
PORTFOLIO

Kirsten Horsma

Exhibit Designer, Illustrator, Graphic Designer

ABOUT ME

My name is Kirsten Horsma, a 2015 graduate from Bemidji State University with a Bachelor of Science & Art degree with an emphasis in Design and Exhibit Design Emphasis.

I grew up in Menahga, Minnesota, starting my life as an artist and designer there. My family, especially my mother (her paintings can be seen on the right) and older sister, influenced me and nurtured my interest in becoming an artist/designer. I have been drawing daily for ten years and looking forward to continue my growth in Illustration.

My current career objectives include becoming an exhibit designer, illustrator, and graphic design.



2015 DESIGN GUILD PRE-MAILER

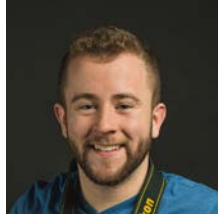
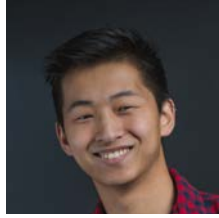
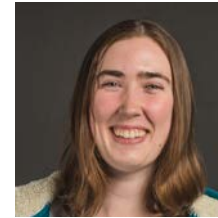
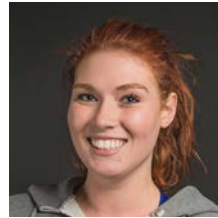
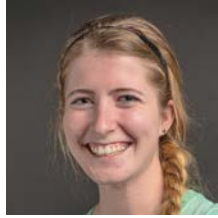
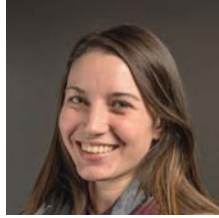


OBJECTIVES & CHALLENGES

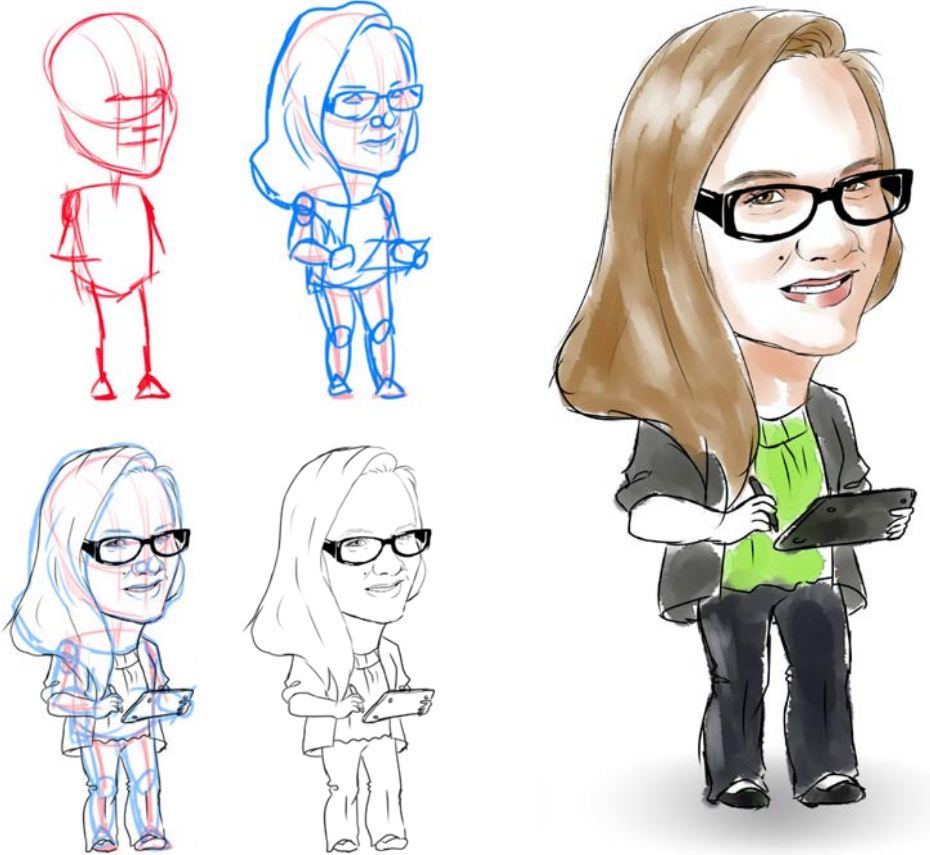
The vision I had for this piece was to create compelling illustrations that showed a student's facial features and pose them in a way to represent their personality.

There are 14 students that I illustrated for this piece.

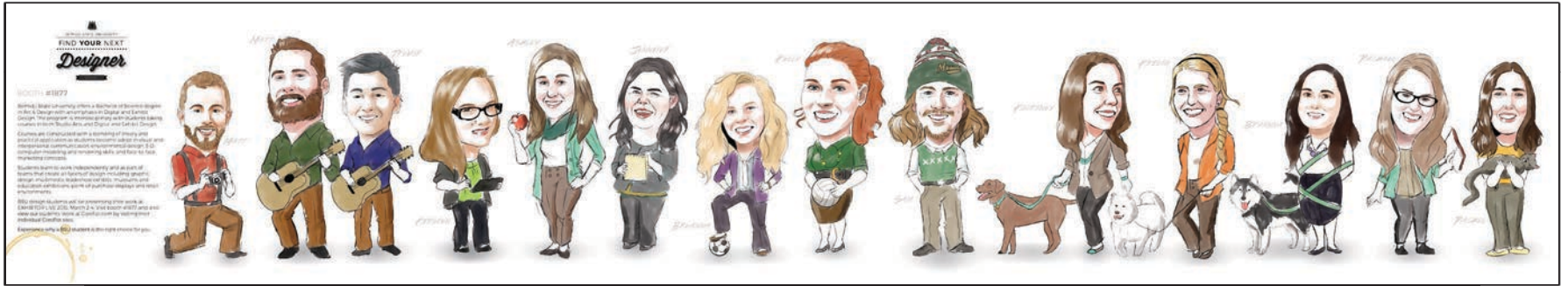
PHOTOS



DRAWING PROCESS



2015 DESIGN GUILD PRE-MAILER



FIND YOUR NEXT DESIGNER















Bemidi State University offers a Bachelor of Business Degree in Arts & Design with concentrations in Digital and Landing Design. The program is designed to give students a solid foundation in Graphic Arts and Digital and Landing Design.

Students are encouraged to take a minimum of three years of study to earn a BA in Arts & Design with a concentration in Digital and Landing Design. This program is designed to give students a solid foundation in Graphic Arts and Digital and Landing Design.

Students learn to work independently and as part of teams that create all types of design including graphic design and branding. Students are also encouraged to take on real-world projects and gain experience in the industry.

This degree is unique and has prepared our graduates for careers in the design industry. Our graduates are highly sought after and are in demand in the industry. Our graduates are also highly sought after and are in demand in the industry.

For more information, please contact the program director at design@bemidistate.edu or call 218-755-2349.

 <p>RACHAEL NORSMA</p> <ul style="list-style-type: none"> 218-659-4662 Rachael.Norsma@bemidistate.edu www.conflict.com/rachaelnorsma Graduation: Spring 2015 	 <p>KRISTA LAUER</p> <ul style="list-style-type: none"> 218-659-9222 klaue01@bemidistate.edu www.conflict.com/kristalauer Graduation: Spring 2015 	 <p>SAM PUTNAM</p> <ul style="list-style-type: none"> 218-655-5300 sputnam1@bemidistate.edu www.conflict.com/samputnam Graduation: Fall 2015 	 <p>BREANNA SOLLIE</p> <ul style="list-style-type: none"> 218-658-7976 Breanna.Sollie@bemidistate.edu www.conflict.com/breanna.sollie Graduation: Spring 2016 	 <p>ASHLEY KIECKER</p> <ul style="list-style-type: none"> 218-655-0123 Ashley.Kiecker@bemidistate.edu www.conflict.com/ashleyk Graduation: Spring 2016 	 <p>TREVOR BENIAK</p> <ul style="list-style-type: none"> 218-659-1187 Trevor.Beniak@bemidistate.edu www.conflict.com/trevorbeniak Graduation: Spring 2015 	 <p>MATT MCLAUGHLIN</p> <ul style="list-style-type: none"> 218-669-0172 Matt.McLaughlin@bemidistate.edu www.conflict.com/mattmclaughlin Graduation: Spring 2015 	<p>BEMIDI STATE UNIVERSITY TECHNOLOGY AND DESIGN DESIGN FACULTY</p> <p>DR. BONNIE HIGGINS</p> <ul style="list-style-type: none"> 218-755-3790 bhiggins@bemidistate.edu 	<p>BEMIDI STATE UNIVERSITY TECHNOLOGY AND DESIGN DESIGN FACULTY</p> <p>FIND YOUR NEXT <i>Designer</i></p> <p>BOOTH #1877</p>
 <p>RACHEL HARRIS</p> <ul style="list-style-type: none"> 218-360-8332 Rachel.Harris@bemidistate.edu www.conflict.com/rachelharris Graduation: Spring 2015 	 <p>BRYANNA CRIMES</p> <ul style="list-style-type: none"> 218-407-7764 bryanna.crimes@bemidistate.edu www.conflict.com/bryannacrimes Graduation: Spring 2015 	 <p>KOURTNEY KRUEGER</p> <ul style="list-style-type: none"> 218-969-2167 kourtney.krueger@bemidistate.edu www.conflict.com/kourtneykrueger Graduation: Spring 2015 	 <p>KELLY NILES</p> <ul style="list-style-type: none"> 218-259-3584 kelly.niles@bemidistate.edu www.conflict.com/kellyniles Graduation: Spring 2015 	 <p>JENNIFER ANGLESBURG</p> <ul style="list-style-type: none"> 218-760-3954 janglesb@bemidistate.edu www.conflict.com/jenniferanglesburg Graduation: Spring 2016 	 <p>KIRSTEN HORSMA</p> <ul style="list-style-type: none"> 218-251-4189 Kirsten.Horsma@bemidistate.edu www.conflict.com/kirstenhorsma Graduation: Fall 2015 	 <p>MATT DUFFNEY</p> <ul style="list-style-type: none"> 218-969-3031 Matthew.Duffney@bemidistate.edu www.conflict.com/mattduffney Graduation: Spring 2015 	<p>STEVE SUNDHAL</p> <ul style="list-style-type: none"> 218-556-3629 ssundhal@bemidistate.edu 	

2015 DESIGN GUILD PRE-MAILER



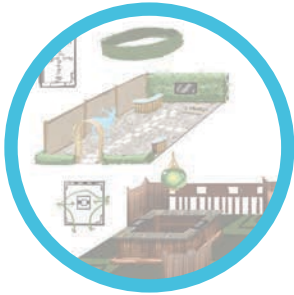
2015 DESIGN GUILD PRE-MAILER

The image displays a grid of 21 profile cards for the 2015 Design Guild members, arranged on a curved wooden table. The cards are organized into three rows of seven. The first two rows contain individual member profiles, while the third row features a dark grey card for the Design Faculty. Each member card includes a circular portrait, a name, a title, and a list of social media icons.

Row	Card 1	Card 2	Card 3	Card 4	Card 5	Card 6	Card 7
1	DR. JEFFREY HARRISON	KEVIN LAUER	DAVE PUTNAM	DEBORAH BELLIE	ADRIYI RECKER	TRAVIS TRINER	DR. MARK BERTHOLD
2	DR. JEFFREY HARRISON	KEVIN LAUER	DAVE PUTNAM	DEBORAH BELLIE	ADRIYI RECKER	TRAVIS TRINER	DR. MARK BERTHOLD
3	DR. JEFFREY HARRISON	KEVIN LAUER	DAVE PUTNAM	DEBORAH BELLIE	ADRIYI RECKER	TRAVIS TRINER	DR. MARK BERTHOLD

The final card in the second row is a dark grey card for the Design Faculty, featuring the text: "DESIGN FACULTY", "FIND YOUR NEXT Designer", and "2015".

OPTIMA EXHIBIT

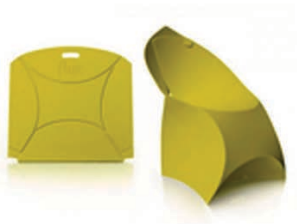


OBJECTIVES & CHALLENGES

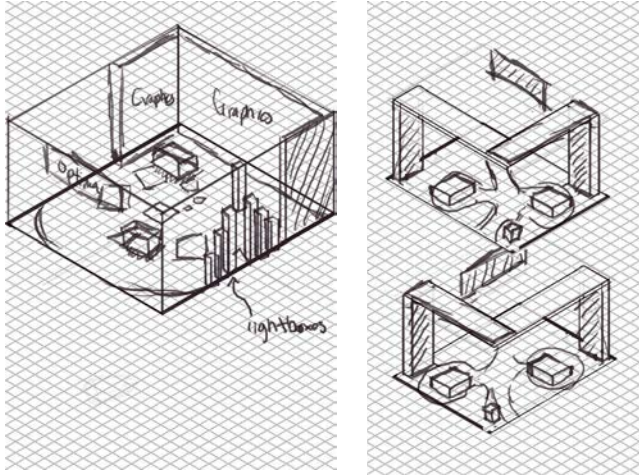
The Optima Exhibit project was creating a twenty by twenty foot exhibit for the Exhibitor Live 2015 show in Las Vegas.

Optima wanted the exhibit to be colorful to show their printing capability along with a sitting area for attendees and two display tables that would have display screens of their product. They also wanted an overhanging sign to display their brand.

INSPIRATION



SKETCHES



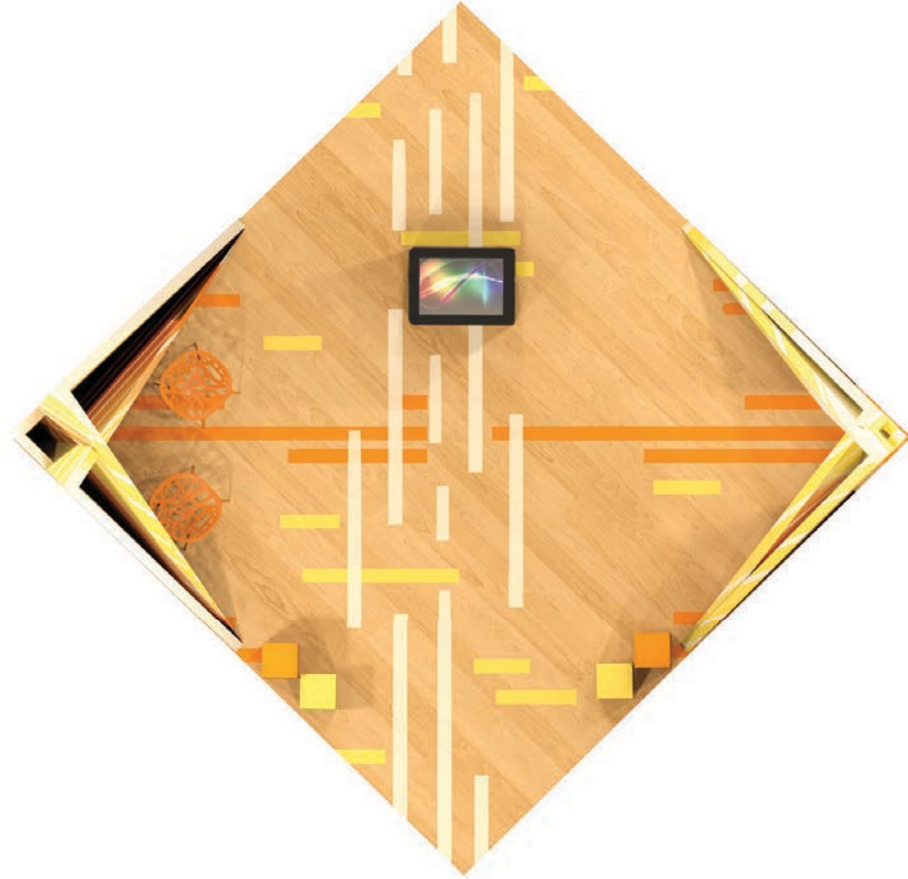
OPTIMA EXHIBIT



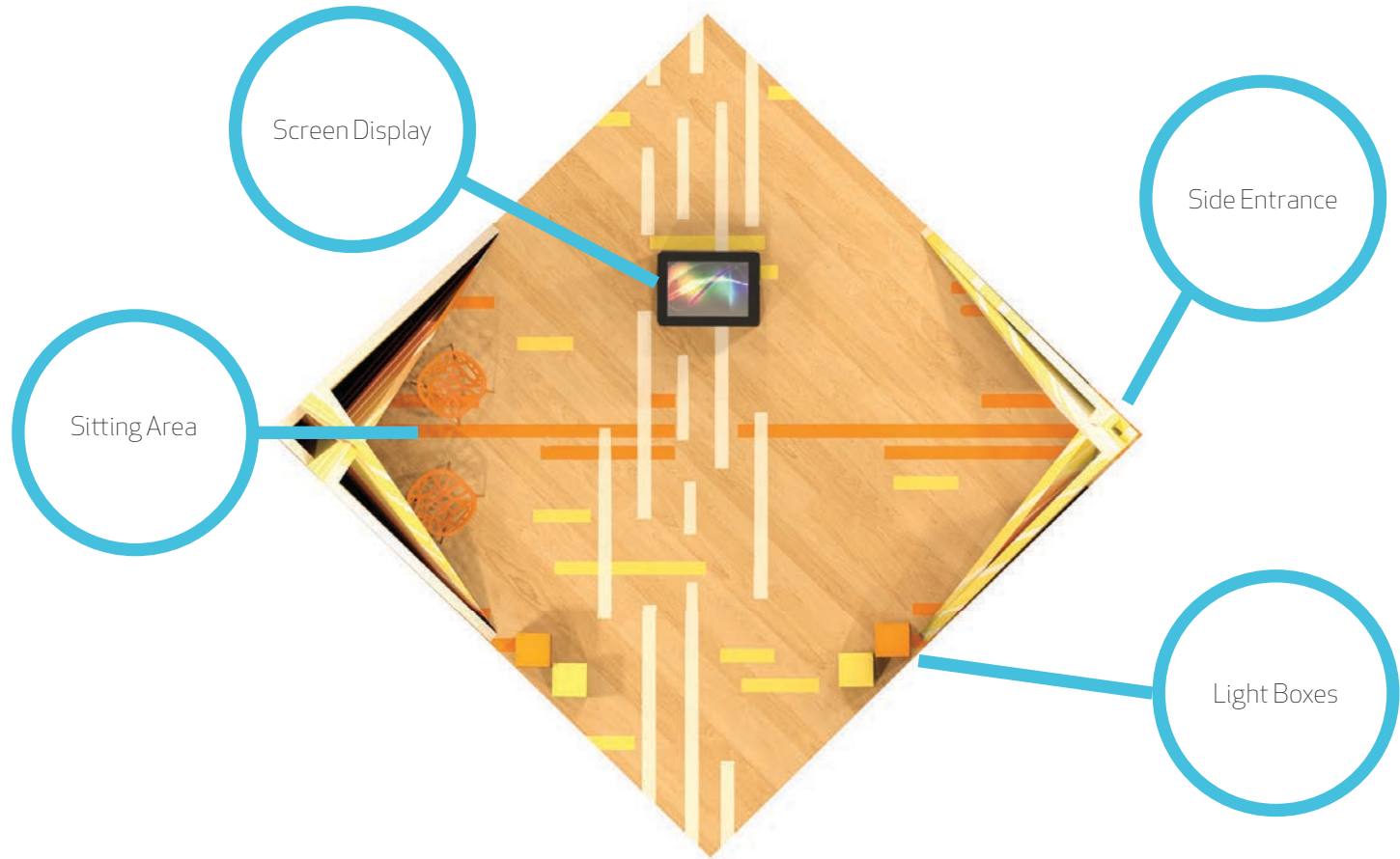
FRONT VIEW



TOP VIEW



LAYOUT



CHAIR MEETING AREA



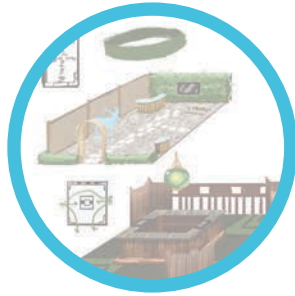
SIDE VIEW



BACK VIEW



ISDA STATE FAIR BARN



OBJECTIVES & CHALLENGES

The ISDA State Fair project was creating several large graphic design pieces to share information about Indiana State Agriculture to visitors of the Indiana State Fair.

BACKWALL



BACKWALL FIVE 8X4 PANELS



10% of Indiana farms are operated by women. The average age of an Indiana farmer is 55.8. There are over 1,000 pork farmers in Indiana.

Indiana ranks 2nd in popcorn production—more than 150 million pounds of shelled popcorn are grown in Indiana each year.



Indiana ranks 2nd in ice cream production. Indiana is the country's third largest producer of ice cream.



31,000 acres of vegetables are harvested in Indiana each year. The average Indiana farm size is 245 acres. 81% of Indiana's land is devoted to farms and forests.



Indiana is one of the leading producers of wood office furniture, manufactured homes, wood kitchen cabinets, wooden caskets and coffins, and hardwood plywood based products. By sales, Indiana ranks as the 10th largest farm state in the US.



Indiana milk cows produce 3.8 billion pounds of milk annually. A single dairy cow can produce 300 gallons of milk per day. Cows eat about 50 lbs of food every day and drink 50 gallons of water.

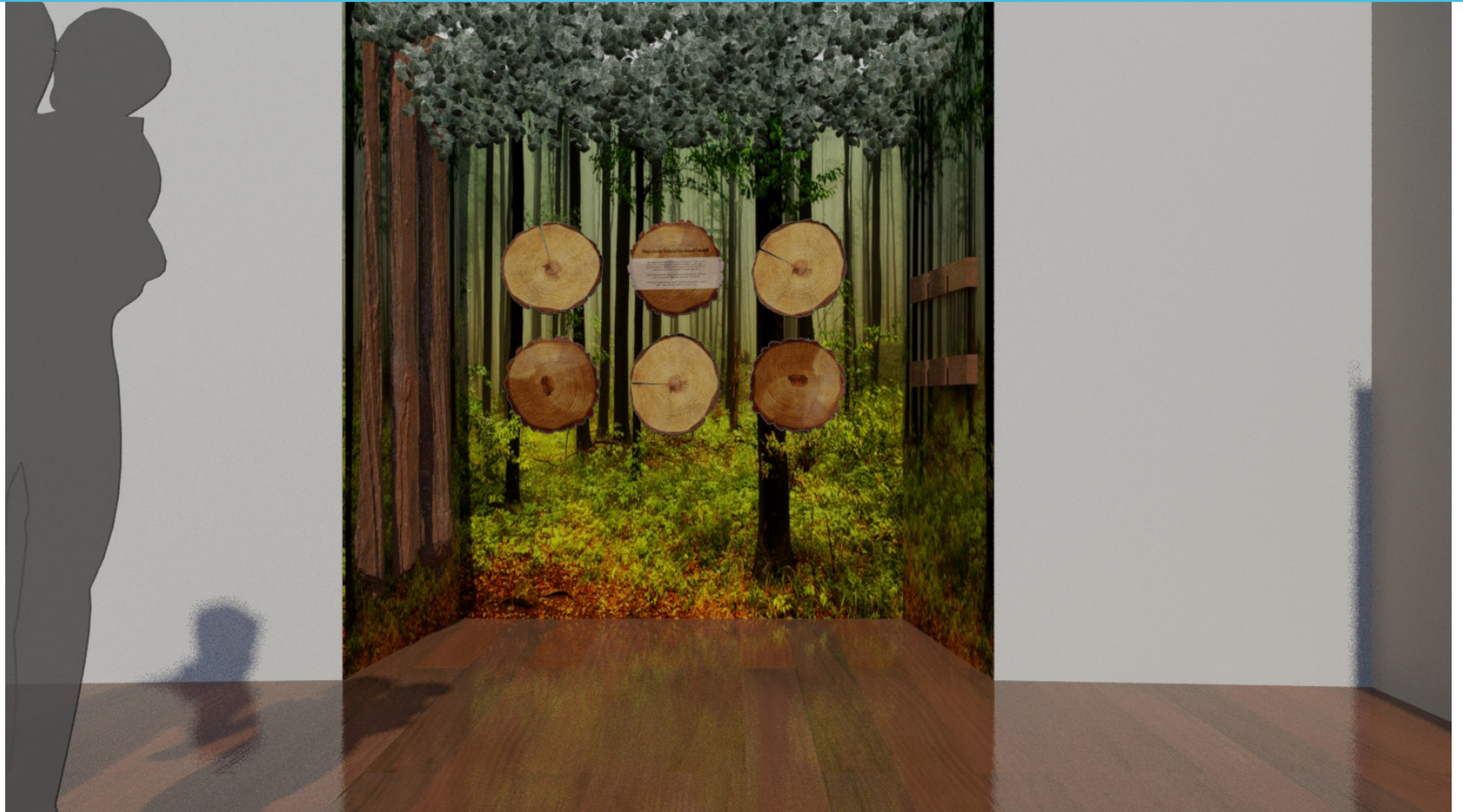
Careers in agriculture are not limited to growing and harvesting crops. Agricultural production, processing, and manufacturing supports nearly 245,000 Hoosiers. The value of agricultural products sold in Indiana is \$7.2 billion.



Indiana has more than 60,000 farms throughout our state over 914 million acres. There are more than 15,000 acres of farmland in Marion County.



COVE AREA



COVE AREA



CROP WALL



CROP WALL 4X7 GRAPHIC

Indiana Agriculture From Gardens to Farms



For water which is pulled into the underground? Follow produce roots of the main stem? Soil and nutrients in the ground with high production. For above rotation of crops.

foliage and leaves for a wide variety of vegetables and fruits, with leaves taking great care to keep the soil wet. When leaves are healthy, vegetables are happy. More so, having the soil wet helps in making the best production, possible from the long term.

Tomatoes

Tomatoes are a member of the Solanaceae family. They are a fruit and vegetable. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

Carrots

Carrots grow best in cool to mild climates. They are a root vegetable. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

Radishes

Radishes are a member of the Brassicaceae family. They are a root vegetable. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

Strawberries

Strawberries are a member of the Rosaceae family. They are a fruit. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

Sweet Potatoes

Sweet potatoes are a member of the Convolvulaceae family. They are a root vegetable. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

Watermelons

Watermelons are a member of the Cucurbitaceae family. They are a fruit. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways. They are a fruit because they are a fleshy fruit that is eaten. They are a vegetable because they are used in a variety of ways.

CAREER WALL

Beyond the Farm

Picture yourself with a rewarding career in Agriculture!

AGRICULTURIST
Careers in agriculture go far beyond tending the average 100-acre U.S. operation with experience in farm production, agribusiness and related services. The minimum education needed is a B.S. degree in Agriculture or an equivalent with an emphasis in agricultural science. Many 2- or 4-year colleges offer the route to agriculture-related fields, such as agribusiness, marketing and technology careers.

ENGINEER
Join the 20th Century Career Revolution!

SCIENTIST
Join the 21st Century!

FORESTRY RANGER
Create a career which focuses on service, including engineering and work in a variety of land-use and protection. Only one can hold a C, a leader in the Department's career path. It provides job satisfaction for the use of the "outdoor employment" opportunities for new graduates.

VETERINARIAN
Join the 21st Century Career Revolution!

Colleges include: Agriculture Management, Agriculture & Food Systems, Agriculture, Agriculture Education, Agriculture, Agriculture & Business, Agriculture & Forestry, Agriculture & Forestry, Agriculture, Forestry, Agriculture, Forestry, and Forestry & Ag.

CAREER WALL 7X11 GRAPHIC

Beyond the Farm

Picture yourself with a rewarding career in Agriculture!

Careers in agriculture go far beyond farming! An average of 35,400 new U.S. graduates with expertise in food, agriculture, renewable natural resources or the environment are expected to fill many of the 51900 average US job openings each year. There are 22 million people who work in agriculture related fields, in over 200 different rewarding and challenging careers.

Consider a career which focuses on science, technology, engineering and math or a position in food safety and production. Any way you look at it, a career in the Agricultural Industry is rewarding and continues to offer one of the strongest employment opportunities for new graduates!

Categories include: Agribusiness Management, Agricultural & Natural Resources Communications, Agriculture Education, Agri-science, Resource Development & Management, Recreation & Tourism Resources, Horticulture, Forestry, Packaging Food Science, and Fisheries/Wildlife.

AGRICULTURIST
Farmer



ENGINEER
Water & Soil Conservationist



SCIENTIST
Lab Technician



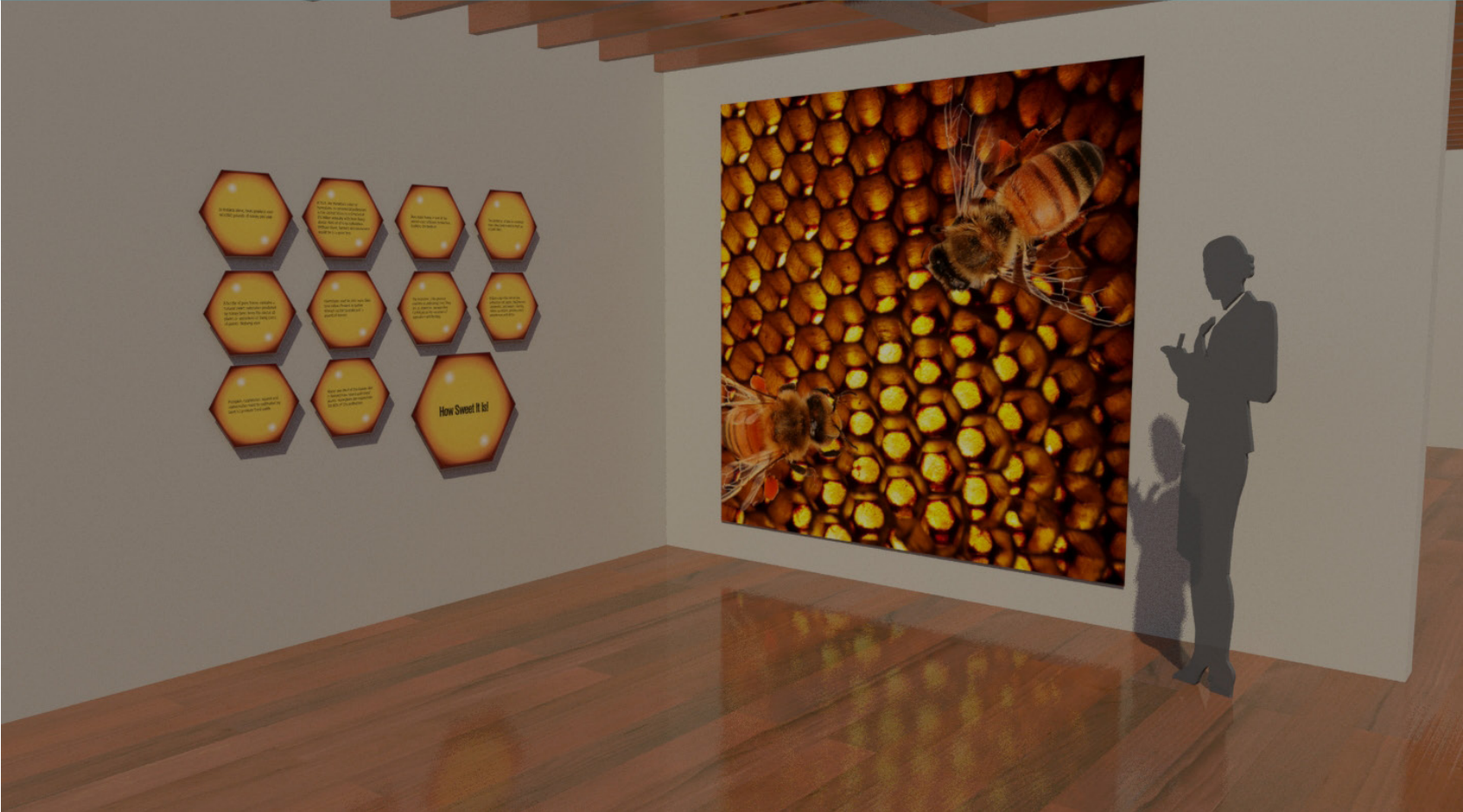
FORESTRY RANGER
Forestry Specialist



VETERINARIAN
Large Animal Internal Medicine



BEE AREA



BEE FACTS

In Indiana alone, bees produce over 609,000 pounds of honey per year.

In fact, the monetary value of honeybees as commercial pollinators in the United States is estimated at \$19 billion annually with bees doing almost 80% of all crop pollination. Without them, farmers and consumers would be at a great loss.

Bees make honey in one of the world's most efficient production facilities: the beehive!

The 60,000 or so bees in a beehive may collectively travel as much as 55,000 miles.

A bottle of pure honey contains a natural sweet substance produced by honey bees from the nectar of plants or secretions of living parts of plants. Nothing else!

Honeybees need to visit more than two million flowers to gather enough nectar to make just a pound of honey!

The honeybee is the greatest machine at pollinating ever! They are so important because they contribute to the successes of agriculture and farming.

Indiana crops that rely on bee pollination are: apples, blackberries, blueberries, cantaloupes, cherries, clover, cucumbers, peaches, pears, persimmons, and plums.

Pumpkin, raspberries, squash and watermelon must be pollinated by bees to produce food yields.

About one-third of the human diet is derived from insect-pollinated plants. Honeybees are responsible for 80% of this pollination.

How Sweet It Is!

BEEHIVE GRAPHIC

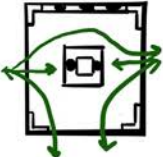
TWO 8X4 GRAPHIC



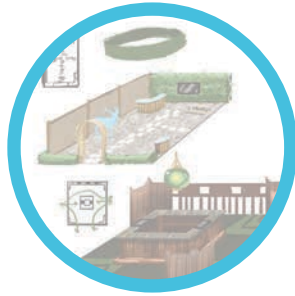
EXHIBIT CONCEPTS



EXHIBIT CONCEPTS



DEALING WITH DRAGONS



OBJECTIVES & CHALLENGES

The vision I had for this piece was to create an illustration book of an already published book, using space, color, shapes, etc. to show my interpretation of the story.

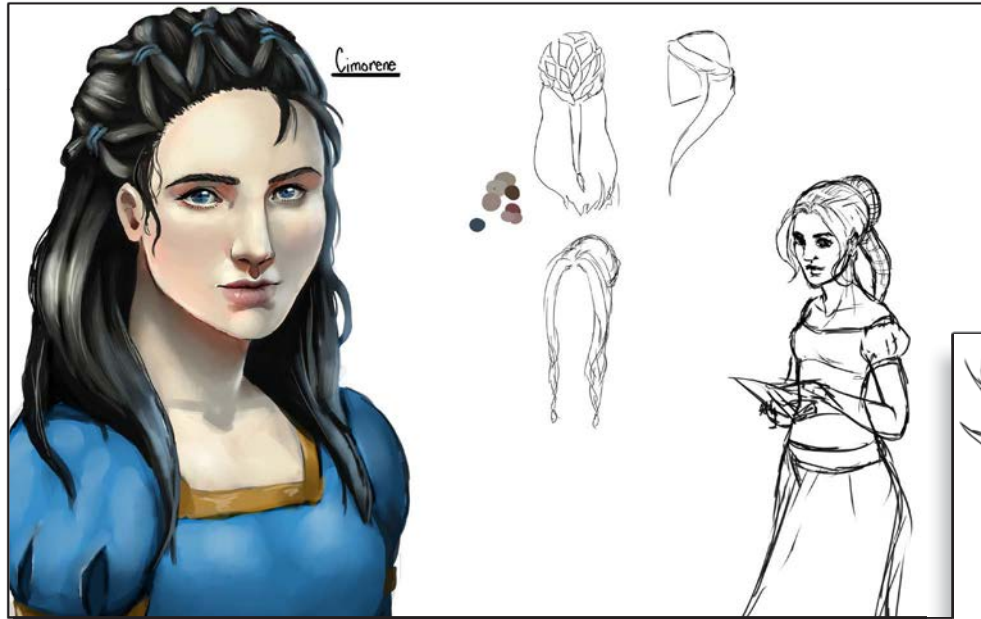
SUMMARY

Cimorene is everything a princess is “not” supposed to be: headstrong, tomboyish and smart. She is so bored that she runs away to live with a dragon Kazul and finds the family and excitement she’s been looking for.

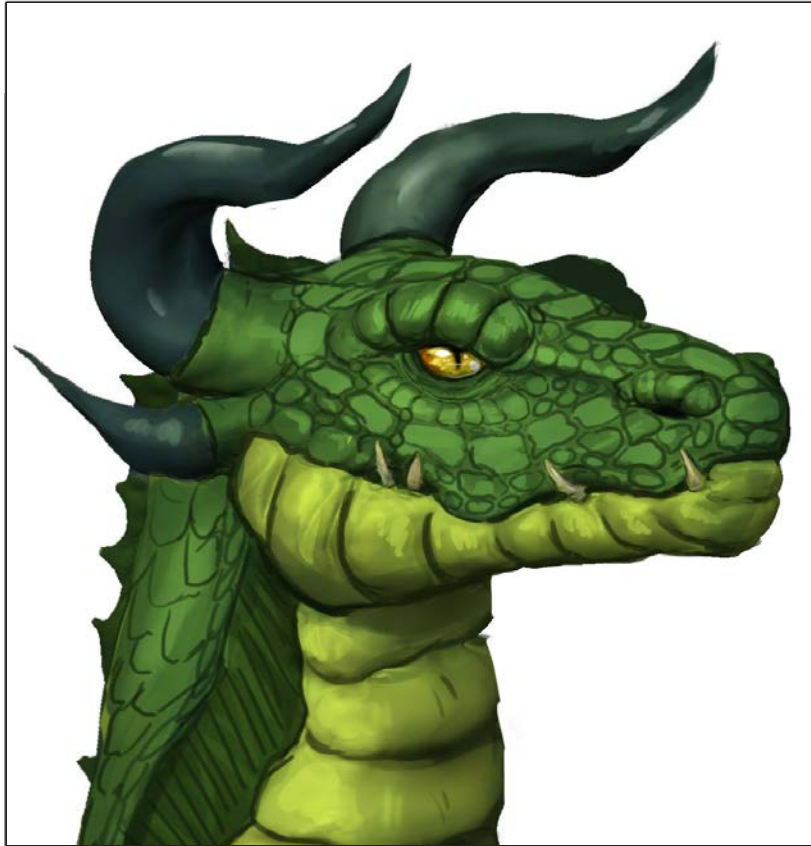
RESEARCH



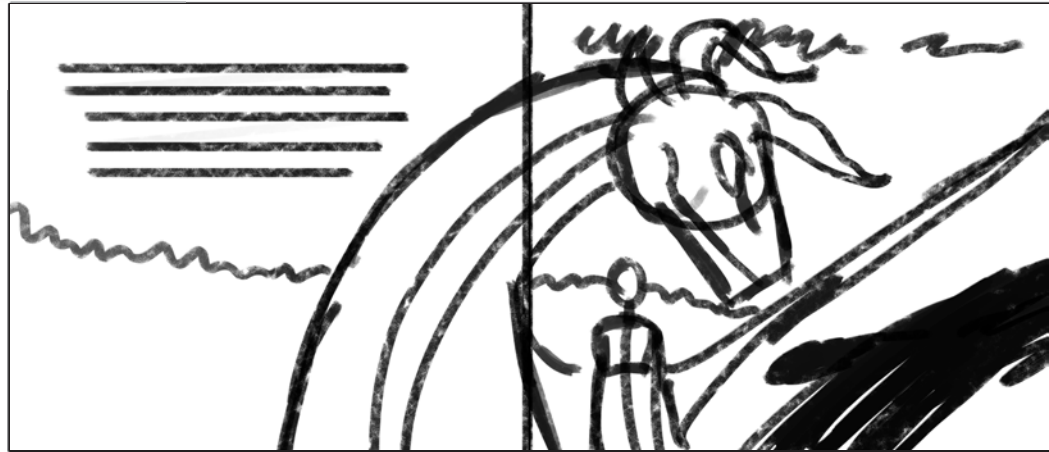
SKETCHES



SKETCHES



COVER



COVER

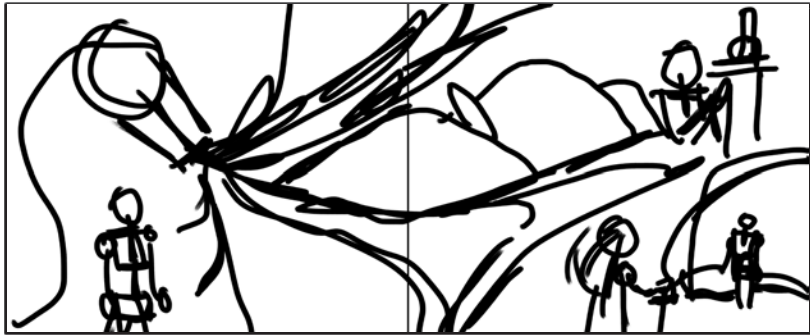
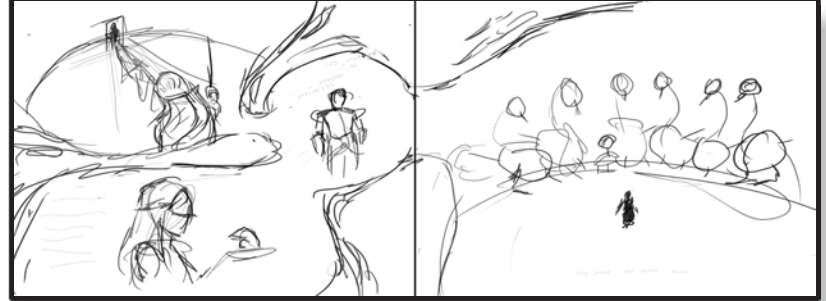
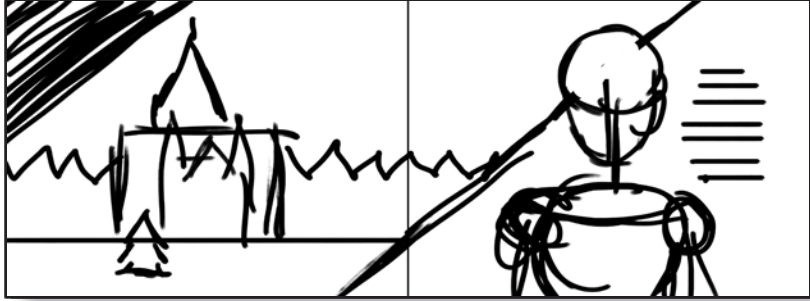
Cimorene is everything a princess is “not” supposed to be: headstrong, tomboyish and smart. She is so bored that she runs away to live with a dragon **Kazul** and finds the family and excitement she’s been looking for.

DEALING WITH DRAGONS

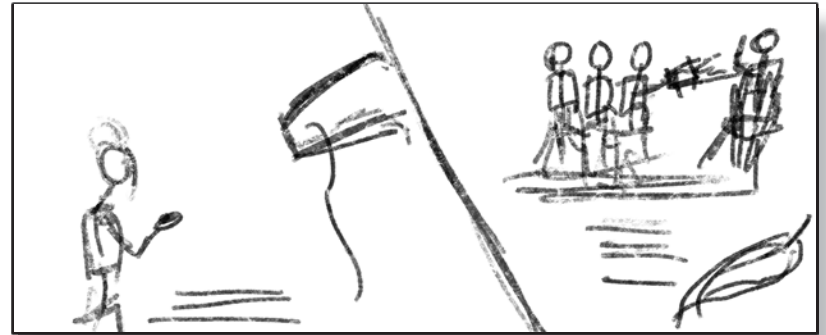


Illustrated by Adrien Honnay

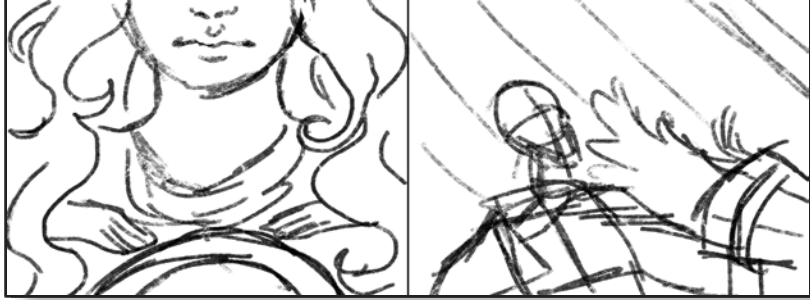
STORYBOARD



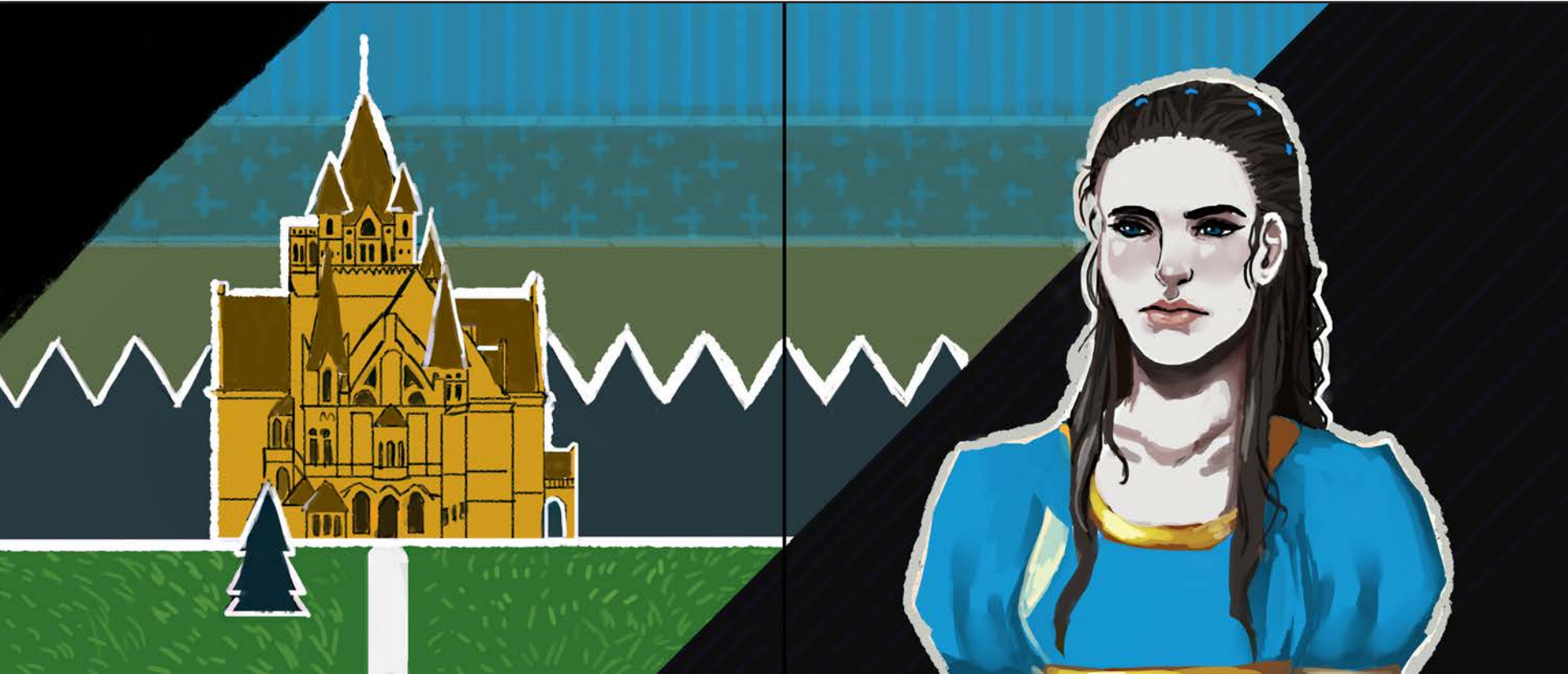
STORYBOARD



STORYBOARD



PAGES



PAGES



PAGES



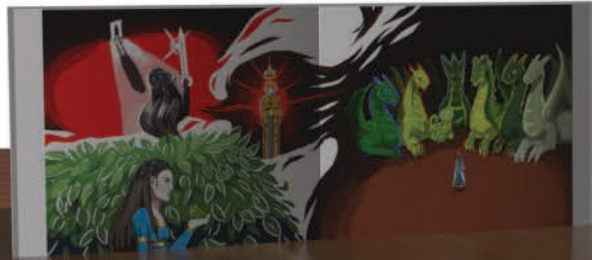
PAGES



PAGES



BOOK RENDER



THANK YOU!

RESUME

CONTACT

35093 111th Ave Menahga, MN 56464
khorsma@yahoo.com
www.coroflot.com/kirstenhorsma
www.linkedin.com/in/kirstenhorsma
(218) 255-4189

EDUCATION

Bemidji State University, Bemidji, MN
August 2012- December 2015
Bachelor of Science Degree
Major: Art and Design Digital &
Exhibit Design Emphasis

WORK EXPERIENCE

Lab Monitor, Bemidji State University
Bemidji, MN
September 2013 to December 2015
Monitor computer lab and lighting studio.
Help students with software and critique designs.
Troubleshoot printers and computers.

Graphic Designer, Exhibit House
Indianapolis, IN
June 2015 to August 2015
Create graphic designs for State Fair Exhibit.
Work with client and coworkers. Research and
planned with company exhibit design.

UNIQUE SKILLS

Adobe Software CS4 to CC
Photoshop, Illustrator, InDesign,
Flash, and Muse
3D Software
3DS Max, Blender, Google SketchUp
Other Software
Microsoft Office, PaintTool SAI,
Mischief, Alchemy, Google
SketchUp, Autodesk Sketchbook

HOBBIES

Using 3D modeling programs.
Learning illustration techniques.
Digital Illustrations.
Trying different art mediums.

REFERENCES

Advisor: Steve Sundahl
Department of Technology, Art and Design
SSundahl@bemidjistate.edu
(218) 755-3742

Professor: Dr. Bonnie Higgins
Department of Technology, Art and Design
BHiggins@bemidjistate.edu
(218) 755-3790