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4-10-2019

## Words Through the Lens of Design

Julieth Link

*Lynn University*

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**Julieth Alexandra Link**

*Digital Media Portfolio*

*M.S in Communications and Media*



# Artist Statement

Throughout my undergraduate and graduate education, my inspiration has been digitally communicating the written word through my photography and digital design. I was adopted when I was twelve with very little understanding of the English language. I learned to communicate with my father through visuals, images, and colors until the time that I was able to communicate through words.

When someone is placed in a different culture with a language that is unknown, the only way to communicate ideas and thoughts is through images and photographs. Because of my situation not knowing any English besides the word mother, father, and chocolate (yes, chocolate), I had to learn how to communicate with my father through the use of anything but words. My passion now is really harnessing the same type of thinking because I believe visuals, images, and photography are such a higher quality and provide a better ability to communicate.

# Artist Statement

My focus on all my digital design classes has been to communicate feelings and thought patterns through color patterns and design where someone can see an image or design to understand whether I am communicating a scene with a photo or selling an idea with design and information on a page. So many of my ideas and design revolve around the ocean and water because they have a calming effect on most people.

Therefore with my design, I can convey information while providing peace and tranquility to the person seeing my photography and design. My start with communication through visuals began with my photography and my love and connection with the ocean and beach. My work evolved to include delivering colorful designs with all the elements and programs from all my graduate classes.

# Artist Statement

My passion became to blend art, design, and photography into elements that would attract the attention of the viewer but at the same time provide the color and flare where the viewer does not need many words to understand the idea that is being communicated. Using all my skills and designs, one of my passions has become the creation of logos that communicate to the viewer what a company represents along with being visually appealing, so the viewer remembers the logo.

My work, through the use of colorful and graphically incorporated design, has a long and sustained effect on a viewer where the viewer feels a connection with the image. With either a photograph or a design, the viewer makes an instant connection and has a better understanding and perception of the information needing to be communicated. To me and in my photographs and design, I know its cliché, but I feel an image or design is worth a thousand or more words.

**GVC 530:**  
AESTHETICS OF  
DIGITAL  
PHOTOGRAPHY

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# LANDSCAPES













# PORTRAITS















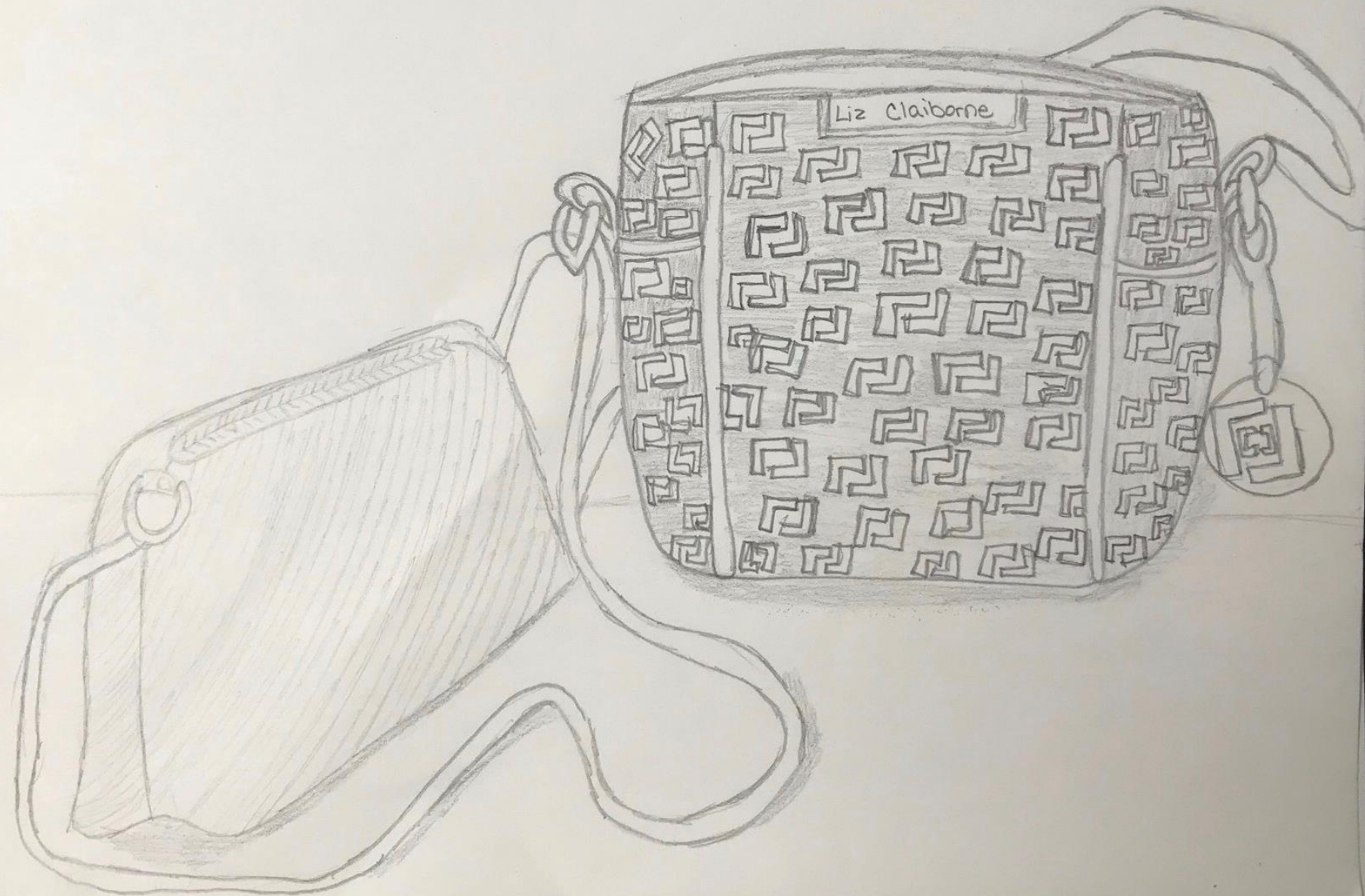




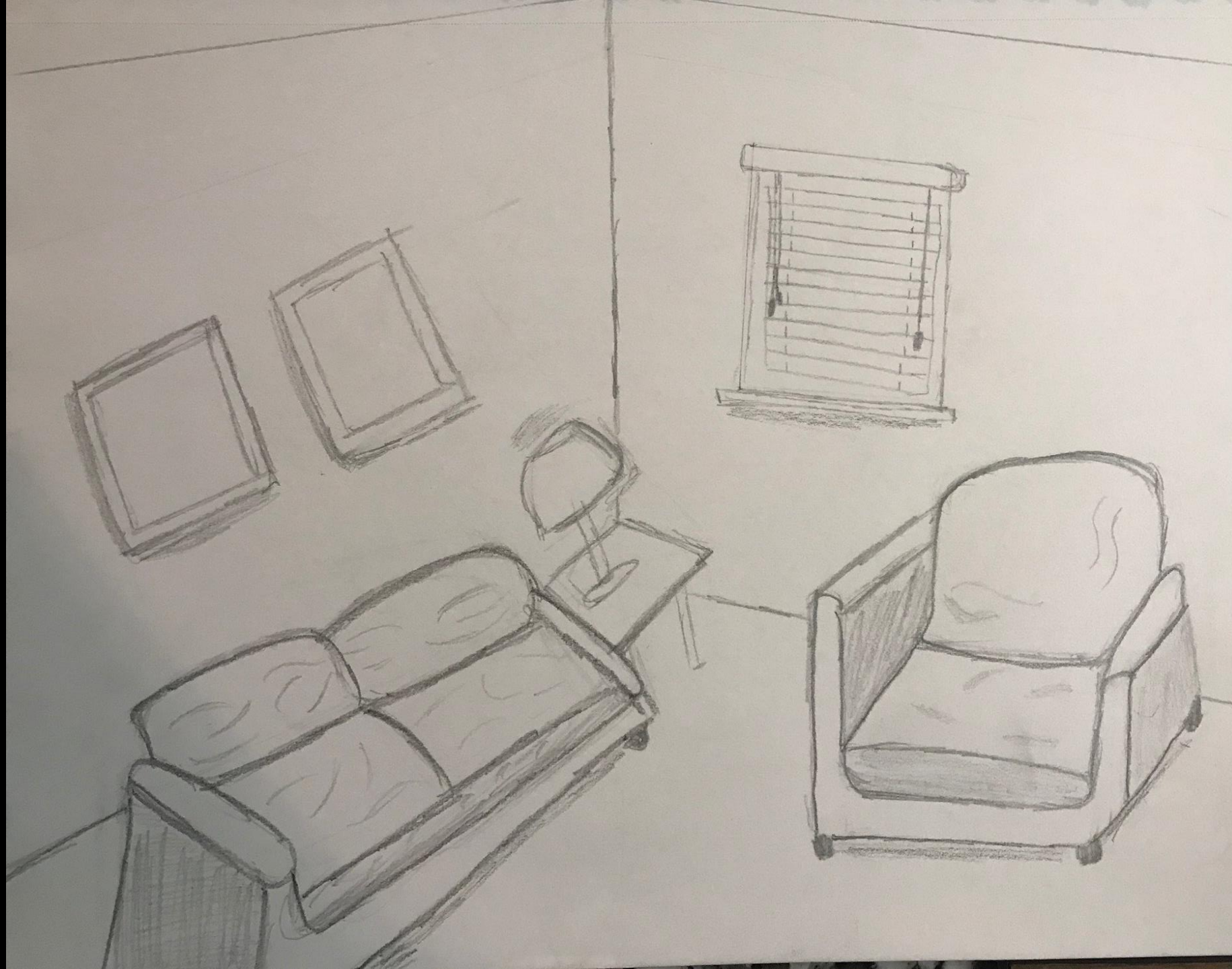
**GVC 535:  
DRAWING &  
DESIGN THEORY  
& PRACTICE**

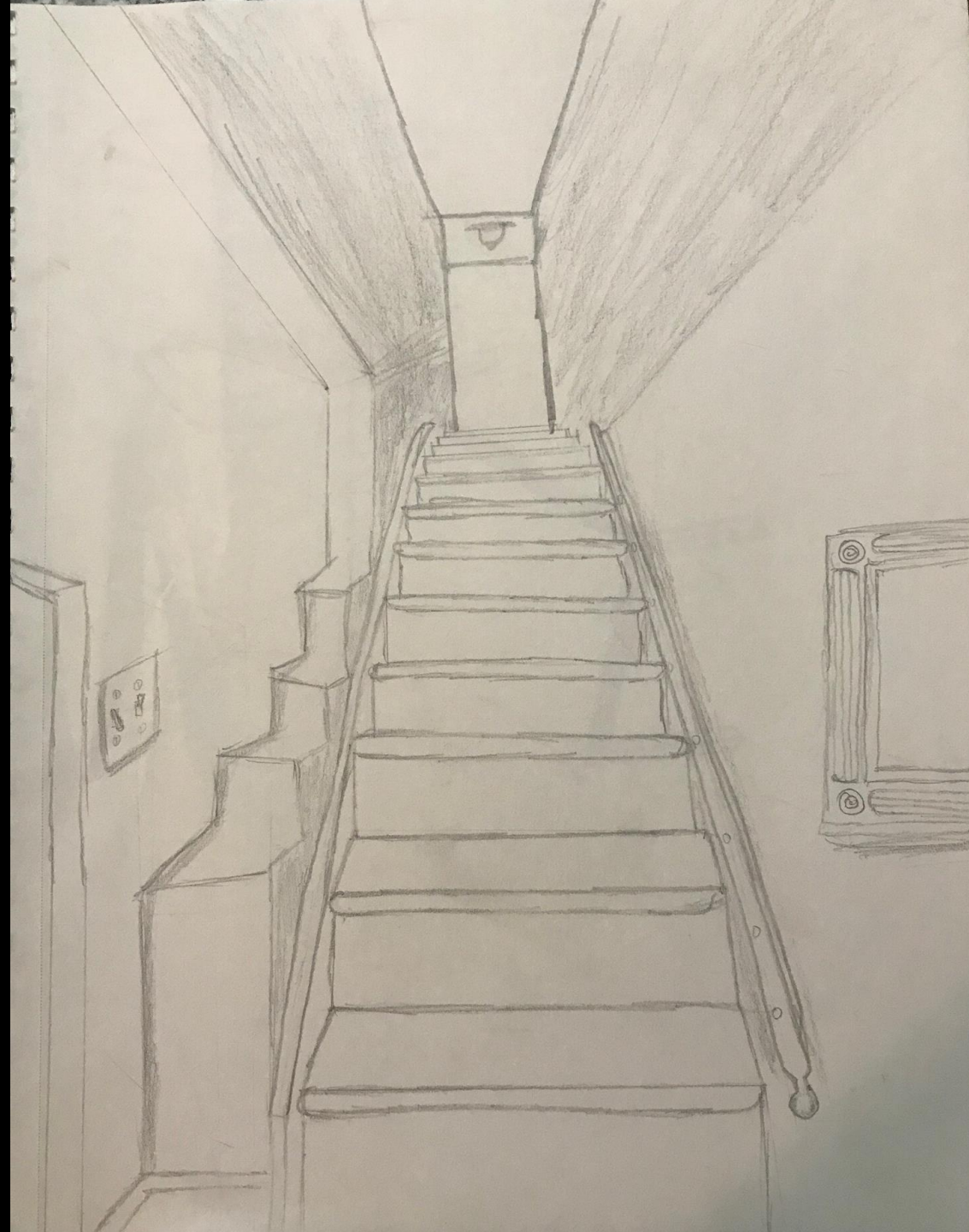
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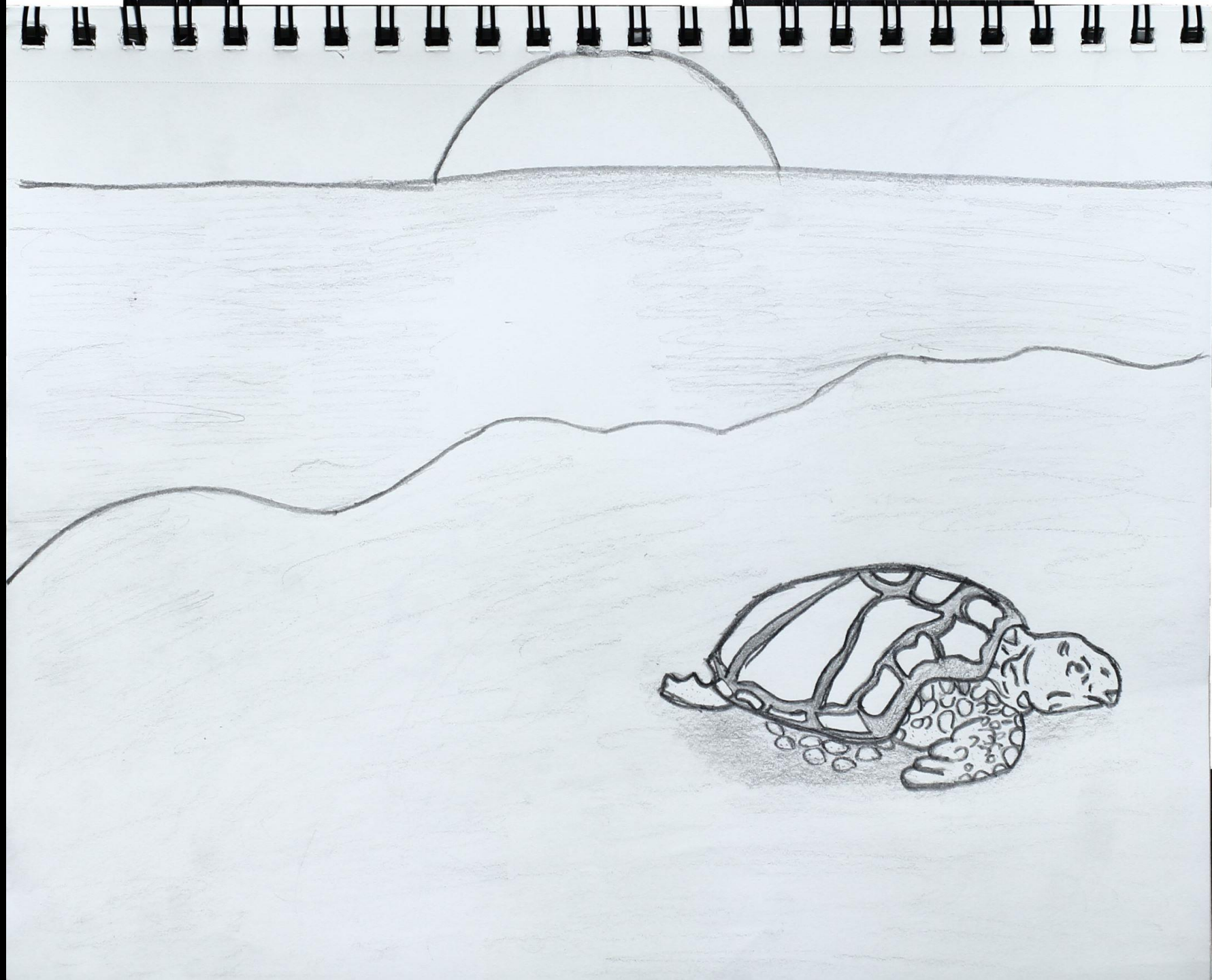


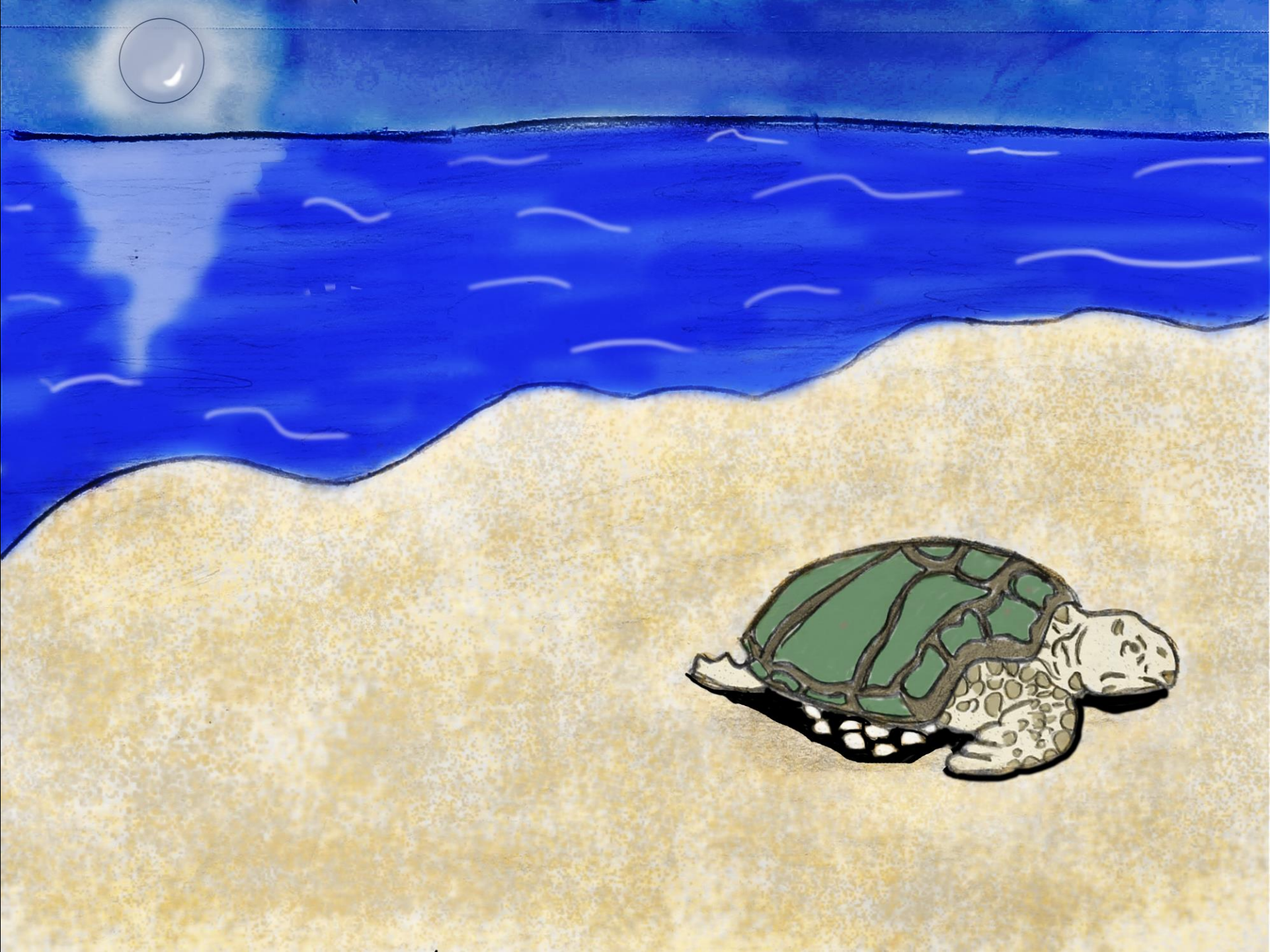


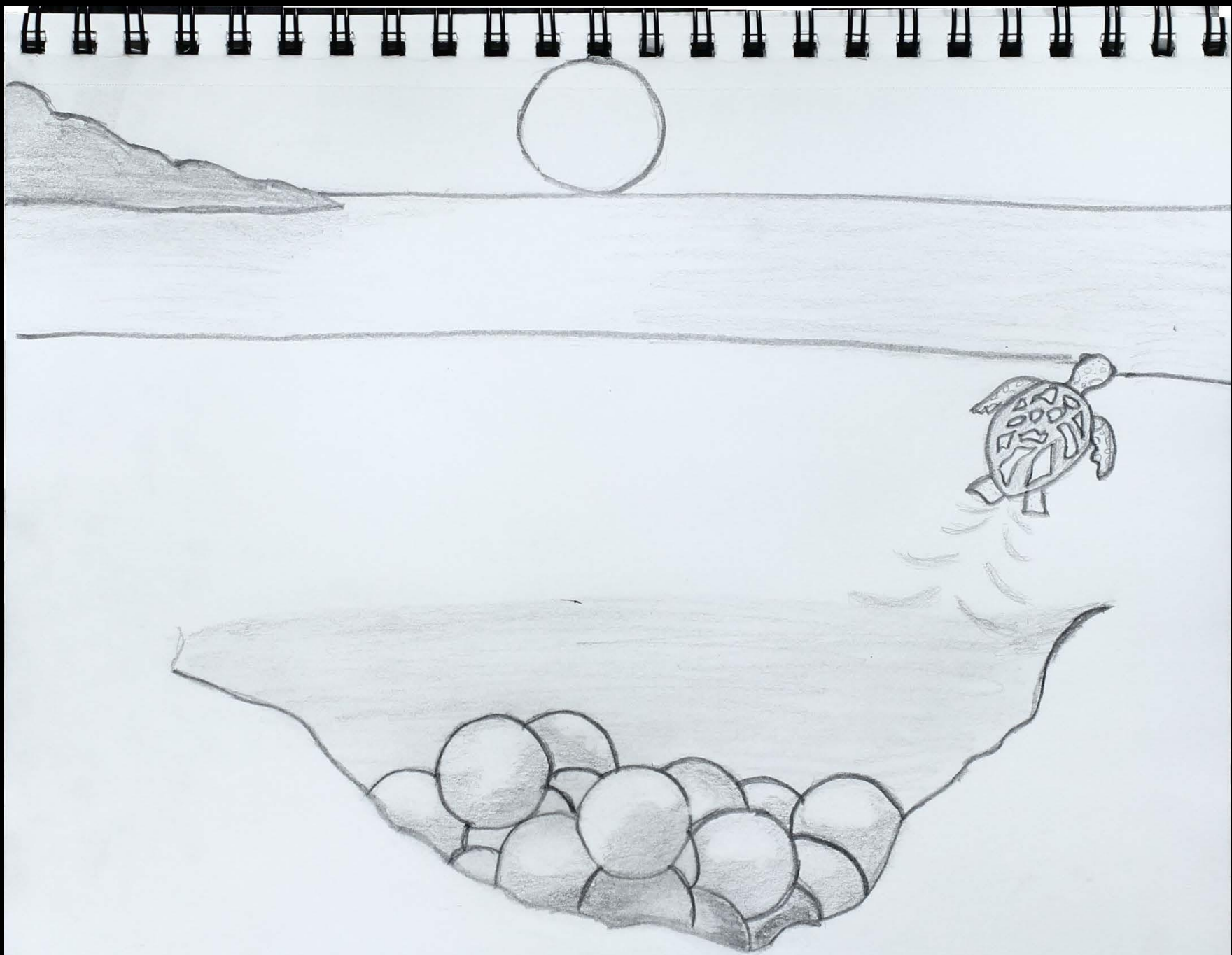


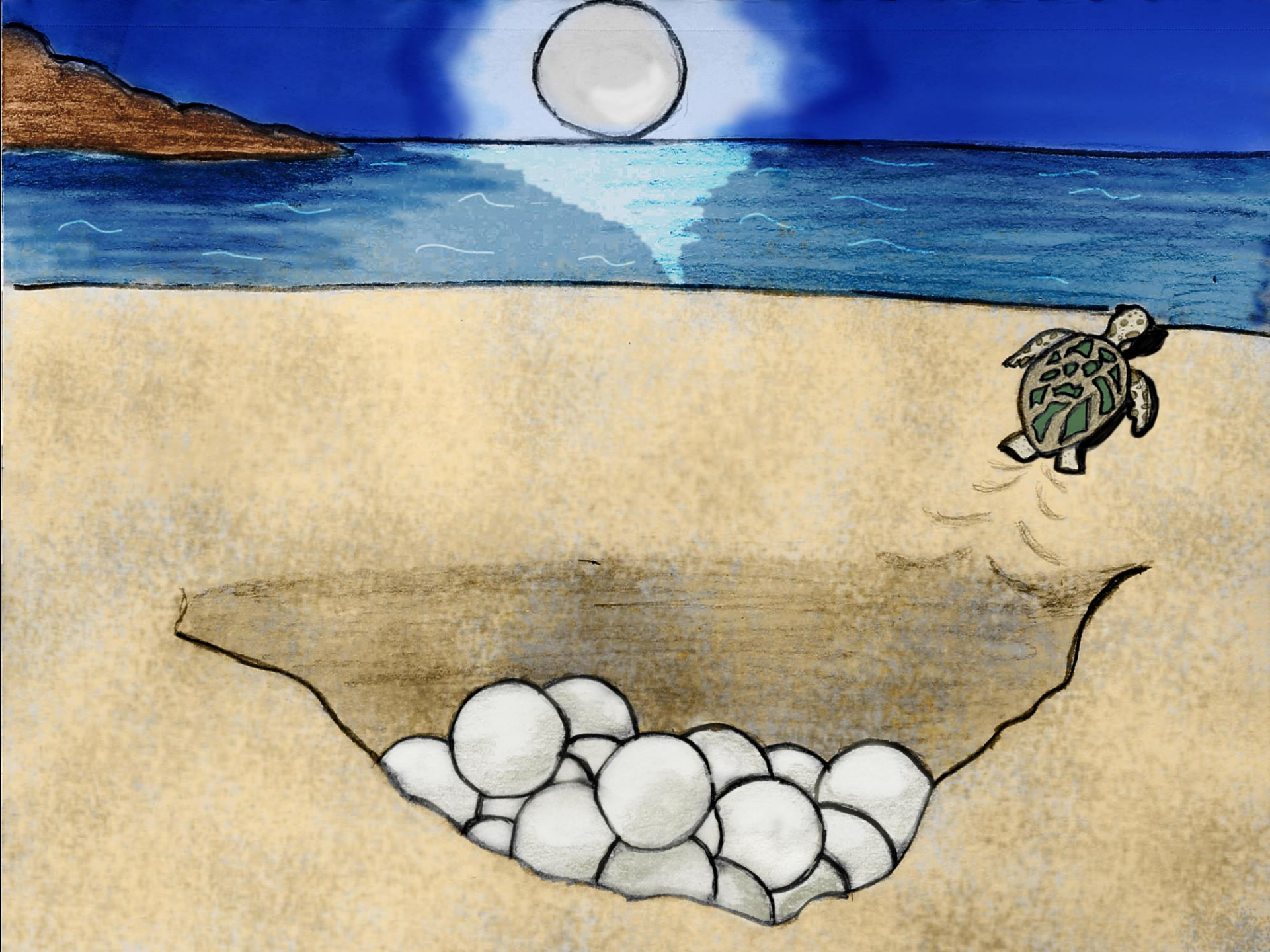


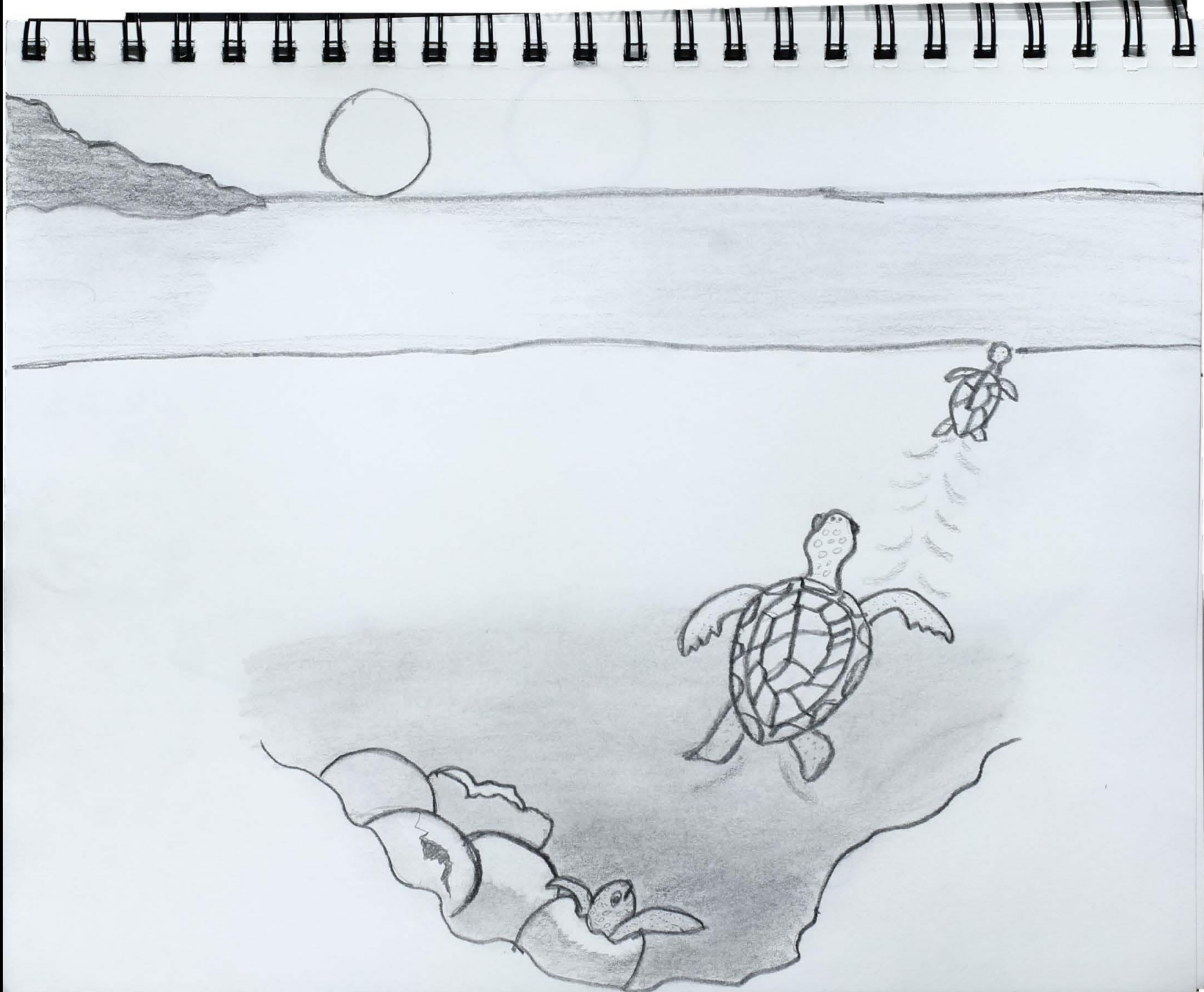
















**GVC 570:  
DIGITAL  
STORYTELLING**

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This  
place  
is

CRACKALACKING!



Wag

**GVC 575:  
IMAGEMAKING AS  
EXPRESSION**

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THE GRAND THEATRE

BRIO

DINE



**You** can either see  
yourself as a **wave**  
in the **ocean**

or  
**you** can see yourself  
as **the ocean**

*Oprah Winfrey*



The image features a dark blue background with a large, faint crescent moon in the upper right. Scattered throughout are numerous white stars of varying sizes and several white swirls. The text is centered and reads: 

*Stars*  
cant shine  
without  
*Darkness*



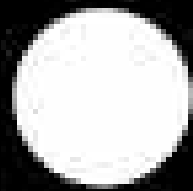
**GVC 580:**  
ANIMATION AND  
MOTION  
GRAPHICS

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the

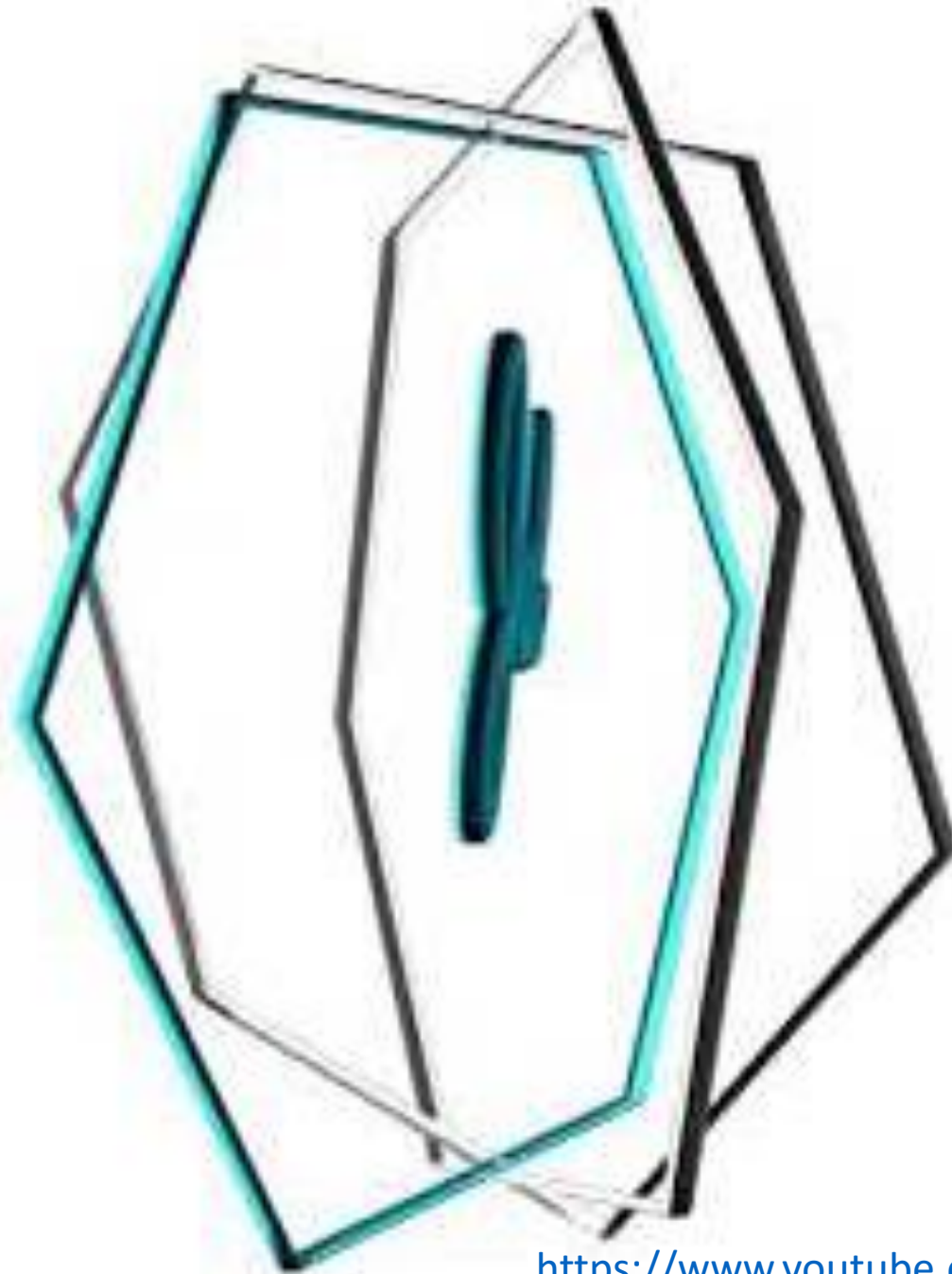
# WHITE







**GVC 585:**  
**AESTHETICS/PRACTICE**  
**OF 3D ANIMATION**







*Julie's*  
**DESIGNS**

LOGOS

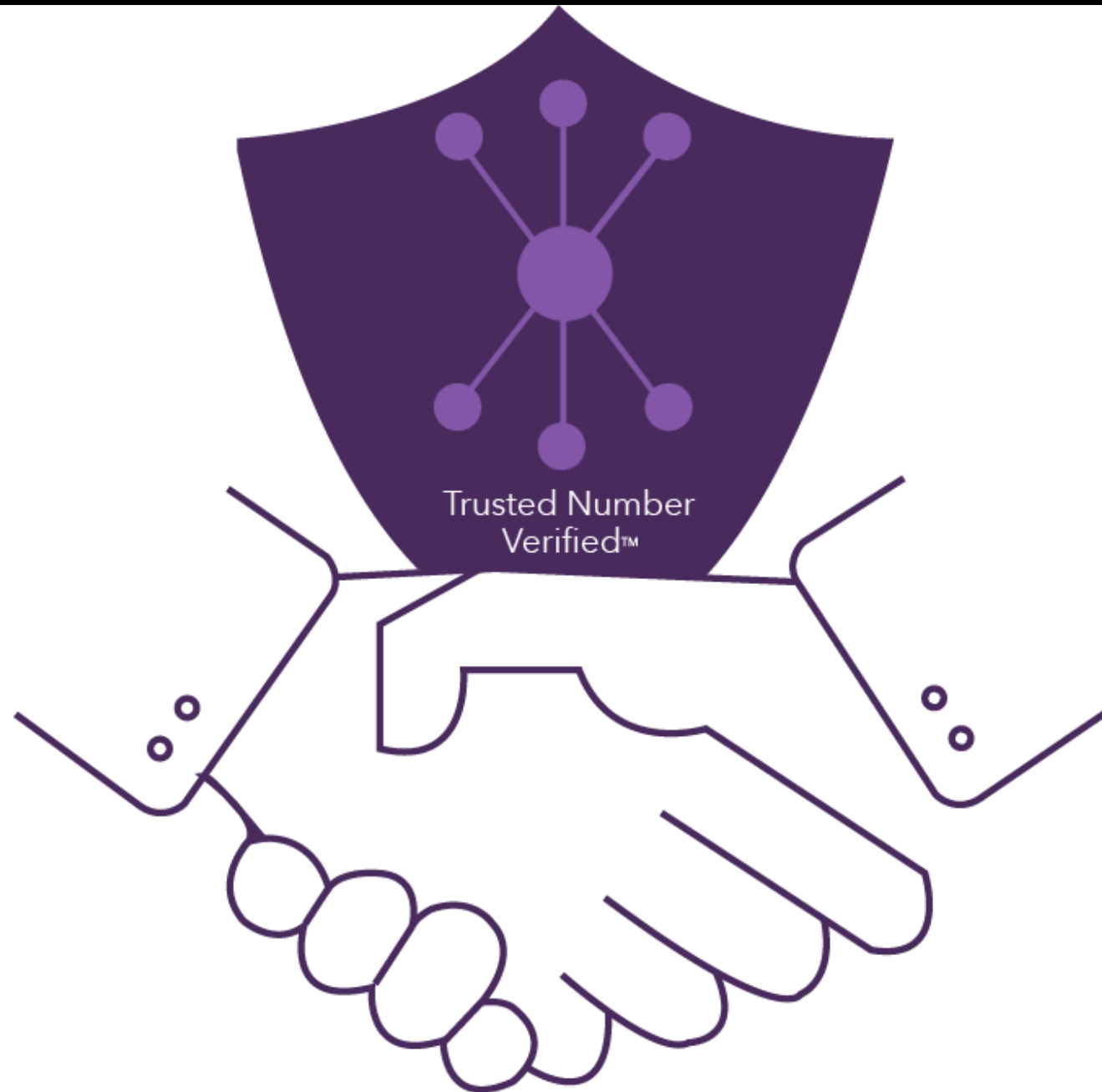
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 CONNECTIONS<sup>TM</sup>



WEATHER  
**Link**

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# Disability Link

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Lawton, OK





***LEGAL LINK***

POSTERS &  
BROCHURES

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**Click  
Send  
Connect**



**Digital Engagement** (Click-2-Text™)



**Conversational Marketing Solutions**

- Enhance Your Call to Action.
- One-Click Text Engagement.
- Works On All Advertising Platforms!
- Each Campaign Tag is Programmable & Unique.
- Track Campaigns, Conversations, and Text Conversation Attribution.
- Proprietary, patent pending technology by The Connections Group seamlessly activates conversations across all digital advertising campaigns.
- End-to-End monetization of digital advertising campaigns to consumer clicks to C2B conversations.
- Remove consumer friction across all of your digital campaigns with the Click to Conversation concept. Start providing instant results with messaging without relying on third party widgets that provide limited, inaccurate, or no reporting as to performance.



Google AdWords



DoubleClick





## Start a Text Conversation with Customers

Click-2-Text™ Conversational Marketing



1

### PLACE

Embed a C2T Tag by Connection on any digital asset.



2

### CLICK

Customer clicks on an digital ad or video with C2T Tag.



3

### SEND

Text Message body autofill to guide consumer through process.



4

### CONNECT

Connections starts an instant text conversation.

**Frictionless User Experience.**  
**Click, Send, Connect!**



**C Trusted Private Audience**



**Trusted Private Audience:**

- Messaging as Media.
- Acquisition through Opt-In.
- 100% Verified Human Audience.
- Engage at a fraction of the cost of traditional media.

**Conversational Audience Acquisition Builder:**

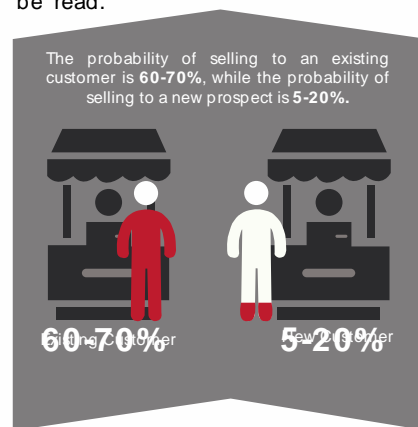
- Generate Ongoing Per Mobile User Revenue with Connections Audience Text Acquisition Builder.
- Build Opt-In Audiences at every touchpoint of Guest Lifecycle.
- Generated Opt-In Audiences to receive promotional text messages on conversational lines.

**Turn This  
Into This**

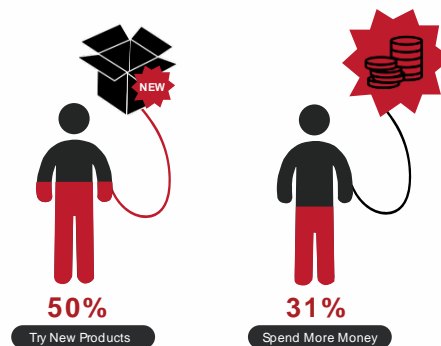
**Build Your Audience:**



- **Remove consumer friction** across all of your digital campaigns with the Click to Conversation concept. Start providing instant results with messaging without relying on third party widgets that provide limited, inaccurate, or no reporting as to performance.
- Build, monetize & engage your own “Messaging Channel” to a private, dynamically generated, **always on, private audience network**. Deliver relevant messages and create meaningful experiences at a fraction of the cost and in a fraction of the time.
- **Opt-in = Existing Customer.** This is how brands need to value a database of real people willing to receive “media” via messaging because it is 99% guaranteed to “impress” or be read.



Existing customers are **50%** more likely to try new products and spend **31%** more, when compared to new customers.



- Incorporate across all campaigns, control the message and provide meaningful outcomes for your clients without the cost of expensive and unreliable ad platforms.
- Carrier direct relationship means business landline text-enablement is available at a fraction of the cost relative to 3rd party aggregators.
- **Messaging is Media.** Own the “Always on Channel” and take control of your results.



Simply set up separate text campaigns and utilizes the special URL provided by Connections™.

Send & Receive Text over your existing business and market tracking numbers.

## Results to Turn Clicks to Conversations!

- 28% of Clicks on our Text Message call to action result in a consumer that sends an initial message to the business.
- The Connections Group results from clients over the clients over past 3 years.
- Conversational Leads converting at a rate of 40% to an Opted-In member of a 1st Party Audience Network. (VIP, Loyalty, Brand, Promotions, Events). Segmentation and auto-responses are set at the campaign level, aligned with creative and “turned on”.
- Agents using Connections are provided the interface for conversations as well as simultaneous, instant access to the Trusted Private Audience tools from within the conversational platform.





LYNN CONSERVATORY OF MUSIC'S  
CONTEMPORARY MUSIC ENSEMBLE  
CONCERT

AMARNICK-  
GOLDSTEIN  
CONCERT  
HALL

FEATURING WORKS BY  
ALFRED SCHNITTKE  
TERRY RILEY  
JOHN CAGE  
ARVO PÄRT

SUNDAY APRIL 15TH AT 4PM

FREE ADMISSION



### Why Connections?

-  Drive Higher Digital Conversions & Direct Bookings.
-  Drive Guest Engagement & Communication.
-  Drive Higher On-Property Utilization.
-  Accommodate More Guest Request, Faster with Communication Method Guest Demand.
-  Drive Conversational Opt-In Text Campaigns for Future Promotions with Connections.
-  Increase Hotel Property Employee Productivity.



## Concierge Communication





## Text! The Future of Customer Centric Solutions

### 1. Why Connections Solution?

- ✓ Allows the Consumer to proceed at their own time.
- ✓ Universally Available.
- ✓ No App Needed to Install.
- ✓ Can be transmitting over the same business line with Connections.
- ✓ Build Trust with the Customer!
- ✓ Allows for re-engagement with promotional messages over Conversational Lines with Connections.
- ✓ Allows universal customer engagement driver with Connections.
- ✓ Allows multiple numbers and Multi-view capabilities for tracking and attribution.



### 2. Chat

- ✗ Doesn't allow customer to proceed at their own time.
- ✗ Still missing all engagement with all messages going to the current business line.
- ✗ Doesn't allow any re-engagement.
- ✗ Once you end a chat session, no way to restart where customer left off.
- ✗ No Universal Customer Engagement Driver (Can't be placed on dynamic ads or across the digital sphere).
- ✗ No Trust- Just Frustration!

LiveChat

### 3. Messaging

- ✗ Doesn't allow customer to proceed at their own time.
- ✗ Still missing all engagement with all messages going to the current business line.
- ✗ Doesn't allow any re-engagement.
- ✗ Must download app .
- ✗ Once you end chat session, no way to restart where customer left off.
- ✗ Forced into the communication in the communication channel with the app- Is that Trust!
- ✗ No Universal Customer Engagement Driver.



Thank you

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