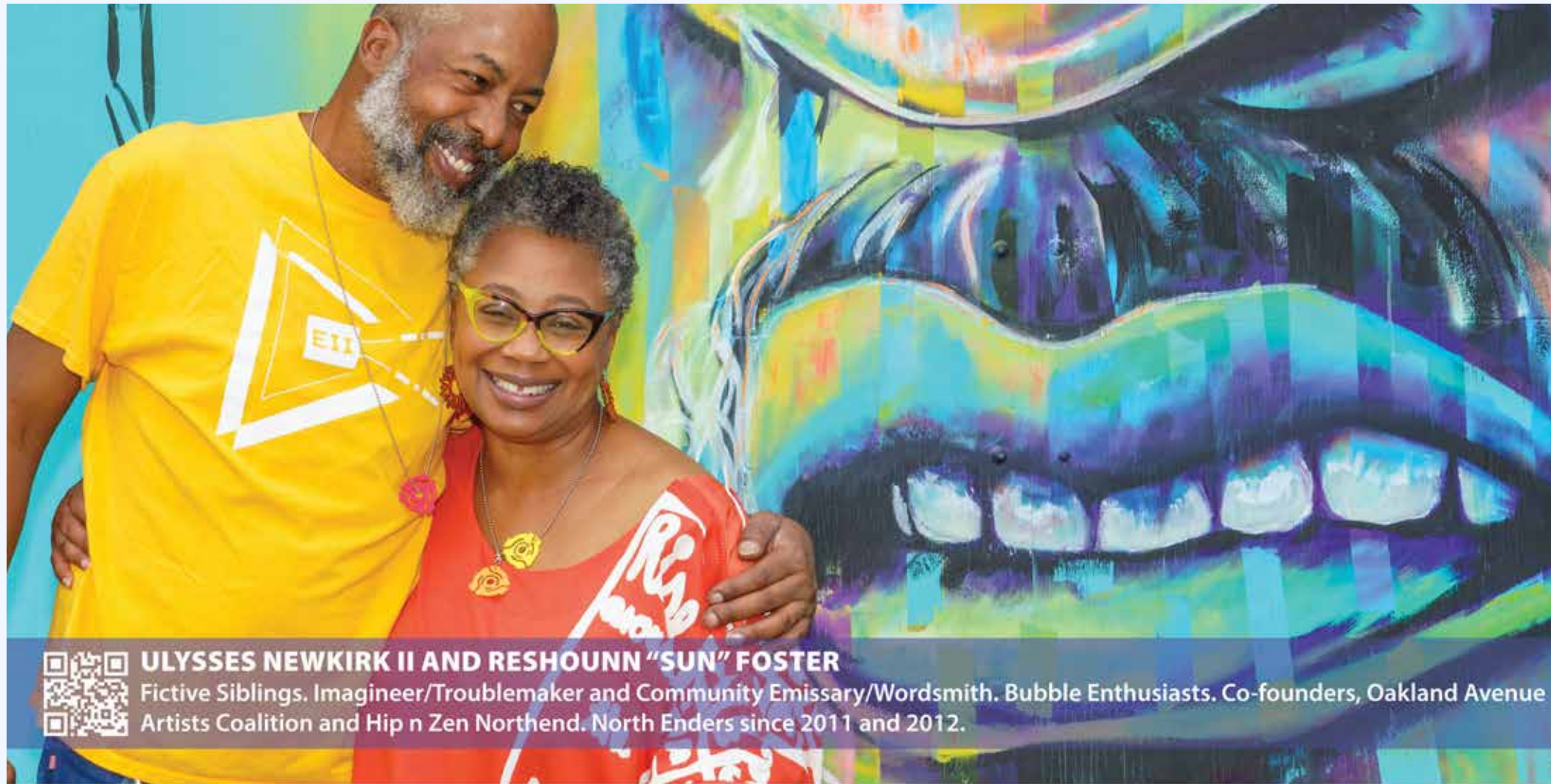
The project included banners and murals featuring past and present people integral to the neighborhood and long-standing residents. A booklet featuring these stories was printed and available to the neighbors and visitors of the Eastern Market After Dark event.

Date: SEPTEMBER 2022

Role: Designer, project management, project team member

Client: Eastern Market After Dark/Design Core Detroit





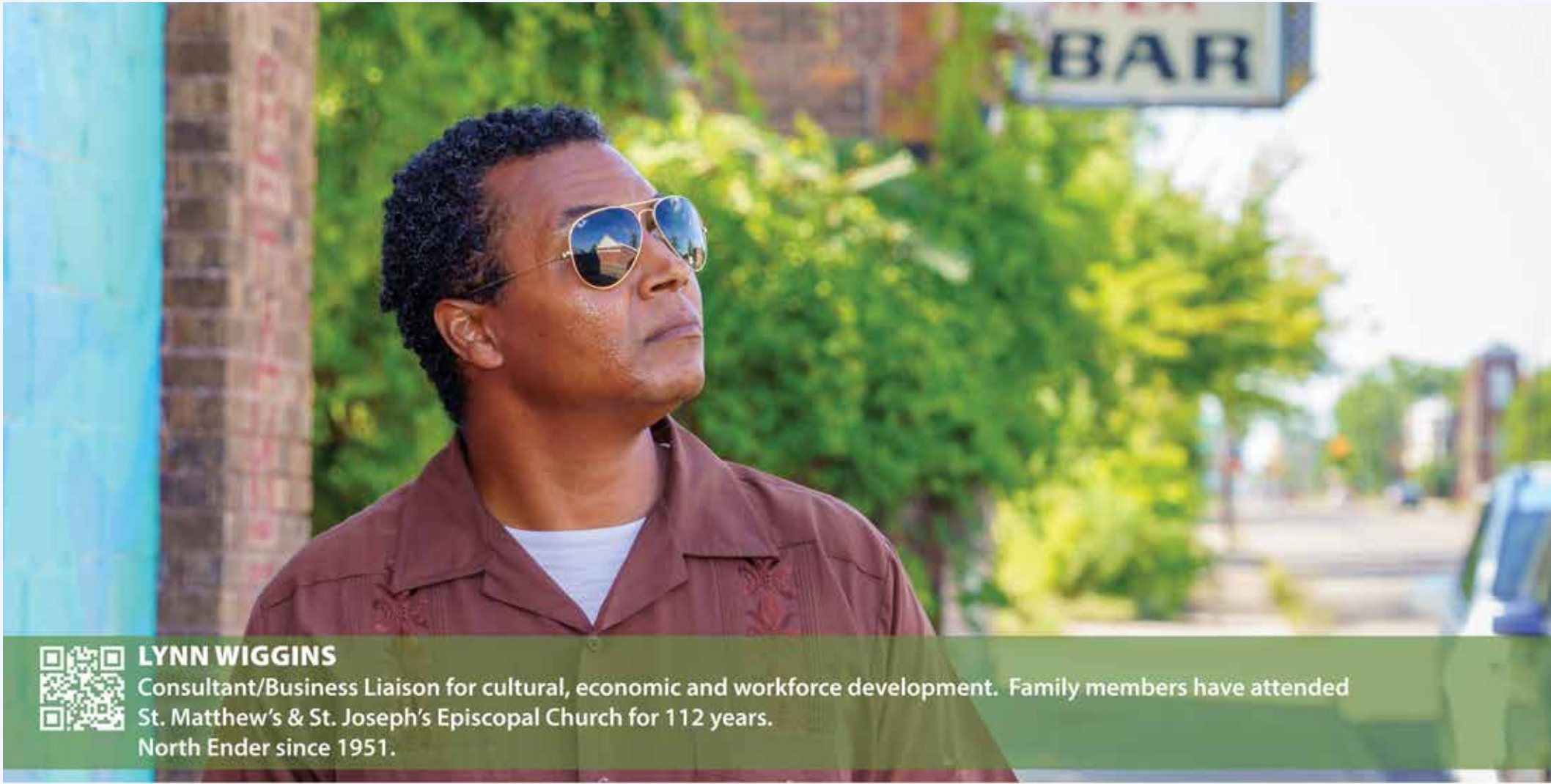
ULYSSES NEWKIRK II AND RESHOUNN "SUN" FOSTER
Fictive Siblings. Imagineer/Troublemaker and Community Emissary/Wordsmith. Bubble Enthusiasts. Co-founders, Oakland Avenue Artists Coalition and Hip n Zen Northend. North Enders since 2011 and 2012.



MIKE "AGENT X" CLARK
DJ/Producer of Funky Dance Music. Martial Artist. Lover of Life. Family roots in the North End since late 1930s.



DEENA ALLEN
Author. Artist. Actress. Advocate. North End family roots since 1930s.



LYNN WIGGINS
Consultant/Business Liaison for cultural, economic and workforce development. Family members have attended St. Matthew's & St. Joseph's Episcopal Church for 112 years. North End since 1951.



MIKE "AGENT X" CLARK
DJ/Producer of Funky Dance Music. Martial Artist. Lover of Life.
North End family roots since late 1930s.
Website: www.mikeagentxclark.com | Instagram: [mikeagentxclark](https://www.instagram.com/mikeagentxclark)



HALIMA AFI CASSELLS
Mother, Gardener and Community-Engaged Interdisciplinary Artist
North End family roots since the late 1930s.
Website: www.halimacassells.com | Instagram: [@halima_afi](https://www.instagram.com/halima_afi)



JERRY ANN HEBRON
Activist. Community developer. Cultivator of food, people and community.
Daughter of the Rev. Bertha L. Carter.
North Ender since the late 1950s.
Website: www.oaklandurbanfarm.org



ONYX
Sound and light matrixor. Autonomous expressor. Neighbor to many dope beings. North Ender since 2017.
Website: <https://onyxashanti.bandcamp.com>

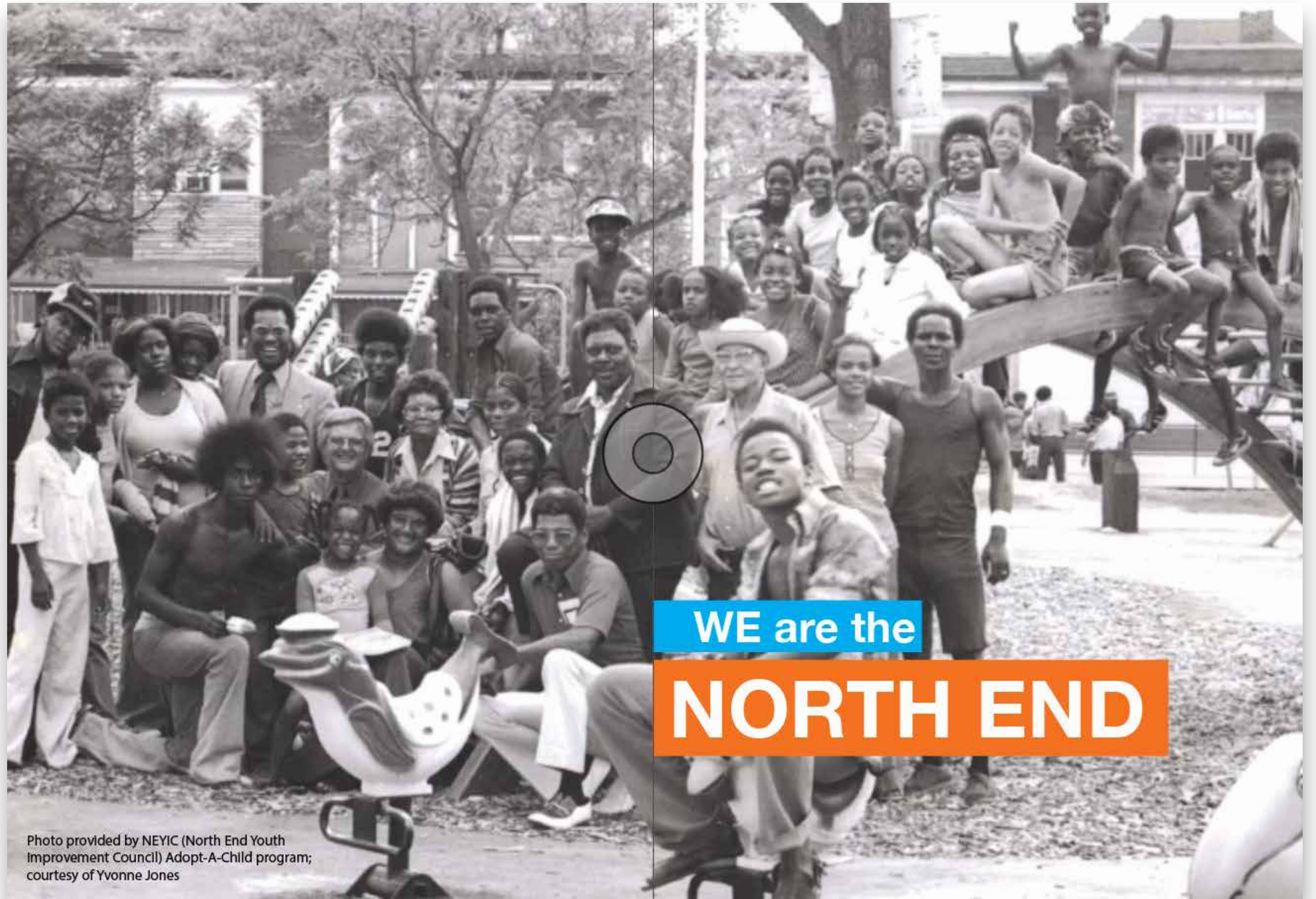


Photo provided by NEYIC (North End Youth Improvement Council) Adopt-A-Child program; courtesy of Yvonne Jones

An Evening With
NIKOLE HANNAH-JONES
 AUTHOR OF THE 1619 PROJECT

AND
ONE HOUSTON, ONE BOOK AUTHORS
 Maria Hinojosa, *Once I Was You: A Memoir*
 Dr. Yusef Salaam and Ibi Zoboi, *Punching the Air*

Thursday, September 21, 2023
6:00 PM - 7:30 PM

The Hobby Center for the Performing Arts
 800 Bagby St., Houston, TX 77002

Hosted by Mayor Sylvester Turner and
 Dr. Rhea Brown Lawson, Director,
 Houston Public Library

MODERATOR
 Dr. Alexander Byrd
 Vice Provost for Diversity, Equity,
 & Inclusion, Rice University

IBI ZOBOI DR. YUSEF SALAAM MARIA HINOJOSA

Linking YOU to the World | www.houstonlibrary.org

Your VIP Invitation to
 An Evening With
NIKOLE HANNAH-JONES

Photo: MacArthur Foundation

HOUSTON PUBLIC LIBRARY

NIKOLE HANNAH-JONES
 AUTHOR OF *THE 1619 PROJECT*

JOINED BY ONE HOUSTON ONE BOOK AUTHORS
 Maria Hinojosa, *Once I Was You: A Memoir*
 Dr. Yusef Salaam and Ibi Zoboi, *Punching the Air*

Moderated by Dr. Alexander Byrd, Rice University
 Vice Provost for Diversity, Equity and Inclusion.

Thursday, September 21, 2023
 VIP Reception 5:00 PM - 6:00PM
 Author Talk Begins 6:15 PM - 7:15 PM

The Hobby Center for the Performing Arts
 800 Bagby St., Houston, TX, 77002

Mayor Sylvester Turner and Dr. Rhea Lawson, Director of Houston
 Public Library, will join this riveting discussion on the importance
 of sharing diverse stories.

VIP TICKET ACCESS

Your VIP ticket to the One Houston One Book Grand Finale
 featuring Nikole Hannah-Jones gives you access to:

Welcome reception in the Founder's Suite at 5 PM
 Complimentary book signed by the author
 Free valet parking
 Reserved seating
 VIP gift bag

VIP REGISTRATION DEADLINE
 MONDAY, SEPTEMBER 18, 2023
<https://houstonlibrary.org/ohobvip>

Linking YOU to the World | www.houstonlibrary.org

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One Houston One Book

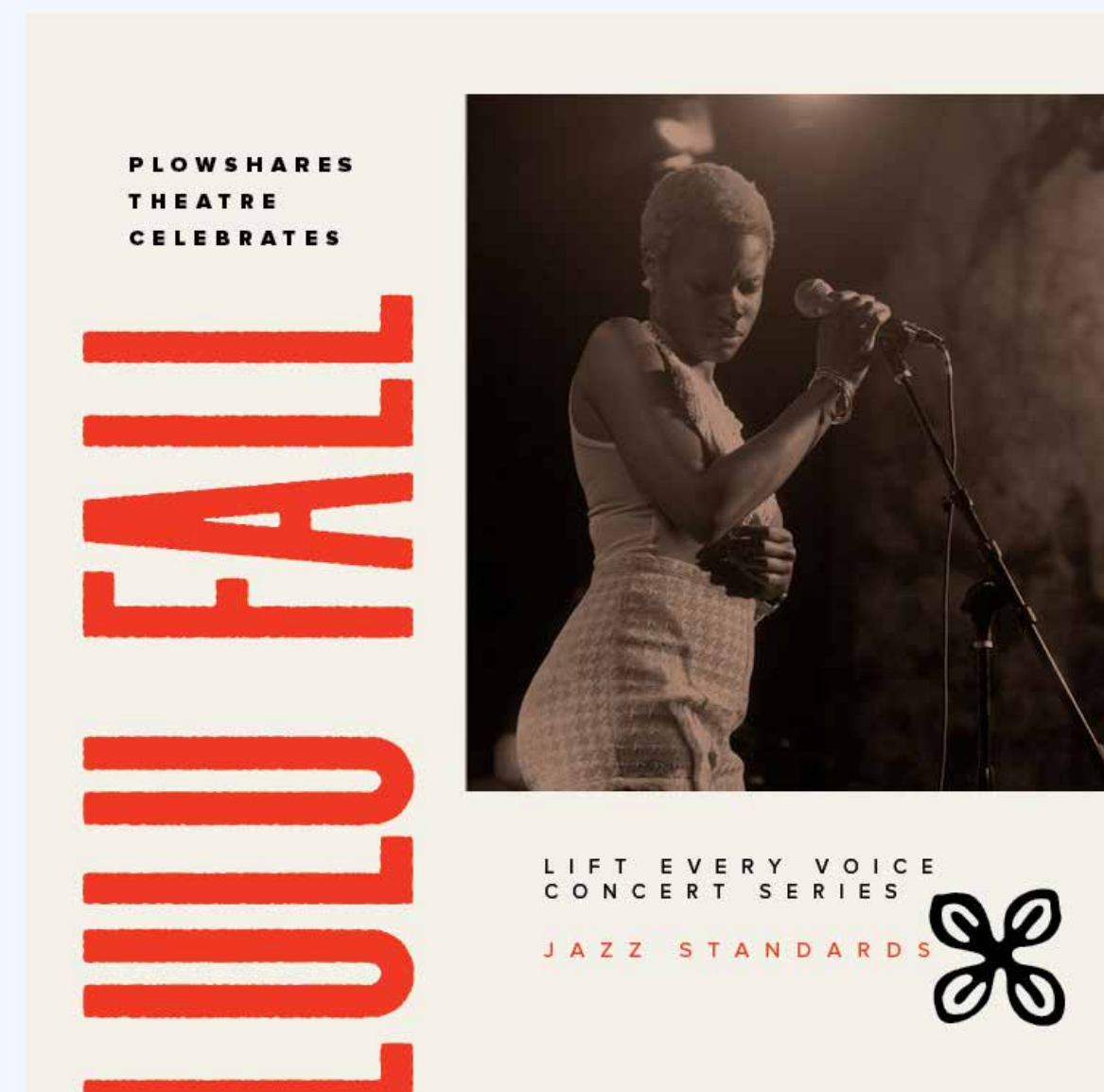
Publication and Exhibition

As part of the cultural initiative at the Houston Public Library, the City of Houston and the library partnered to create a program where the city reads together. From May 2023 - September of 2023, several authors of diverse backgrounds and genres presented their works to Houston audiences. The finale for this program was an author event featuring Nikole Hannah-Jones, author and creator of *The 1619 Project*.

The collateral and wayfinding signs for the event and program
<https://houstonlibrary.org/ohob>

Date: MAY - SEPT 2023
Role: Graphic designer
Client: Houston Public Library





11

Lulu Fall

Online Concerts

Social Media Campaign

As part of the shift to online entertainment and concerts, client Plowshares Theatre Company needed visuals for a social media campaign for their concert and play series.

The square formatted designs were used on Facebook and Instagram platforms and were created based on the client brand standards and the emotional direction of the event.

Date: FEBRUARY 2021

Role: Brand Support, Marketing, Designer

Client: Plowshares Theatre Company

Kickoff: Red Shirt Day



RED SHIRT DAY – INTERNAL INITIATIVE:

HPL Red Shirt Day was an internal initiative for staff to creatively darn HPL red with a little bit of personal style. Photos from different HPL staff, neighborhood libraries and departments were taken and submitted to an internal contest. Winning photo was given a prize and all photos were shared with staff as well as with our HPL online community. These photos were a part of the online campaign to promote the benefits of the My Link Card and to give customers a chance to see the fun and diverse side of HPL. More details and additional materials can be viewed at: www.houstonlibrary.org/jcd-2016



Outreach Products

The following are samples of paraphernalia and giveaways provided at HPL outreach events. Quality products leaves a positive impression on customers and how they see and experience our organization and the MY Link Card.



12 MYLink

Library Card Campaign

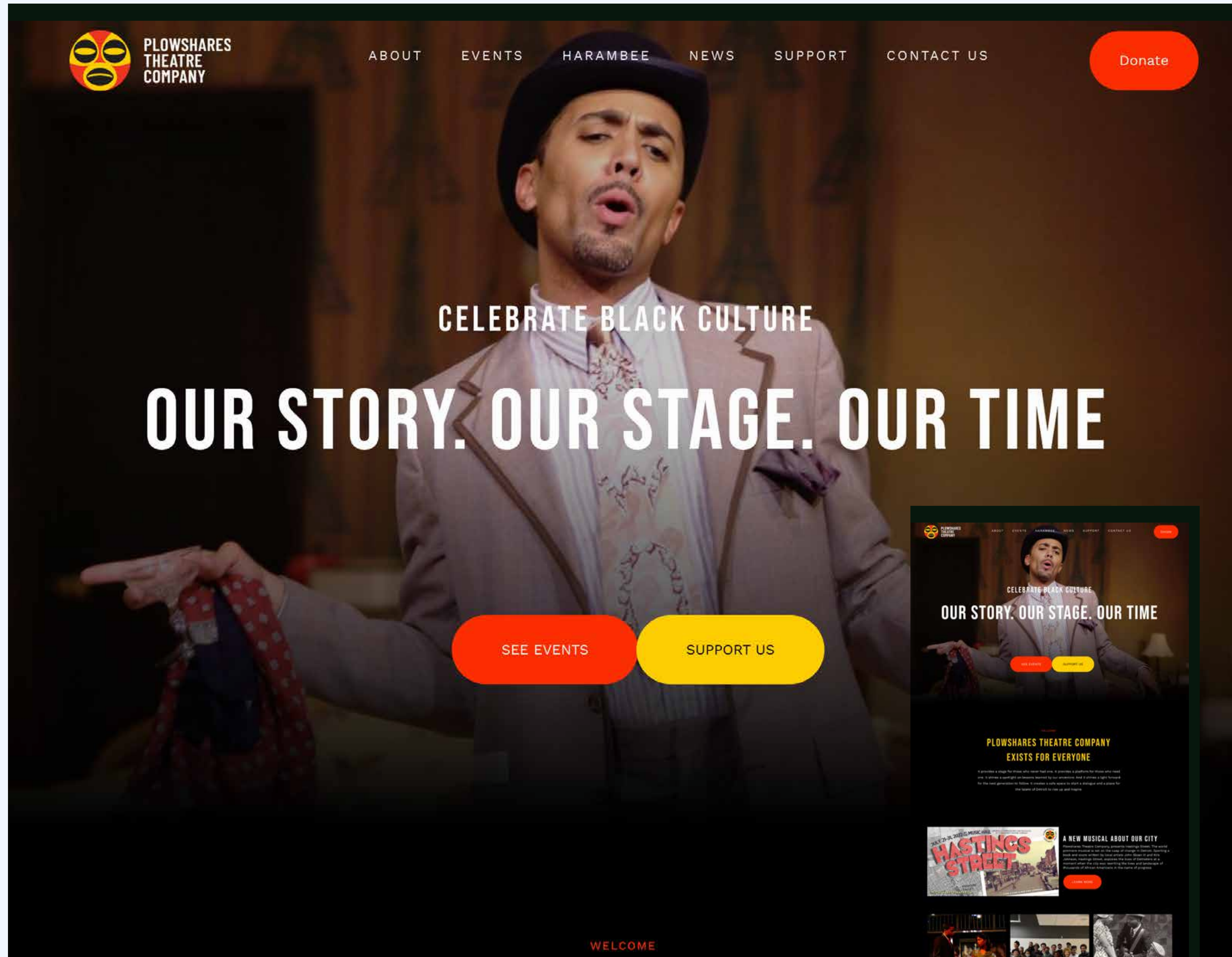
In 2016, **Houston Public Library** launched a campaign to increase literacy in its city and to increase access to public library services by signing up 1 Million additional Houstonians with a library card. The library partnered with one of Texas' largest grocery store companies, H-E-B, for a one-year campaign that included outreach, events, give-aways and most importantly, access to book and services through the library and at specific H-E-B stores.

With this campaign, developing the brand and managing the kickoff events and experiences were part of the project. The images show some of the products, internal events and marketing materials used. The campaign won several awards including the [John Cotton Dana Marketing Award in 2016](#).

Date: JULY 2016

Role: Brand Manager, Project Manager

Client: Houston Public Library, Houston



13

Plowshares Theatre

Website Redesign

Plowshares Theatre Company is one of Metro Detroit's only theatres that focuses on the theatrical works of Black playwrights and plays depicting the narratives of Black America. In 2020, during the pandemic, the owner of Plowshares understood the need to strengthen the theatre's online presence, especially since plays and theatre events were viewed completely online at that time.

For this web redesign, the website was moved to a new platform and redesigned to fit the brand guidelines created earlier in the year. The redesign also includes the integration of ticket purchases and online event purchases.

<https://plowsharestheatre.org/>

Date: JANUARY 2021

Role: Designer

Client: Plowshares Theatre Company



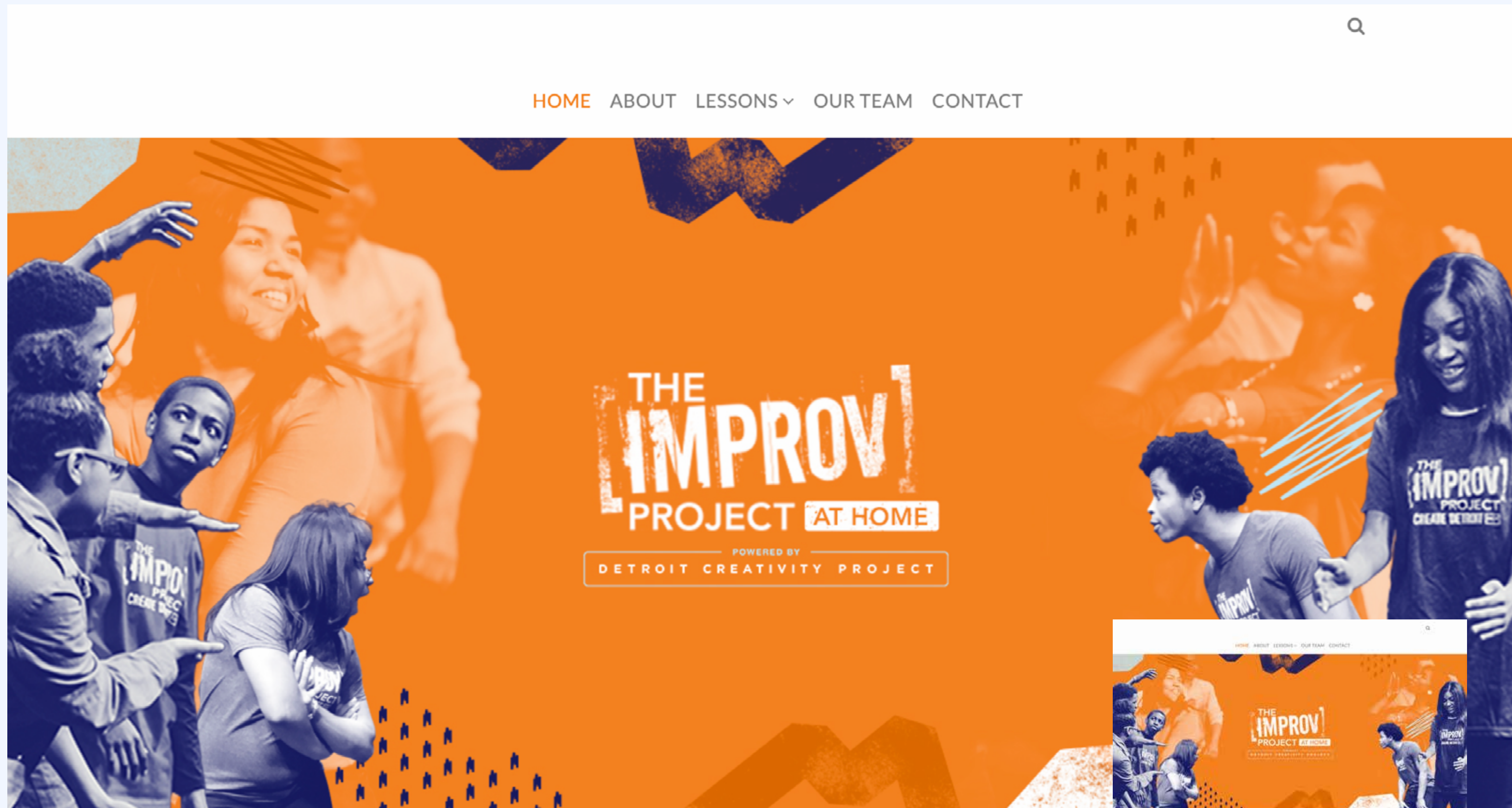
14

All Well-Being Website Redesign

All Well Being Services, once Adult Well Being Services, expanded its service population to include more than older adults. The name change triggered the need to change the brand's visual components, including the website, print materials, and more. The previous website was designed a decade prior, so the goal was an updated platform, updated hosting, and to make the website inviting to a more extensive customer base. Over several months the website was created in WordPress. <https://www.awbs.org/>

Date: MARCH 2018 - MARCH 2019
Role: Brand Management, Designer
Client: All Well Being Services





15

Improv at Home

Website and Workshop Portal

The Detroit Creativity Project is a 501(c)(3) non-profit founded in 2011 on the belief that every child should have the opportunity to succeed. They help Detroit youth transform their lives by teaching them to improvise, a tool that fosters collaboration and respect for others, builds literacy and encourages experimentation in a safe, supportive setting.

During the pandemic, many schools closed, and this after-school program was no longer available to students. Like many organizations, Detroit Creativity Project moved to an online format to serve the students. The Improve Project portal was created for students to continue to take classes and to learn from actors locally and nationally.

<https://improvproject.detroitcreativityproject.org/>

When: April 2020

Role: Designer

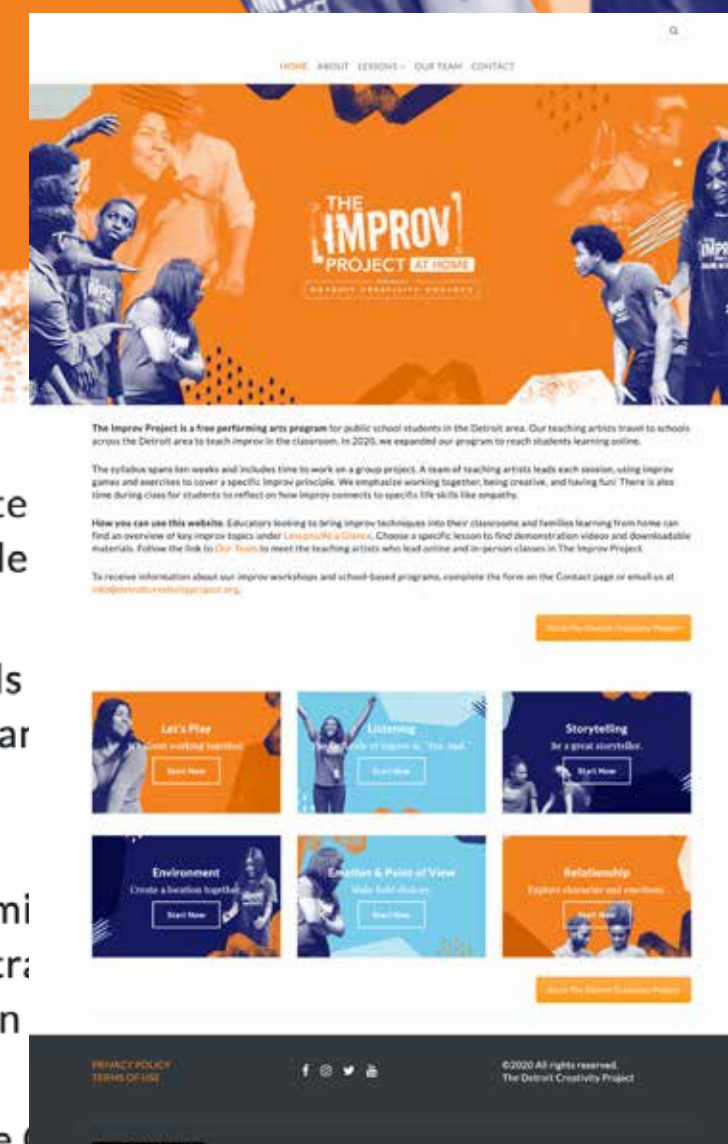
Client: Detroit Creativity Project

The Improv Project is a free performing arts program for public school students in the Detroit area. Our team travels across the Detroit area to teach improv in the classroom. In 2020, we expanded our program to reach students online.

The syllabus spans ten weeks and includes time to work on a group project. A team of teaching artists leads improv games and exercises to cover a specific improv principle. We emphasize working together, being creative, and having fun! There is also time during class for students to reflect on how improv connects to specific life skills like empathy.

How you can use this website. Educators looking to bring improv techniques into their classrooms and families can find an overview of key improv topics under [Lessons/At a Glance](#). Choose a specific lesson to find demonstration materials. Follow the link to [Our Team](#) to meet the teaching artists who lead online and in-person classes in the Detroit area.

To receive information about our improv workshops and school-based programs, complete the form on the [Contact](#) page.



16

Rose Alert

Website Design

Rose E. DeSloover is a conceptual color/word artist who has been actively engaged in the metro Detroit art community for many years. To help expand her reach beyond Michigan, Ms. DeSloover desired a personal website focusing on her art and career. The goal was a simple, clean layout that allowed her artwork to shine. As part of the project, developed a database of her work for review and to share with galleries and potential buyers easily. <https://www.rosealert.com/>

When: MAY 2020

Role: Designer

Client: Rose E. DeSloover

ART WORK OF

Rose E. DeSloover

ROSE ALERT

ENTER WEBSITE

