

Work Samples by Julie DeCook | [juliedecook@gmail.com](mailto:juliedecook@gmail.com) | 616.402.4222

Hi. I'm Julie.

Julie is a graphic designer who is passionate about her career. Her strength shines in her use of color and white space. Details and balance are her obsession. Julie's name mark features Splash the whale, who represents her personality and ability to take risks when the moment is right.



Small version of the Julie DeCook logo, featuring a stylized red whale icon above the text "julieDeCook" and "theCreativeSplash.com" below it.



Medium version of the Julie DeCook logo, featuring a stylized red whale icon above the text "julieDeCook" and "theCreativeSplash.com" below it.



Large version of the Julie DeCook logo, featuring a stylized red whale icon above the text "julieDeCook" and "theCreativeSplash.com" below it.

Work Samples by Julie DeCook | juliedecook@gmail.com | 616.402.4222

### Opti+ Ad

Opti+ is an innovative classroom desking solution that features ergonomics, improved interaction and a patented adjustable footrest. Designing this ad for Contract magazine involved finish selection, photography direction, concept, layout and copy writing. The ad features Opti+ as it connect to the company's brand message of i3: interactive, integrated, and inspiring.



interactive

integrated

inspiring

Opti+  
designed by Johan Heyvaerts



experience i<sup>3</sup> at  
[www.vanerumstelter.com](http://www.vanerumstelter.com)



Work Samples by Julie DeCook | juliedecook@gmail.com | 616.402.4222



### Monarch Music Logo and Business Card

Monarch Music is a company that specializes in music therapy for children of all developmental and emotional skill sets. The monarch butterfly represents the beauty within that is expressed through music therapy. The grey scale color scheme with a highlight of orange is intended to emphasize the awakening process.



Work Samples by Julie DeCook | juliedecook@gmail.com | 616.402.4222

### i3 Wine Label

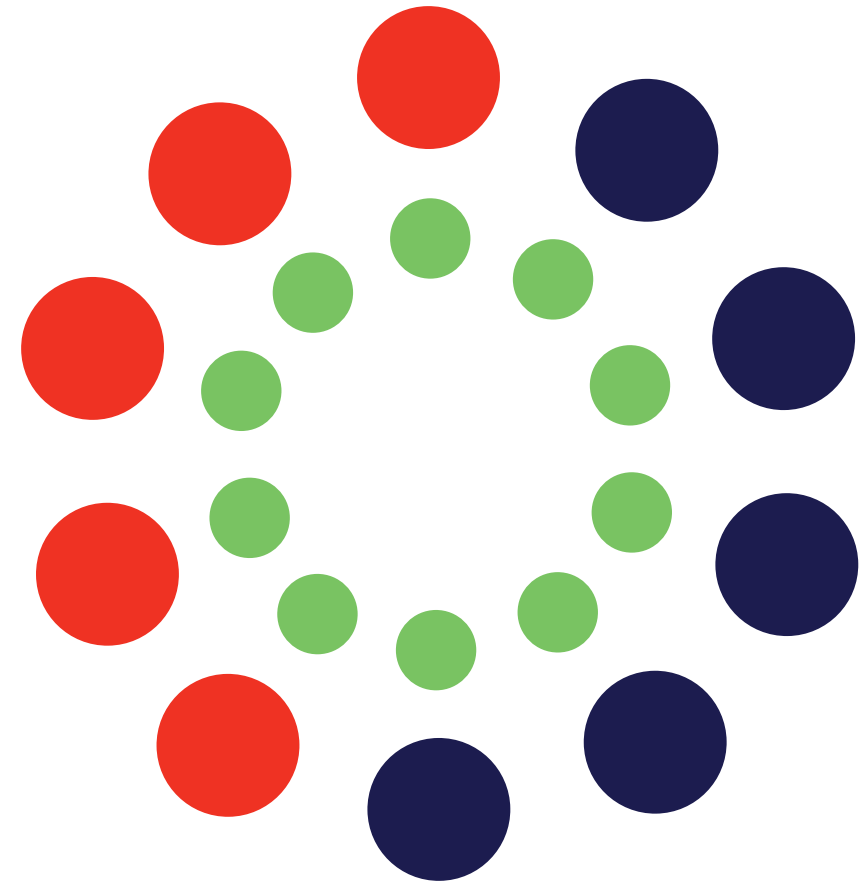
i3 Environments: interactive, integrated, inspiring, is the brand message of Vanerum Stelter. In celebration of the grand opening of the company's Chicago showroom, they gave away custom labeled wine. The intent of the three fingers is to represent i3. I3 is explained in a whimsical parody of fermenting grapes.



Work Samples by Julie DeCook | [juliedecook@gmail.com](mailto:juliedecook@gmail.com) | 616.402.4222

### Design Scientific Logo

Design Scientific is a manufacturer of scientific equipment that specializes in the science of chromatography. Chromatography involves the separation of mixtures. The colors in the logo mark represent different particles that have been separated. The circles represent the cycles of phases that are essential to chromatography processes.



## New World of Learning

New World of Learning is a CEU seminar program. The seminar is targeted to the A+D community and focuses on the social, educational and technological factors that affect learning. The presentation and all materials that are linked to the seminar: invitations, book, certificate and information packet are designed to fit together with one cohesive look.

## About the Course



New World of Learning is our observation on the changing social, educational and technological contexts of education. Architects, Designers and Educators who want to make an impact on today's learners are invited to participate in this one hour CE accredited course.

New World of Learning is lead by Jim Stelter, founder and president of Vanerum\*Stelter (Grand Rapids, Michigan). Jim is an engaged leader with a passion for environments that inspire the exchange of knowledge and lifelong learning.

New World of Learning is a thought provoking, interactive experience. Each topic inspires debate and the exchange of ideas. The seminar integrates voting capabilities and empowers participants to choose the direction of the course. We explore prime examples of the most effective ways to enhance learning. The conclusion of the seminar links what we've learned about the social, educational and technological drivers to implications on educational environments.

# New World of Learning

Our observation on the changing **social**, **educational** and **technological** context of education.

### Social



**1** Learning happens in communities.



**2** Learning is lifelong.



**3** Movement matters.



**4** Our resources are finite.

### Educational



**5** Learning is experiential.



**6** We learn differently.



**7** We learn as a group.



**8** Assessment is essential.

### Technological



**9** Technology rich environment.



**10** Technology expands involvement.



**11** User interface design.



**12** Technology is individualized.

Work Samples by Julie DeCook | juliedecook@gmail.com | 616.402.4222

## Studio Brochure

Studio is Vanerum Stelter's user based design service. The brochure walks through the design process, the three markets of expertise and concludes with case studies. Color is used strategically as an organizing principle and as an anchor to tie the diverse portfolio together.



The product looks great in patient rooms. This version is complete with a work surface extension, adapting nicely to a two-patient room.

### Mobile Storage for Children's Hospital

**STORY**  
A children's hospital was building a new facility. The architect and designers craved a strong personality and design for the new construction. They were in need of a mobile cabinet that fit the hospital's character, was appropriate for a medical environment and met all municipal regulations and codes.

**SOLUTION**  
Vanerum-Stelter Studio collaborated closely with the dealer and designers to design a line of custom bedside storage cabinets. Clean lines accented the contemporary architecture of the hospital. Careful attention was taken to ensure the storage units met strict municipal building codes. More than 50 units in five configurations were supplied to the hospital with all of the products constructed of Trepp® ABlon, a solid-surface plastic resin.

The mobile storage night stand is constructed of Trepp® ABlon, a material that is resistant to wear, impervious to moisture and heat resistant.

Quality check as the storage units roll off the line at the factory.

10 VANERUM-STELTER

## Our User-Based Design Process

The Client/Design team discover the needs of the user. This investigation is the foundation of Studio. Without a clear understanding of user needs, a physical solution is impossible.

Development of the solution is both the most frustrating and the most fun. Collaboration, ideation, sketching, rendering and prototyping are at the center of the development process. This process is give-and-take and very iterative.

From Design to Engineering to Manufacturing/Sourcing and Delivering the specific solution—this phase is about living up to commitments and dates. Our engineering and manufacturing team conforms to all industry standards when meeting these dates.

To learn more about Q and the entire Vanerum-Stelter portfolio, please call 616.451.7800, or visit us at [www.vanerstelter.com](http://www.vanerstelter.com).

## work

The upper cabinet is created with a dry-race marker board on all vertical sides. What a fun way to get down notes and personalize your space!

### Sustainable Workstation

**STORY**  
An international A+D firm was remodeling their office with sustainable furnishings. They needed partners that had custom dimensions and finishes. The A+D firm wanted to encourage open communication. They had specific finishes in mind: a brown Walnut laminate for lower case goods units and a glossy white on the upper cabinet to use as a marker board.

**SOLUTION**  
Vanerum-Stelter Studio used Corbett Furniture as the foundation. The furniture uses sustainable Stylebird cores that contain water-based glues with ABS work-surface edges to lower the formaldehyde emissions, promoting clean air. The laminates for all surfaces and storage units were Greenguard Certified. Studio's ability to provide custom finishes solved the unique needs of the A+D firm.

To learn more about Q and the entire Vanerum-Stelter portfolio, please call 616.451.7800, or visit us at [www.vanerstelter.com](http://www.vanerstelter.com).

Work Samples by Julie DeCook | [juliedecook@gmail.com](mailto:juliedecook@gmail.com) | 616.402.4222

**Thank you.**

Thank you for taking time to view my work samples.  
I look forward to connecting with you soon.

— Julie DeCook

The logo for Julie DeCook features a stylized red and white icon of a person's head and shoulders, resembling a chef's hat or a stylized 'J'. To the right of this icon, the name 'julieDeCook' is written in a sans-serif font. 'julie' is in a light teal color, 'De' is in a dark grey color, and 'Cook' is in a bold, dark grey color.