





Jessica French

Graphic Design Portfolio

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TnBAA PRESENTS
MUSIC CITY AVIATION EXPO

SEPT 26, 9-6 PM BNA, HANGAR 5 RSVP AT TNBAA.ORG

You're Invited!

Join TnBAA on the tarmac of the Nashville International Airport for the Music City Aviation Expo. If you're interested in aviation, you're invited! More than 10 aircraft on static display, seventy vendor booths, and live entertainment. This event is open to the general public and free to attend. Here's what you need to know:

When	Where	Cost
September 26, 2010 9 am – 6 pm, CDT	625 Hangar Ln Hangar 5 Nashville, TN 37217	Free Community Event

If you plan on attending, please take a moment to RSVP below. Attendees that RSVP for the event before August 1st get free swag at the door!

[RSVP](#)

Interested in exhibiting at the expo? This event is the perfect opportunity to share your company's products and services with the Tennessee business aviation community and beyond.

Music City Aviation Expo

Event Branding and Marketing Campaign

Last September, I worked with the Tennessee Business Aviation Association (TnBAA) to plan, brand, and market its first Music City Aviation Expo. The materials I created include marketing emails, social media posts, a manual, banners, t-shirts, badges, and more. The event was a great success with roughly 20 aircraft on static display, 50 vendor booths, and over 1,000 attendees.



Since this event was TnBAA's first large-scale aviation expo, I created an "Exhibitor Manual" that was distributed to all vendors.



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Part of my job for this event was to manage the expo's event page on TnBAA's website and to keep sponsor logos up to date.



Mary Had a Little Lamb

Package Design

The goal for this project was to use a unique interpretation of a nursery rhyme to conceptualize and design a multicomponent kit. This package design won an AAF Gold Student ADDY.



CTC Networks

Website Design

CTC Networks is a managed IT service provider located in Franklin, TN. I worked as their marketing assistant for the last two years, designing and writing the content for email campaigns, creating service flyers and brochures, and redesigning the company's website.



Metafisica

Branding Campaign

The objective for this project was to brand an art exhibition for Nashville's Frist Art Museum. The materials I designed for this campaign include a catalogue, a brochure, an invitation, banners, and restroom signs.



I designed a brochure that unfolds into a poster of a colorful Metaphysical painting.



I took photos of the banners and signs at the Frist, then Photoshopped the Metafisica branding on top.



CAN YOU HACK THIS?

The Truth about Hacker Culture

By Jessica French

Do you think of a group of highly skilled experts on a computer network as a bunch of misfits, or do you think of a single, socially isolated "nerd" who's "hacking" his way into a computer system?

information. In fact, for a long time, hackers frequently shared code with each other without regard

"Whether you are on a Mac or a PC, at the end of the day, a company controls your computer, not you."

to who the intellectual property belonged to. You might have to pay your friend at another university to send you the latest code, but he wouldn't charge you for the code itself. All of that changed when computer sales began to dip. Computer manufacturers began writing proprietary code to give their systems an advantage over their competitors. For example, one company would write a program for its computers but wouldn't write a version of the program that was compatible with other computers on the market. This new

divide inspired some of the early hackers to isolate a new culture—the open-source culture. In the open-source culture, all code was shared so that everyone could benefit from it. They wrote an entire program from scratch when you could simply adopt the best parts of other programs? Richard Stallman took this movement further by creating the GNU operating system and the GNU Foundation. Unfortunately, as stands, the "GNU's not Unix," as exemplified by the checkered and self-referential abandoned line that are frequently found throughout hacker culture. The answer refers to the very peculiar-but proprietary-Unix operating system that hackers had come to love and use. Stallman envisioned an alternative operating system that would be completely

free, and its source code would be available for all to view, edit, and change as they pleased. Indeed,

his philosophy of free software are regarded by many to have been incredibly forward thinking.

Stallman recognized the important role that software would play in society and feared that its influence might come with some dire consequences. Stallman's belief that "whether the users control the program (free software) or the program controls the users (proprietary software) became the rallying cry of the free software movement. Hackers around the globe took up the banner, quickly creating free versions of the most popular proprietary software that had begun to take hold of the market, but the efforts proved to have little long-term impact. Companies like Apple and Microsoft had used their control to become the dominant forces in the market, using their economies of scale to push competitors out of business.

Fast-forward to today, and the majority of computer users have either only used a Mac or only used a PC. In the professional world, you are either a Mac user or a PC user, and you are familiar with the terms. Of course, this is a generalization, but it's not so far off the mark. The point here is that at the end of the day, a company controls your computer, not you. **Hackers vs. Crackers** Not one of the most interesting facts about the hacker culture is that the distinction between the two is often blurred. Yes, the terms are not familiar with the masses, but the terms are mainly misnomers of the entertainment industry. Most of the other criminals portrayed in the media are what hackers would disparagingly call "crackers," short for organized hackers. Most hackers enjoy building things, not breaking them. In fact, some of the more industrious

hackers have started entire businesses selling themselves as the defense against crackers.

Can You Speak Hacker? One of the most noticeable differences between hacker culture and popular culture is the density of technical jargon. Most hackers assume that everyone in their discussion frames is aware of the various abbreviations and acronyms that litter these technical sections of the internet. This jargon-rich style of communication, coupled with the limitations of early messaging systems, gave rise to what has become an everyday feature of our lives: text speak, with limited ways to express emotions other than through the content of plain text, hackers quickly

invented different conventions, but in all cases became willing, but with a work-around because a way to express the reduction of a thought. Often, hackers would be so engrossed in their programming that they would include parts of code as shorthand.

All of these conventions have created a barrier to entry that most members of the hacker culture use to enjoy. Hackers are easily identifiable as they don't speak or understand the regular things

enough to effectively communicate. This barrier also plays a part in the formation of the exclusive, basement-dwelling hacker stereotype as it effectively isolates hacker culture from the rest of society.

Final Thoughts In a nutshell, hacker culture is exactly the kind of culture you would expect to find thriving among professionals in an increasingly technical industry. Although the

hacker culture is a unique and interesting subculture, it is not a cult. It is a culture that is constantly evolving and will continue to grow larger and more diverse as technology and society

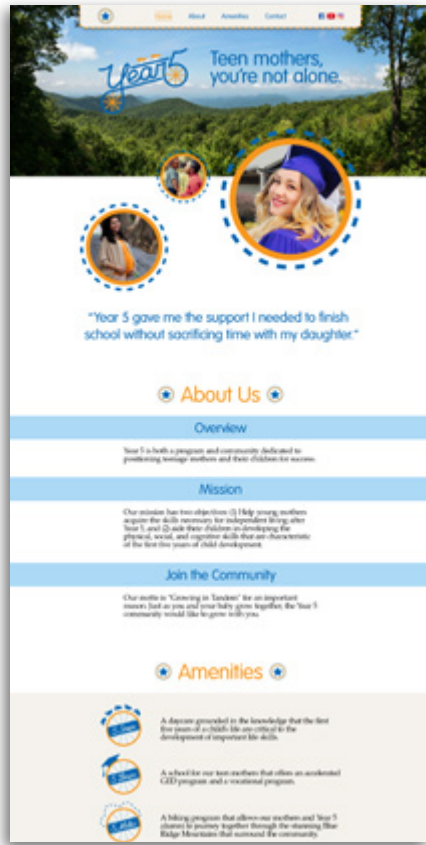
For more information on hacker culture, visit us at www.people.com/hackerculture/. There, you can subscribe to our monthly newsletter for all of the latest hacker news.

Hackery + Productivity

Most of us are constantly looking for ways to improve our productivity. Whether it's using a productivity app, a productivity tool, or a productivity system, we're always looking for ways to get more done in less time. But what if we could get more done in less time by using a productivity system that's designed by hackers? Hackers are experts at finding ways to get more done in less time, and their productivity systems are no exception. In fact, many of the most popular productivity systems are based on hacker culture. So if you're looking for ways to get more done in less time, consider using a productivity system that's designed by hackers. You'll be surprised at how much more you can get done in less time.



I used a mouse and keycaps to create a unique composition for this spread. The keycaps spell out "Hack Yeah!" along the left margin.



Year 5

Branding Campaign

My goals for this project were to conceptualize and brand a community. I created Year 5, a program and community dedicated to positioning teenage mothers and their children for success. The components I designed for this branding campaign include a brochure, a community map, various advertisements, a website, and more.





Suds & Duds

Branding Campaign and Senior Project Exhibition

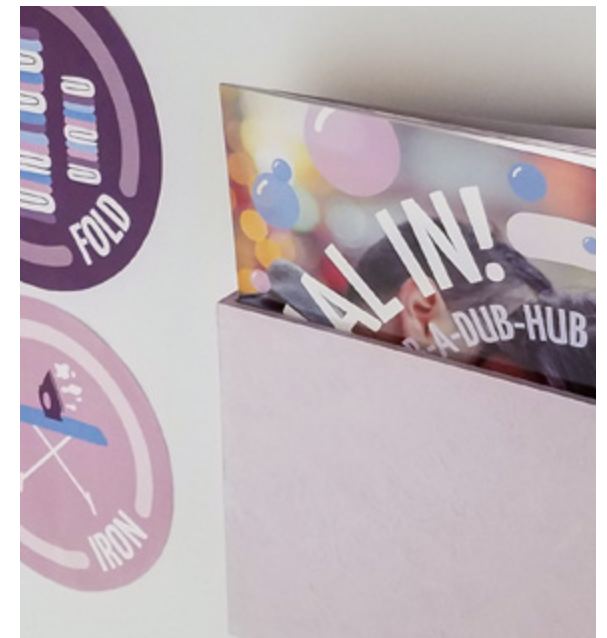
The theme for MTSU's 2019 Senior Project Exhibition was "businesses with a twist." I created Suds & Duds, an all-in-one laundry and marriage counseling service.

The materials I designed for Senior Project include an animated washing machine drum, stationery, business cards, posters, signage, a magazine, and more.





The circular text motif is meant to resemble many things: bubbles, the drum of a washer or dryer, and a wedding ring. Wedding rings are also hidden in the Suds & Duds logo.





Dial In! is a thirty-page magazine I designed for Suds & Duds. It contains three multiple-spread articles and several advertisements.

