



**Deb Hanson**

**Graphic Design**  
portfolio

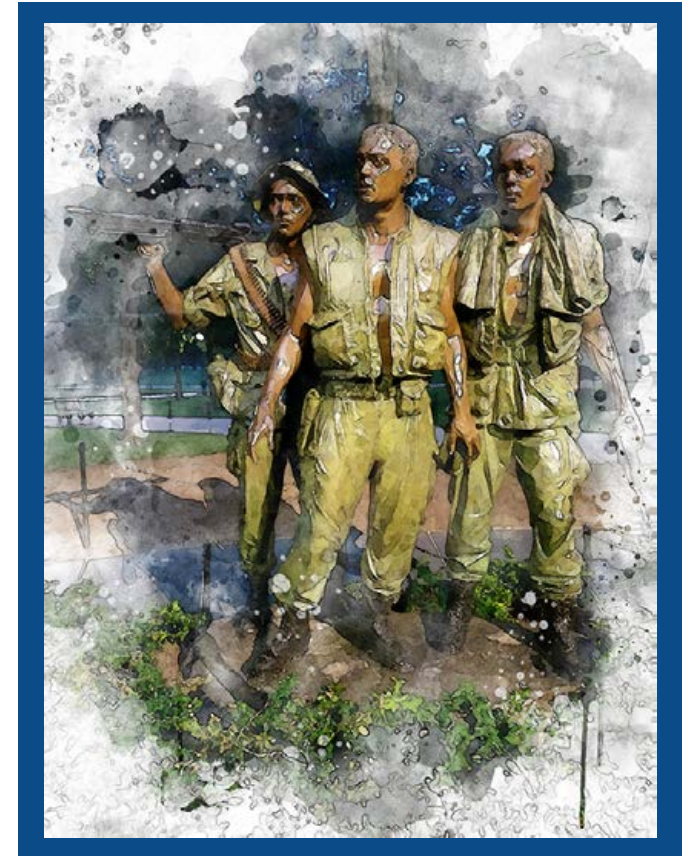
## About Me

**A**s a passionate and dedicated graphic designer, I am driven by a relentless desire to transform ideas into visually captivating experiences. With a strong foundation in design principles, a keen eye for detail, and a commitment to innovation, I am excited to contribute my unique creative perspective to the world of visual communication.

Throughout my journey, I have honed my skills in various design disciplines: from branding and print design to digital media and user experience. My portfolio showcases a diverse range of projects that demonstrate my ability to translate concepts into compelling visuals that resonate with audiences. I believe in the power of design to tell stories, evoke emotions, and create connections, and I am eager to continue pushing the boundaries of what visual communication can achieve.

I am committed to staying on the cutting edge of industry trends and emerging technologies. Whether it's mastering the latest design software or exploring new techniques, I embrace continuous learning as an integral part of my growth as a designer. It's important for every designer to keep abreast of industry trends in color, typography, layout, and social media. This adaptability allows me to approach each project with fresh insights and innovative solutions.

Beyond technical skills, I am attuned to the business aspect of design. My background in customer service and administration allows me to see the greater picture, providing valuable life experience many other designers haven't yet developed. Understanding client objectives, target audiences, and market trends enables me to create designs that not only look visually appealing but also drive results. My goal is to deliver designs that not only captivate but also communicate effectively, ensuring that every project I undertake adds value to both the brand and its audience.



**“Digital design is like painting, except the paint never dries.”**

# Content

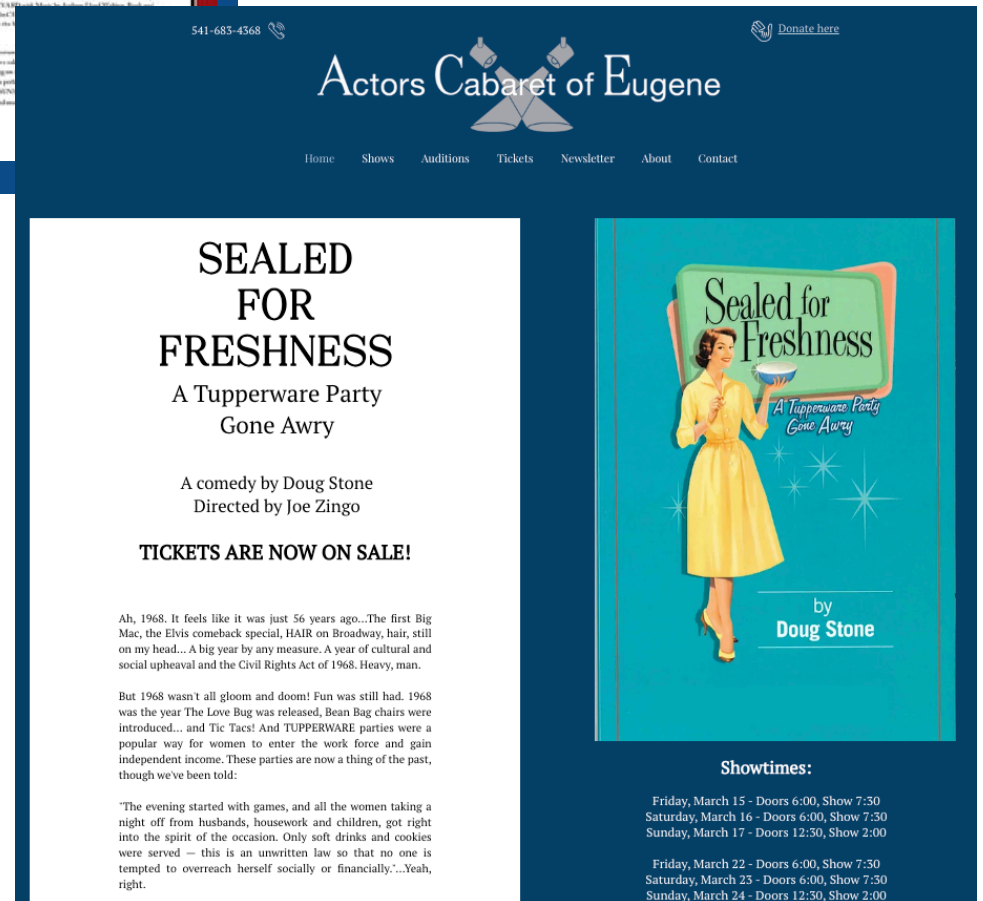
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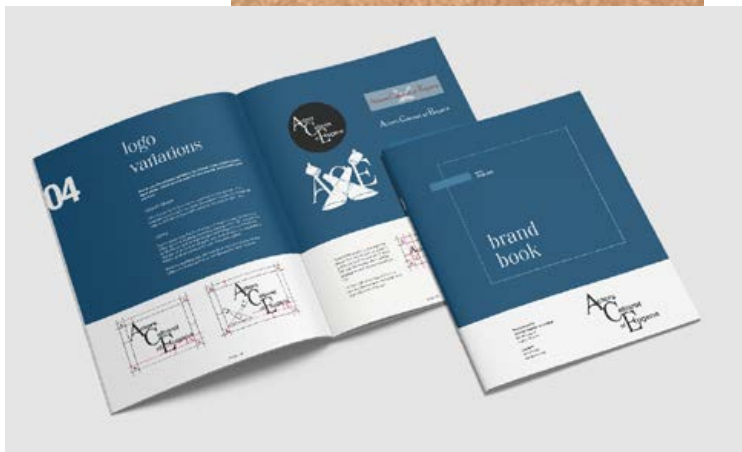


# Corporate Identity

How a business presents itself to the world.

Corporate identity design refers to the visual and tangible elements that represent a company's brand identity to the public. It involves creating a consistent visual language across various platforms, including logos, color schemes, typography, imagery, and other design elements. The goal of corporate identity design is to communicate the company's values, personality, and mission in a cohesive and memorable way.





### Brand Refresh

- Made for** : Actors Cabaret of Eugene
- Year** : 2022
- Concept** : Revitalize

Actors Cabaret of Eugene has played an integral role in theatre in Lane County for over four decades. Since it first opened its doors in 1979, ACE has produced over 500 musicals and plays (including more than 25 World Premieres, over a dozen West Coast Premieres and nearly 100 Oregon or Northwest premieres) and has been hailed by many as "one of the best." Actors Cabaret of Eugene is committed to providing quality theatrical experiences and opportunities for community participation through performance and technical production as well as the enrichment and enjoyment of audience patrons.





Extra Dangerous For Physical Therapists – The Inbound Marketing Myth



In This Post

Introducing Inbound & Outbound Defined  
Inbound Considerations & Pros/Cons  
Combining Local Search With Outbound

Related Links

Local SEO Marketing Package  
Consumer Direct Response Marketing Package  
PT Marketing Boot Camp  
Article: PT Marketing With Facebook  
Article: Sweet SEO Strategy for Physical Therapists

The Inbound Marketing Myth – DANGER for Physical Therapists

Updated February 18, 2022, and August 11, 2019. Original post January 9, 2012.

The Inbound Marketing Myth For PTs – Can You Really Rely On The Internet and Social Media For Your Marketing Success?

When I posted the original version of this article in 2012, I remember the feeling of pending doom for traditional outbound marketing channels like direct mail, radio, TV and print ads. After all, the influence of social media and search engines (inbound marketing parlance) was just getting started. But now, almost seven years later, it's clear to me that inbound marketing has not been pushed aside by the new "inbound" style method, because advertisers still need to break through the digital clutter to reach their audience, outbound is growing in importance.

If you're not sure about that, ask yourself why the biggest brands on the planet are expanding budgets for broadcast, direct mail, and other more "traditional" forms of advertising faster than for inbound – \$3.8 million (plus multiples of that for production costs) for a single 30 second super bowl ad – really? "Outbound" marketing isn't going away. Instead, its importance and complexity is growing.

As a result, independent outpatients clinics need to consider what this means for their own marketing strategies. For example, are you relying too heavily on direct mail and phone in "inbound"? Do you have a "facebook FOMOCT" will you acquire more new patients through your website or a neighborhood mail campaign?

Inbound and Outbound Marketing Strategies – What's The Difference And Why Should You Care?

According to Wikipedia, the term "inbound" marketing was coined by Brian Halligan, founder of HubSpot in 2005.

"Inbound marketing is promoting a company through blogs, podcasts, video, eBooks, newsletters, whitepapers, SEO, social media marketing, and other forms of content marketing which serve to attract customers."

In contrast, buying attention, cold calling, direct paper mail, radio, TV advertisements, etc. are forms of "outbound marketing" and traditional advertising are considered "outbound marketing."

I take issue with this definition, particularly with respect to outbound marketing. I don't know any other trained marketing professional who would include "paid" and "buying attention" as an inbound marketing strategy. In fact, you could easily go the other way and restate the inbound definition with just the "buying attention" and "paid" as well.

With that definition in mind, Halligan co-authored the book "Inbound Marketing" with his MIT peer and business partner Dharmesh Shah. If you read the book you may conclude that "outbound" marketing budgets should be devoted to inbound or out altogether.

And you don't need marketing between inbound and outbound (choice between).

To better answer marketing.

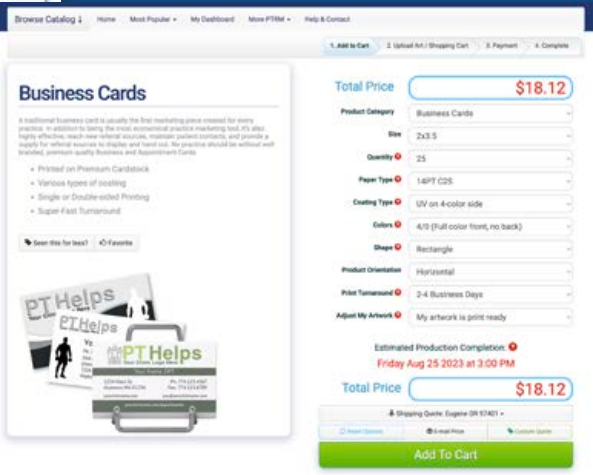
Two Inbound Problem 1: The "inbound" my physical therapy clients don't have



- Session 1 – The Marketing Mix: Is Your Outpatient Practice Ready?
- Session 2 – Building Your Foundation With Inbound Marketing
- Session 3 – Managing Your Online Presence
- Session 4 – Consumer Marketing & Client Retention
- Session 5 – Physical Marketing, Advertising, Social Outreach, & Tying It All Together



A complete system of communication features each unique feature/benefit at the right point of contact...  
Inbound marketing is not just about the building marketing tools (digital print and wraps).



## Physical Therapy Direct Response Marketing

Learn about direct response strategies proven to work best for physical therapists. Excellent for owners and marketing managers interested in acquiring patients with direct response strategies.

**1 Hour Web Conference**

Standards of Care  
Training  
Expertise  
Evidence Based

Power Writing Tools Workbook

**PT Referral Machine**  
The PTRM  
Call 774.256.1125  
www.physiotherapyreferral.com

**PT Helps**  
The PT Referral Machine

Cohesive Design

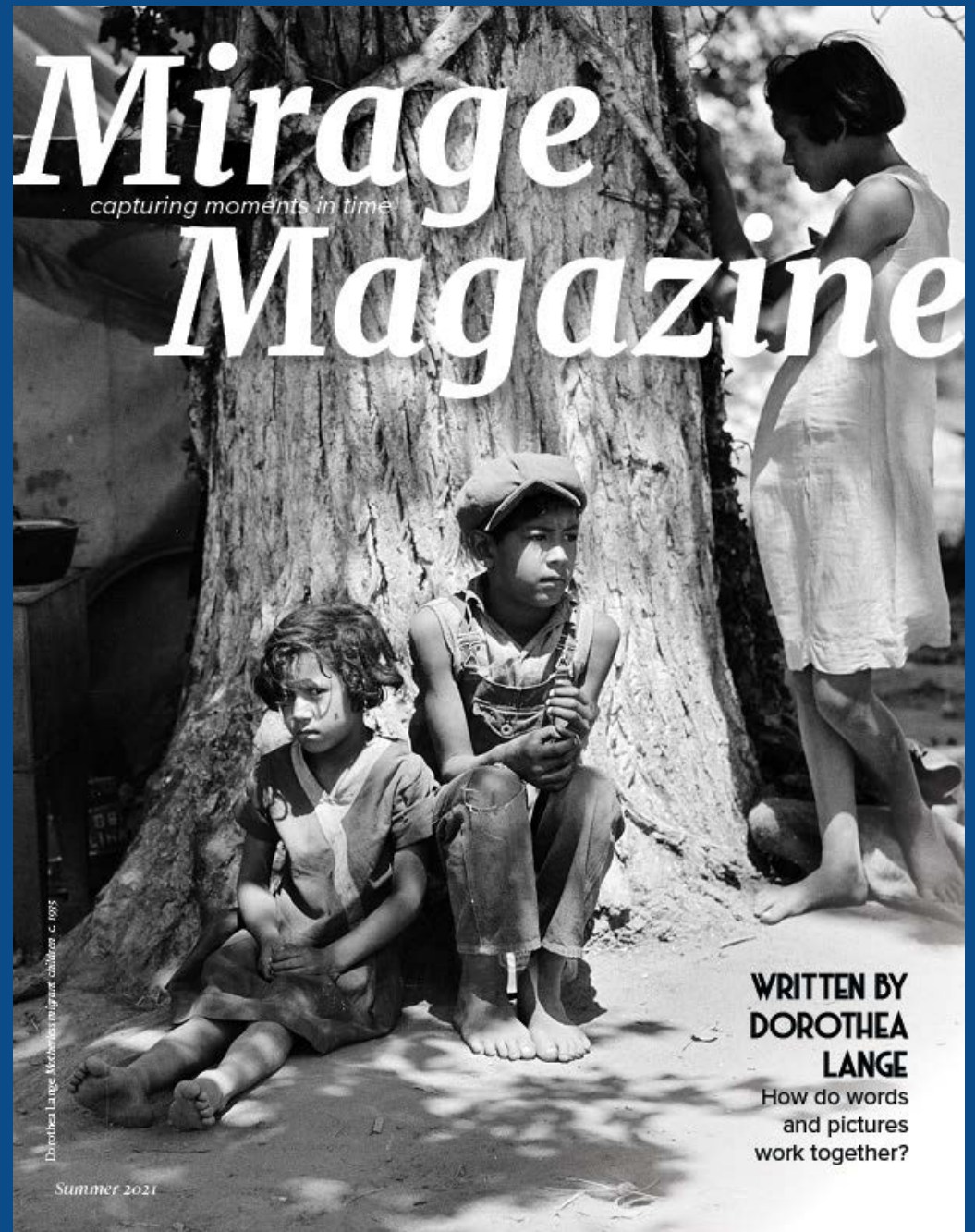
- Made for : PT Referral Machine
- Year : 2023
- Concept : Contemporize

Unify all aspects of the corporate design to ensure that all elements work together harmoniously to convey a consistent message. Coordinated various components such as layout, typography, color scheme, imagery, and user experience to create a seamless and unified design experience. Updated existing content to new format for primary website, e-commerce site, social media, product images, presentations, and training materials.

## Editorial Design

*Editorial design requires a keen understanding of typography, layout principles, visual communication, and storytelling techniques to create engaging and impactful printed publications.*

Editorial design is a specialized area of graphic design focused on the layout and presentation of content in printed publications such as magazines, newspapers, books, and brochures. It involves the arrangement of text, images, and other visual elements to effectively communicate information and engage the reader. Editorial designers work closely with editors, writers, photographers, and illustrators to create visually compelling and cohesive publications that convey a specific message or theme.







## Co-Editor-in-Chief Design Magazine

**Made for** : The Bleed  
**Year** : 2021  
**Concept** : Zoomed Out

The Bleed Magazine, a capstone project of the Lane Community College graphic design class, continues to win Pacemaker Awards from the Associated Collegiate Press.

Students work tirelessly in their final term to come up with all of the content—the subject, interviews, writing, illustration, graphics, photography and production—for 52 pages in eight weeks, in order to have the magazines printed and delivered by graduation.

I contributed one article including image and design, as well as designed layouts for other authors, and coordinated final production and distribution.



# Life Changes

## An Adult's Perspective

WORDS • DESIGN • PHOTO MANIPULATION DEB HANSON

At the time, it sounded like a great idea. Start my life over by getting a degree in my 50's, completely changing the direction of my future in a new and unknown industry. At 54 I decided I wanted the education that I had blown off as a teenager, and I wanted to be a graphic designer.

The last time I went to college, straight out of high school, there were no cell phones, no laptops or tablets. The library was 300% books, and you had to not only know how to use a card file, but also how to use the Dewey Decimal System. We carried textbooks that weighed a gazillion pounds each, made copious notes, and instructors used overhead or opaque projectors. Essays were drafted by hand, then typed on an electric typewriter, if you had one. If not, you paid someone else to type it for you and prayed their typing skills were better than yours. I lasted one year, barely.

Then life happened, marriage, family, home, job, divorce, cats. The time was never right to return to college. One day I woke up and knew the time was now, and that I wanted to be a graphic designer. I had no idea what graphic designers actually did

beyond making pretty greeting cards, but I knew my local college has a respected program. Going into this I thought I was independent, strong, committed, and motivated, completely prepared for what college would throw at me.

I was an idiot.

With my typical determination, I jumped through the hoops, having no real idea what I was doing, and started my first term at community college. By the end of the first week, I thought I'd lost my mind. I'm too old for this crap! Talk about culture shock. From the business world to the academic, from experienced co-workers to kids barely old enough to vote, I'd been working in the business world for over 30 years. I felt like the poo in a punchbowl full of bright, quick, peppy fruit slices. I stood out just a bit.

Many students saw me as a middle-aged mother with empty nest syndrome. Others assumed that I was a stay-at-home mom, perhaps a short, fat, Jane Cleaver, now ready to enter the working world in my "twilight years". One young student even welcomed me to "the real world" my first term.

Based on physical appearances, these are all valid assumptions. I am a middle class, middle-aged (ouch), middle-of-the-road, white woman living in middle America. I had the burning desire to wear

*"I thought I'd lost my mind."*

a tee announcing, "I ride motorcycles" to prove I wasn't the soccer mom they all thought I was. My confidence died on day 3. I buried it in the backyard with the gerbils.

Now, in a few short weeks from graduation, and I still think I wasn't entirely sane when I started this journey. I was terrified, alone, financially insecure, and drifting when I made the decision to get my degree. I've had health problems, car problems,

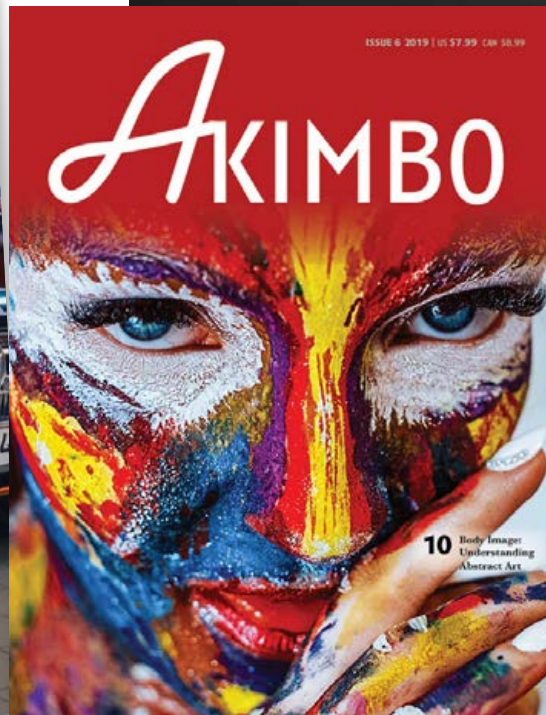
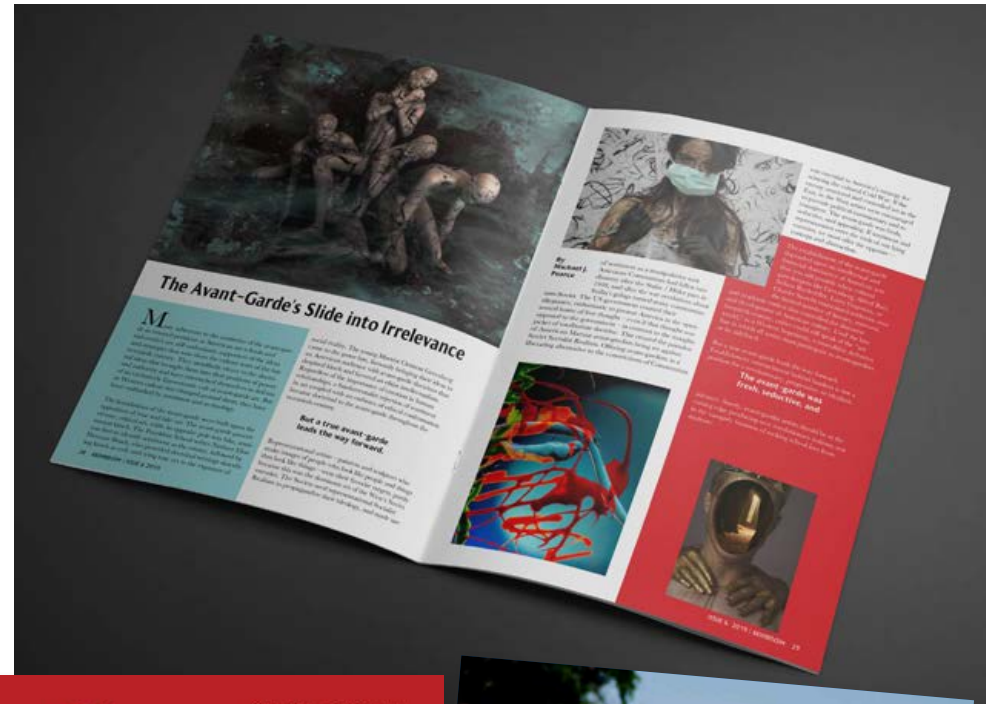
financial problems, tension migraines, intense work stress, and most of my family believe I've dropped off the face of the earth. I lost my job due to the pandemic, ran out of support and benefits, and have no idea where life is going to take me. Like everyone else today, I live in a bubble and communicate through a computer screen. But somehow, life has never been better.

Was it worth it? Absolutely. Not just for the degree, although that is pretty damn cool, but for the learning experience brought about by change. Completely changing my career, developing an all new knowledge base and sphere of friends, has without a doubt been one of the most enriching experiences of my life. What makes it even better is having the maturity and life experience to truly appreciate these changes. Change is scary but change with the life experience of someone in their 50's is awesome, and I can't wait to see what happens next!

## Magazine Design Project

**Made for** : Class Project  
**Year** : 2020  
**Concept** : 3 magazine, 3 concepts

Create and design 3 magazines based on 3 different demographics and themes, utilizing royalty-free images, fill text, and original illustrations. Each magazine was to be printed and saddle-stitched.




# Print Design

**Print design requires creativity, attention to detail, and technical expertise to produce visually striking and effective printed materials.**

Print design is a branch of graphic design that focuses on creating visual materials intended for physical reproduction and distribution, such as brochures, posters, business cards, packaging, magazines, and newspapers. Unlike digital design, which is primarily viewed on screens, print design involves designing for tangible, physical objects.

Designing for merchandise involves creating visual assets and graphics that are applied to physical products for promotional or commercial purposes. Graphic designers tasked with designing merchandise need to consider various factors, including brand identity, target audience, product specifications, and production techniques.

DRAGONFLY DESIGNS  
create • connect • celebrate | EST. 2005




## Ready...Set...CREATE!


Get the most out of your experience by creating a maker's space prior to your event. Here's what you'll need:

1. Sturdy table 18" x 18" or more
2. Supplies within easy reach
3. Spread newspaper or a plastic tablecloth
4. Good lighting
5. Drying area


### DRAWING




sketchbook (multimedia)




pencils & eraser




fine tip pens & markers



laptop, printer, images




scissors




crayons & colored pencils

Projects: technical figure drawing, cartooning and selfies, Zentangles, fashion illustration, hand drawn elements, hand lettering and calligraphy, card/bookmark making, vision boarding, mugs.


### PAINTING: Watercolor




pencils & eraser




tape




cup of water



paper towels



extra brushes



scissors

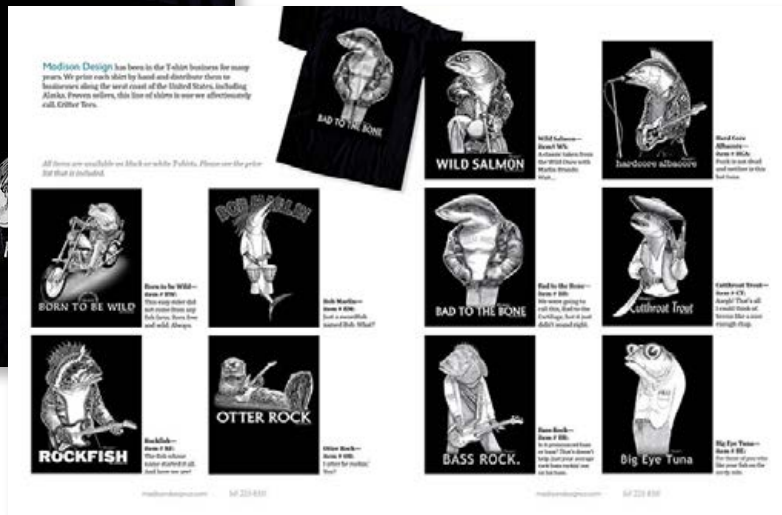
Projects: watercolor paintings, card/journal/bookmark making, fashion design and illustration.





MADISON DESIGN COMPANY

madisondesignco.com  
541 225 8351



## Catalog Design

**Made for** : Madison Design Company

**Year** : 2021

**Concept** : Minimalism

Catalog design for a T-shirt business resuming production post-pandemic, to be used for both digital and print. All T-shirt designs were pre-existing.



## FINALLY!

**A PT program designed specifically for first responders with physically demanding jobs and unpredictable schedules...**

When public safety may rely on the state of your fitness, it's important to get the best professional support for keeping you at your physical best. That's why **we designed this special program with first responders in mind.**

The Tawil Physical Therapy First Responder Program keeps you **fit and pain free** by combining physical therapy, massage therapy, acupuncture, laser therapy, and functional conditioning.



When part of your physical therapy treatment, massage is covered by most insurance for you AND your family!



tawilpt.com

877-515-4210



**Designed For First Responders**  
Physical Therapy | Massage Therapy  
Acupuncture | Laser Therapy  
Functional Conditioning

**CALL TO SCHEDULE**  
877-515-4210

**Physical & Massage Therapy**  
are part of every plan of care. When part of your physical therapy treatment, massage is covered by most insurance.

**Acupuncture & Laser Therapy**  
Each visit with advanced MLS Laser and acupuncture get faster relief from aches and pains.

**Functional Conditioning**  
Begin and end each plan of care with a functional test for the most important movements you need to work on. Benchmark your progress.

Co-insured family members can now be enrolled!



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North Bergen, NJ 07047  
**877-515-4210**

tawilpt.com

## Rack Cards

**Made for** : Tawil Physical Therapy

**Year** : 2023

**Concept** : Advertise new programs

Client requested a new rack card to advertise a new, focused physical therapy program for first responders and their families. Tawil is a client of previous employer PT Referral Machine.



## Mercy Corps Brochure

**Made for** : Class Project

**Year** : 2020

**Concept** : Bright & Colorful

Brochure design project for a real-life non-profit organization, Mercy Corps, based on their brand guidelines and provided copy. Photos are royalty-free and commercially usable. Mercy Corps typically utilizes at least one student design annually.



## Print & Merchandise Projects

**Made for** : PT Referral Machine  
**Year** : 2022  
**Concept** : Cohesiveness

PT Referral Machine implements a complete physical therapy marketing & advertising system in for clinics. Clinic marketing and advertising systems should work tirelessly to separate the clinic from the competition. As a result, it will generate new patients like a Referral Machine.



### Clothing Design Mock-ups

**Made for** : Various

**Year** : 2020

**Concept** : Simplicity

Each mock up was created for a class, freelance project, or job application to demonstrate designs as they would appear on shirts and caps.



## Physical Therapy Prescription Pads

**Made for** : PT Referral Machine

**Year** : 2023

**Concept** : Clarity

Referral pads, or prescription pads, are an essential marketing tool for physical therapy practices. Well crafted pads ensure patient referrals, clear and concise requirements, and marketing for therapists. These pads were designed for multiple PT Referral Machine clients.



Ascend Physical Therapy  
105 Hembree Park Dr., Suite K  
Roswell, GA 30076

Phone: 470.632.3775  
Fax: 470.317.6205  
info@ascendptgeorgia.com

Patient Name: \_\_\_\_\_

Diagnosis: \_\_\_\_\_

Precautions: \_\_\_\_\_

**Physical Therapy**

Evaluate & Treat

Additional Comments:

Appointment Notes:

- Bring your physician referral on your first visit
- All appointments are one-on-one with a therapist
- You can schedule on our website, through our app

I certify that the above is medically necessary in the patient's best interest.

Physician Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**Brightlife PT & Wellness**  
3100 Five Forks Tricicum Rd SW, Suite 603  
Lilburn, GA 30047  
Ph: 678.292.6150  
Fax: 678.321.1640  
Email: hello@brightlifept.com

Patient Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Patient Phone: \_\_\_\_\_

Diagnosis: \_\_\_\_\_



**Integrative PT & Wellness**  
FEEL BETTER. LIVE BETTER.  
Physical Therapist - Casey Robinson, PT, DPT, OCS  
Northshore (Inside Fitness Together)  
9430 S. Northshore Dr., Suite 102A  
Knoxville, TN 37922  
Ph: 865.224.8974  
Bearden (Inside Fitness Together)  
6553 Kingston Pike Suite 110  
Knoxville, TN 37919  
Fax: 865.244.1612

Patient Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Diagnosis: \_\_\_\_\_

Physical Therapy Orders:

Evaluate and Treat

- Neck Pain
- Back Pain
- Shoulder Pain (R) / (L)
- Arm Pain (R) / (L)
- Wrist Pain (R) / (L)
- Pre/Post Op Protocol
- Hip Pain (R) / (L)
- Other: \_\_\_\_\_

Treatment Procedures:

- AAROM/AROM
- PROM
- Strengthening
- Manual Therapy
- Balance Training

Modalities:

- Hot / Cold Packs
- Ultrasound
- Electrical Stimulation
- Light Therapy
- Therapeutic Exercise
- Range of Motion
- Stretching / S
- Stabilization
- Kinetic / Therapeutic
- Fall Prevention
- Gait / Balance Training
- Neuromuscular Re-education
- Manual Therapy
- Massage
- Taping
- Postural Education
- Home Exercises
- Work Conditioning
- Return to Work / School / Activity
- Other: \_\_\_\_\_

Special Considerations:

Frequency and Duration:

\_\_\_\_\_ times/week for \_\_\_\_\_ weeks or \_\_\_\_\_

Physician Name: \_\_\_\_\_

Physician Signature: \_\_\_\_\_

In making this referral, the physician certifies that this prescribed physical therapy is medically necessary for this patient's plan of care.

Physician Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Follow-up Date: \_\_\_\_\_

**Open Saturday**



**EXCELLENT CARE PHYSICAL THERAPY**

Phone: 734.225.6551      Location: 19145 Allen Road  
Fax: 734.225.6589      Site 110  
excellentcarept@gmail.com      Brownstown, MI 48183  
www.excellentcarept.com

**Referral Form**

Patient Name: \_\_\_\_\_ DOB: \_\_\_\_\_

Patient Phone: \_\_\_\_\_ ICD-10: \_\_\_\_\_

Diagnosis: \_\_\_\_\_ (required)

Evaluate and treat per therapist discretion - check all that apply:

Physical Therapy       Occupational Therapy       Speech Therapy

Treatment:

- Evaluate & Treat
- Therapeutic Exercises
- Balance Training
- Neuromuscular Re-education
- Hand Therapy
- Other: \_\_\_\_\_
- Manual Therapy
- Anodyne Therapy
- Electrical Stimulation
- Ultrasound / Iontophoresis
- Gait Training
- Heat / Cold
- Whirlpool Therapy
- Soft Tissue Massage
- HEP

Frequency/week:  2x     3x      Duration/weeks: \_\_\_\_\_

Physician information:

Today's date: \_\_\_\_\_ NPI#: \_\_\_\_\_

Physician's name: \_\_\_\_\_

Physician's signature: \_\_\_\_\_

With referral, please include demographic information, copy of insurance cards, and chart notes.  
**Thank You!**

Please check here if 0/0 time to rebook your referral pads.      Copyright © Marketing Trends Systems and your practice. All rights reserved.

## Business Logo Design

*Well crafted business logos serve as the face of the brand, making a memorable first impression, and foster brand loyalty.*

Logos need to be versatile enough to work across a variety of mediums and sizes, from business cards to billboards to digital platforms. A well-designed logo should be scalable, legible, and visually appealing in all formats, ensuring consistent brand representation across different contexts.

Logos have the power to evoke emotions and associations in customers' minds. In competitive industries, a distinctive logo can help a business stand out from its competitors.

DH | Deb  
Designs | Hanson

DH Deb Hanson  
Designs





### Logo Creation

**Made for** : Clearin The Hayes  
**Year** : 2023  
**Concept** : High contrast

Accounting firm requested a logo created specifically for use on billing invoices to be printed by their customers, in purple, with a high contrast for smaller dimensions.



### Brand Development Project

**Made for** : Case study  
**Year** : 2020  
**Concept** : Modern health & wellness

The goal was to develop a brand identity for a fictional health and wellness practice including a logo emphasizing the "all natural" product line.



### Sample Logos for Marketing

**Made for** : PT Referral Machine  
**Year** : 2022  
**Concept** : Simplicity

Created new logos for use with marketing samples on website, social media, and print. Logo was developed to utilize a variety of colors and arrangements.





### Hahner Chocolates

**Made for** : Class project  
**Year** : 2020  
**Concept** : Package design

Develop a complete set of die-cut templates for a specific selection of fancy chocolates, including description, ingredients, and nutritional values. Each box had to be printed and assembled.



### Resort Packaging

**Made for** : Class project  
**Year** : 2021  
**Concept** : Luxury packaging

Package design as part of a luxury resort re-brand which included logo, brand guidelines, functioning website, and on-site gift shop. Required to utilize a real-life resort that is luxurious but not well-known.



### Brand Development Project

**Made for** : Case study  
**Year** : 2020  
**Concept** : Modern health & wellness

The goal was to develop a brand identity for a fictional health and wellness practice including packaging for "all natural" lotions.

# Photo Manipulation

*Photo manipulation is a versatile tool that enables graphic designers to enhance, transform, and re-imagine photographs to create compelling and impactful designs across various mediums and applications.*

Photo manipulation refers to the process of altering or enhancing a photograph using various techniques and software tools to create a desired visual effect. Graphic designers often utilize photo manipulation to achieve artistic or practical goals in their designs. Photo manipulation allows graphic designers to combine multiple images or elements to create composite images. It allows graphic designers to apply digital painting techniques to photographs, adding artistic elements or transforming photographs into digital paintings. This can result in unique and visually striking designs that blend photography with digital artistry.





### Indiana

**Made for** : Self  
**Year** : 2019  
**Concept** : Digital art

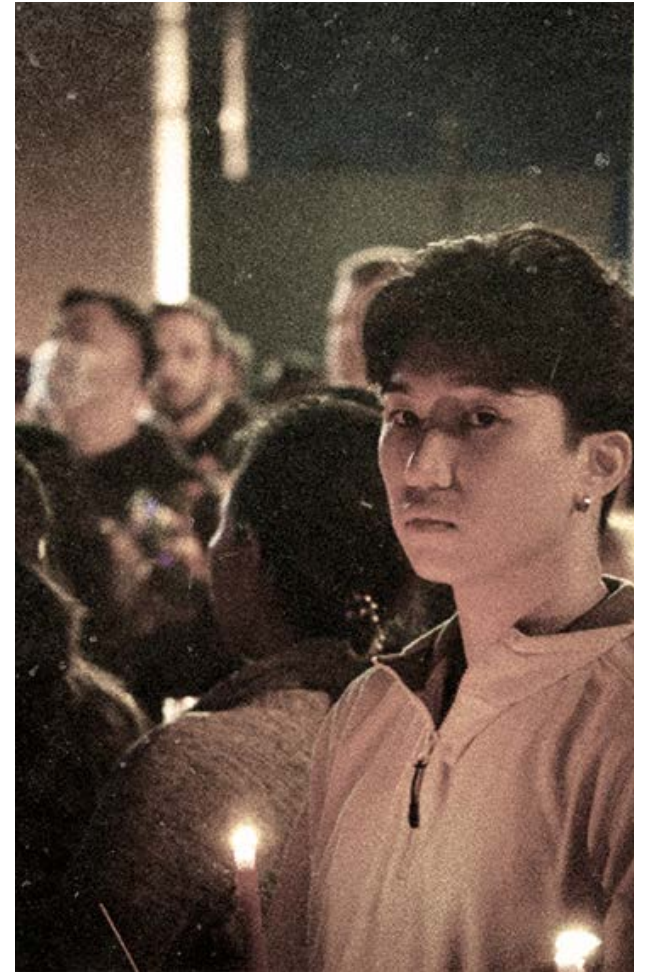
Utilized Photoshop to convert a personal photograph into a beautiful painting.



### Photo Glitchiness

**Made for** : Nathan Hanson  
**Year** : 2023  
**Concept** : Enhance & stylize

Added Photoshop effects to create a classic film glitch effect for a start-up photographer.



### Mourner No. 1

**Made for** : Nathan Hanson  
**Year** : 2023  
**Concept** : Dramatic

Added multiple Photoshop effects and techniques to enhance a series of photos from a silent vigil in L.A. to aid in publicizing the sad event.

### Composite Image for Web

**Made for** : PT Referral Machine

**Year** : 2022

**Concept** : Seamlessness

Composite image for a client's landing page dedicated to physical therapy for on-the-job and auto accident injuries.





### Biker Holiday Cards

**Made for** : Self  
**Year** : 2023  
**Concept** : Your Concept

Created a series of motorcycle themed holiday cards for sale through print-on-demand and direct order. Series includes both seasonal cards and blank interior cards for general use. Have sold over 500 cards to date.



