

# Digital Portfolio



John Van  
Brocklin

# Logo & Branding

## PROJECT

For this project, we were to take a hypothetical company, FishyFixIt, and create a logo using the STAM design philosophy. The company was a plumbing company, based out of Houston Texas.

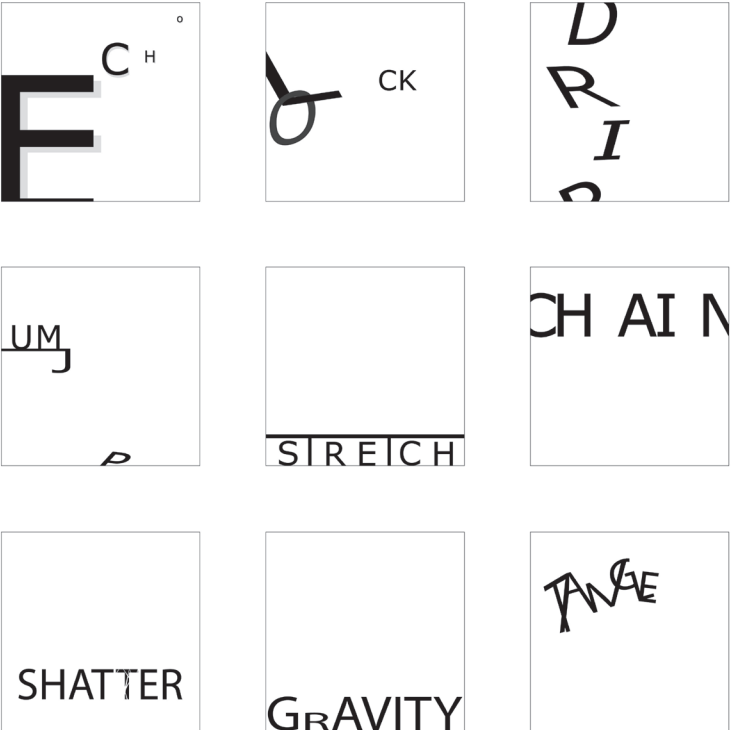
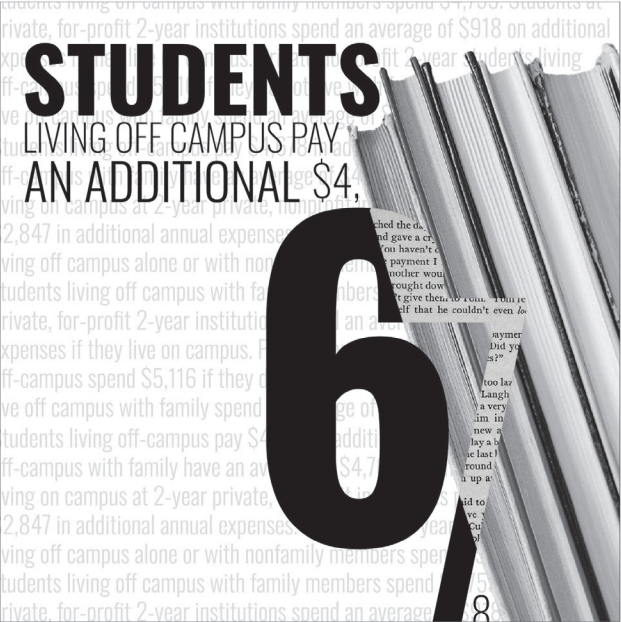
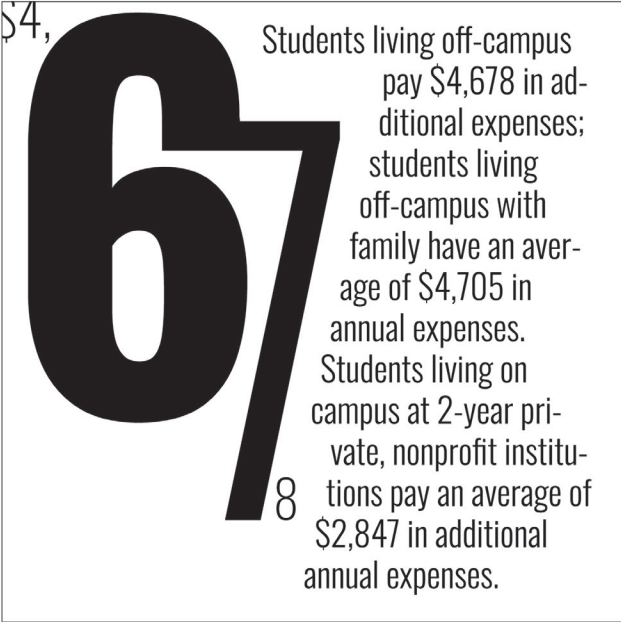
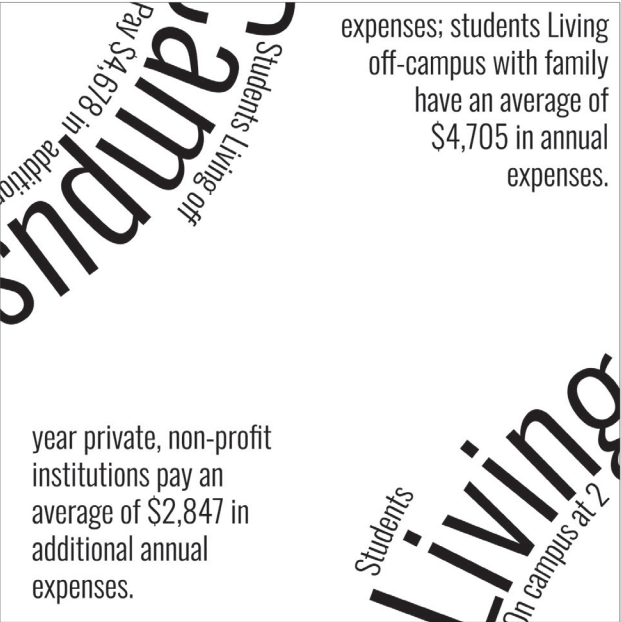
I decided to create a logo that could adapt to different use cases, being able to separate the wordmark and symbol, correct type-to-image ratio, and a nice metaphor to tie it back into the plumbing company.



# Typography

## PROJECTs & Exercises

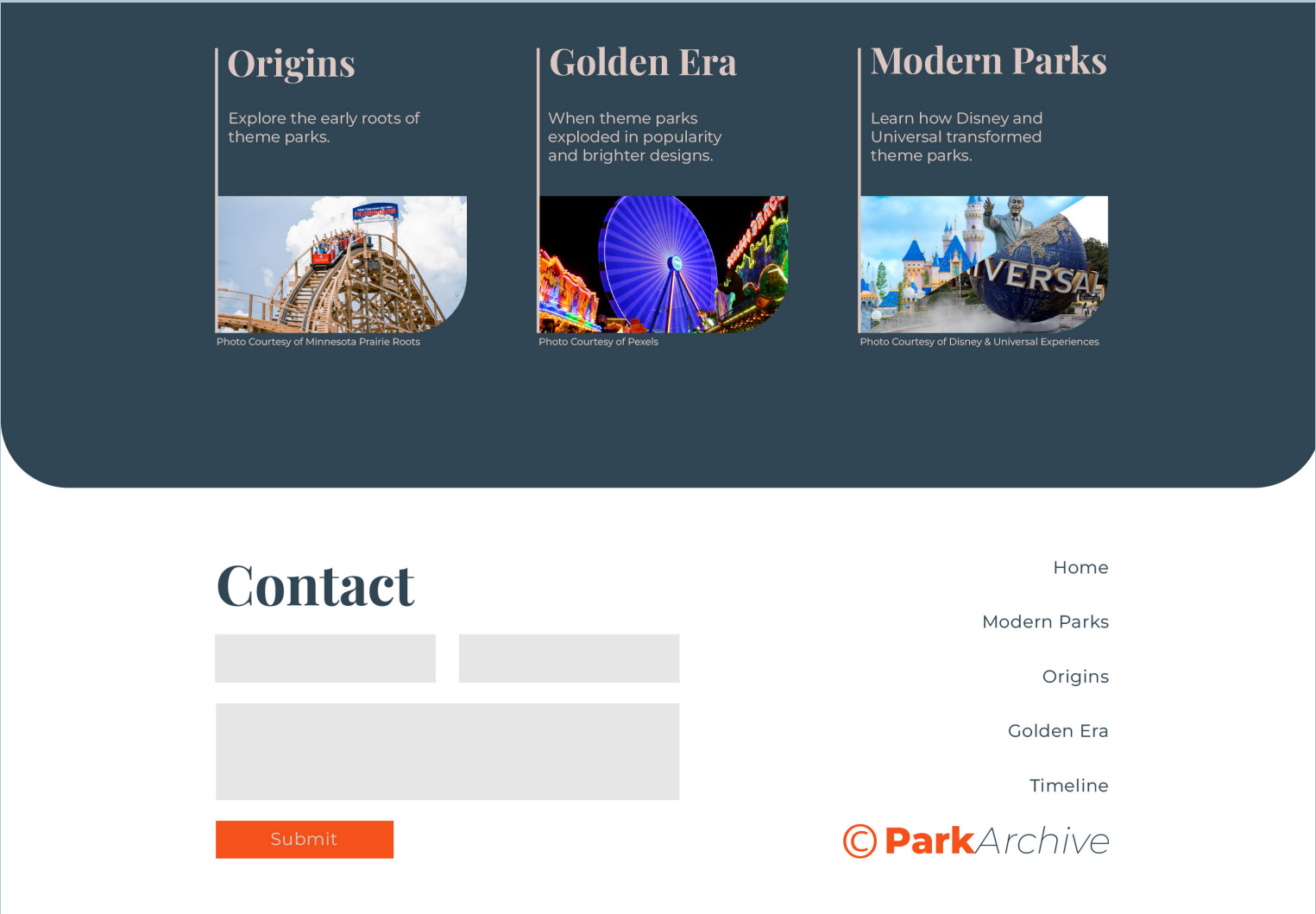
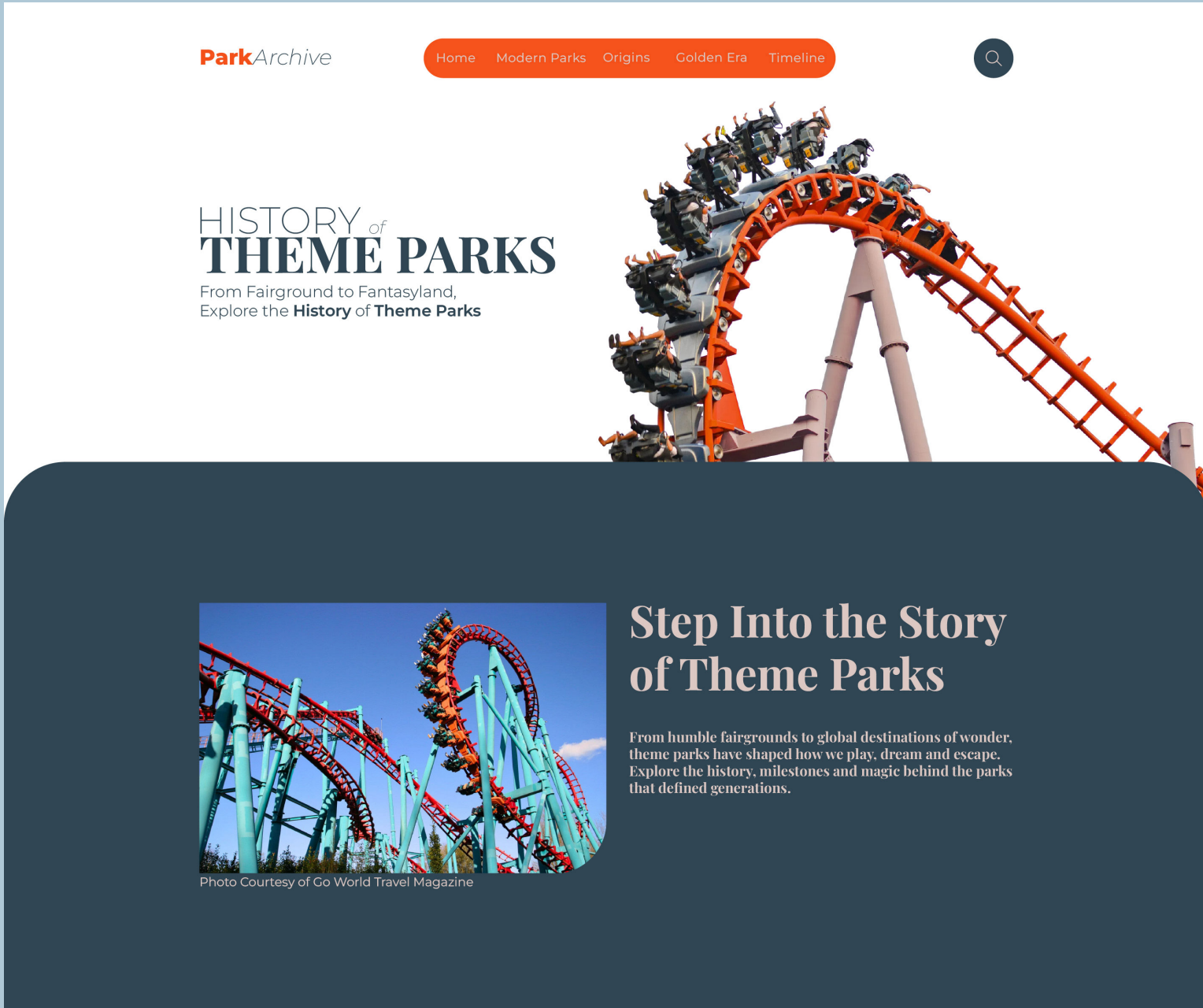
Here are a few projects and exercises from my expertise in typography.



# Web Design

## PROJECT

For this project, we were tasked with taking on a site about the history of a topic using Figma and Adobe Illustrator.



ParkArchive

HISTORYofTIMELINE

A Journey Through the Decades, Tracing the Evolution of Thrill and Imagination.

Timeline

Through the Years >

Milestone Moments >

Through the Years

The evolution of theme parks is a story of innovation and imagination. What began as small amusement grounds filled with laughter grew into global destinations blending art, storytelling, and technology. Each decade brought new experiences that shaped how people play, dream, and connect.

Milestone Moments



Photo courtesy of SFGATE

From the early thrills of Coney Island to the groundbreaking opening of Disneyland in 1955, each milestone marked a step forward in creativity and engineering. The 1980s brought cinematic storytelling with Universal Studios, while the 2000s pushed immersion through themed lands and digital attractions. Today, parks continue to evolve—bridging reality and imagination like never before.

<

>

Contact

Submit

Home

Modern Parks

Origins

Golden Era

Timeline

© ParkArchive

# Web Design

## PROJECT

For this project, we were tasked with taking on a one page site using Flgma and Adobe Illustrator.

