
Welcome!

 Ryleigh Leon

The Hamilton Wood Type & Printing Museum

Internship

The Company:

The Hamilton Wood Type & Printing Museum is in Two Rivers, WI. They have over 1.5 million pieces of wood type in their collection. The museum is a 501(c)3 nonprofit arts and educational organization. They are passionate about teaching people about typography and the history of American printing. In the museum they have a gallery space in the museum and offer tours and workshops. They also have a store of letterpress prints, letterpress type, and other gift shop goods.

The Project:

I worked on various projects for Hamilton. Some projects used the brand guide. Summer workshop TV slides and drink tokens for events with the bar (Ink & Drink workshop) used the brand guide. I also created an identity mark for the Old Type, New Ways Exhibition at MIAD.

Role In Project:

Researcher, Sketcher, Ideator, Designer

The Process:

During my internship, I led a couple of projects and collaborated with museum staff. For many of these projects, I researched using the museum archive and created documents for other team members to help communicate and organize my ideas.







Indoor/Outdoor	Location: Where	What	Sign Type	Size HxW in. unless otherwise stated	Order From/Own	Other Notes	Steph Notes
Outdoor	Back of building	Parking directions to the front lot	Sandwich Board	33x18	Order from Office Depot?		Change to: "Really Big Prints" Viewing Area. No Parking.
Outdoor	Back of building	Parking directions to the front lot	Sandwich Board	33x18	Order from Office Depot?		Change to: "Really Big Prints" Loading Station - Parking 10 minutes max
Outdoor	Front of building	Parking directions at the front lot	Sandwich Board	33x18	Order from Office Depot?		Change to: Really Big Prints! Today
Outdoor	Front of building	Parking?	Sandwich Board	33x18	Order from Office Depot?		
Outdoor	Along Memorial Dr.	Open Now	Feather Flag	13ft	Needs fixing		Not Needed: No feather flags this year. :(
Outdoor	Along Memorial Dr.	Logo?	Feather Flag	13ft	Needs fixing		Not Needed: No feather flags this year. :(
Outdoor	Back of building	Wood Type?	Feather Flag	13ft	Needs fixing		Not Needed: No feather flags this year. :(
Outdoor	Back of building	Logo, Event Name, Sponsor	Poster	36x20.5	Order from Office Depot?	\$3.59 for the 24x36in @ office depot	Not needed: The sponsor gave us a sign.
Outdoor	Back of building	Spectator sign for the open door they're allowed to go into	Poster?	8.5x11	Print in house?		Not needed: Spectators won't be coming inside.
Outdoor	Front of building	Really Big Prints here or something like that	Poster	On the door: 8.5x11 or 11x14 In front of the building: Yard Sign Size?	Print in house or order?		Yes to 11x17" on front window. Make sure to cut off excess so it is full bleed. Mount it with a cover stock piece of white inbetween so you can't see the other side through it. Same information on both sides, since we might leave the doors open. Be mindful when putting it up with tape, keep it even and clean.
Inside	Entrance by the dry goods store	Really Big Prints & QR Code to map	Poster		Print in house		Yes! Let's get this going and set up next week.
Inside	Top of the steeper ramp	Really Big Prints & Direction	Poster		Print in house		Not needed
Inside	Top of the winding ramp	Really Big Prints & Direction	Poster		Print in house		Not needed
Inside	Corner by the Patterns	Really Big Prints & Direction	Poster		Print in house		Change this to: Restrooms > (This is more for the RBP artists)
Inside	Through the garage door that goes out to the back of the building	Really Big Prints & Direction	Poster		Print in house		
Inside	At the top of the stairs that lead outside	Specators vs printers directions	Poster		Print in house		Change to: Artists only beyond this point. Thank you.
Inside	Above the space behind the printers area like a backdrop	Hamilton Logo & Really Big Prints Logo	Banner like?	Measure space behind printers area in back 3x10ft?	Order from someone?	Vista print : Banner 2.5x10ft \$73.14 for grommets & no reinforced edges (assuming 3 business days) Uprint : Vinyl Banner 3x10ft \$70.85 for grommets & hemming (3 Business days)	

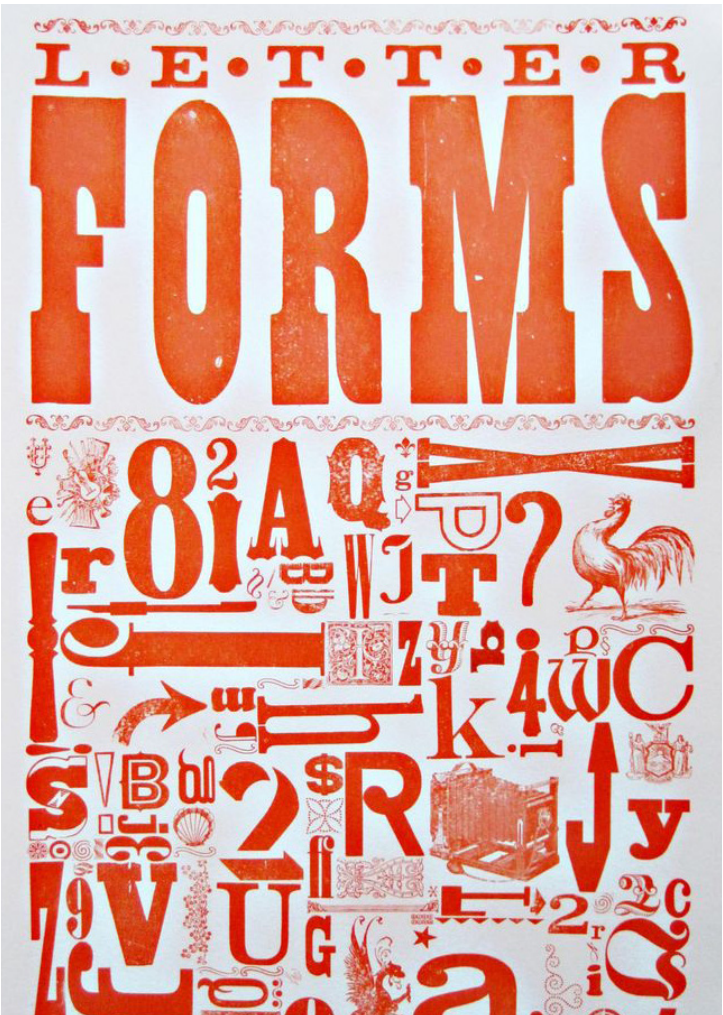
Ideas For Exhibition



Element 1 (Above): 2 color off set print. Not crooked though. Artist was the original example I found but it would be more like the wow example. This could add character to the text.



Element 2 (Left): Colored text rather than the text in black. I was thinking about one of the more muted colors from the potential color palettes. Would be interesting if we did historic (most likely black & white) photos on the gallery walls.

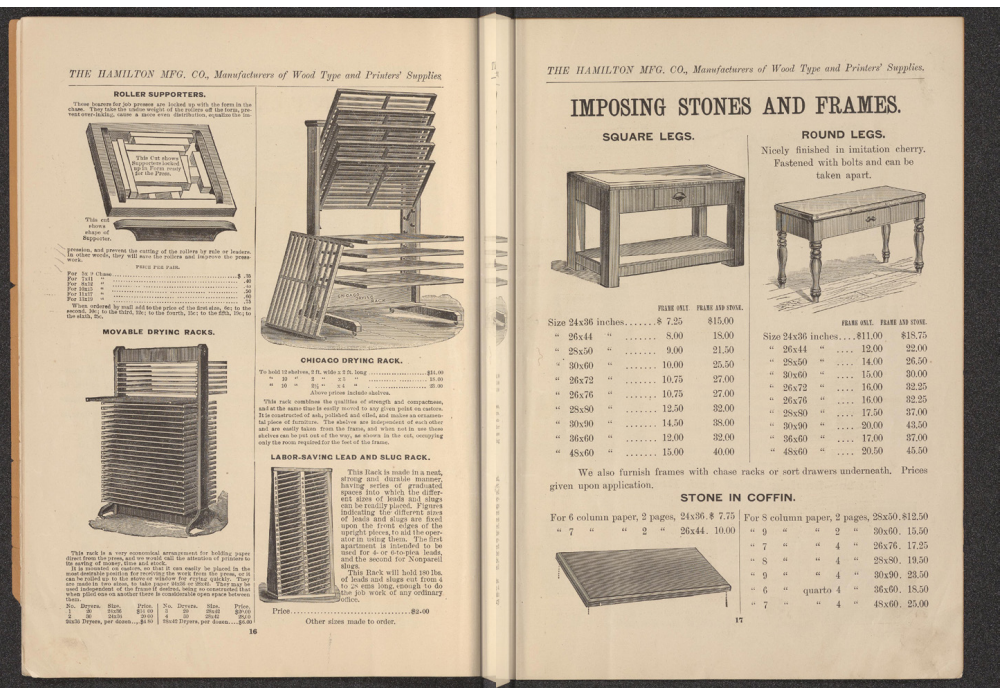
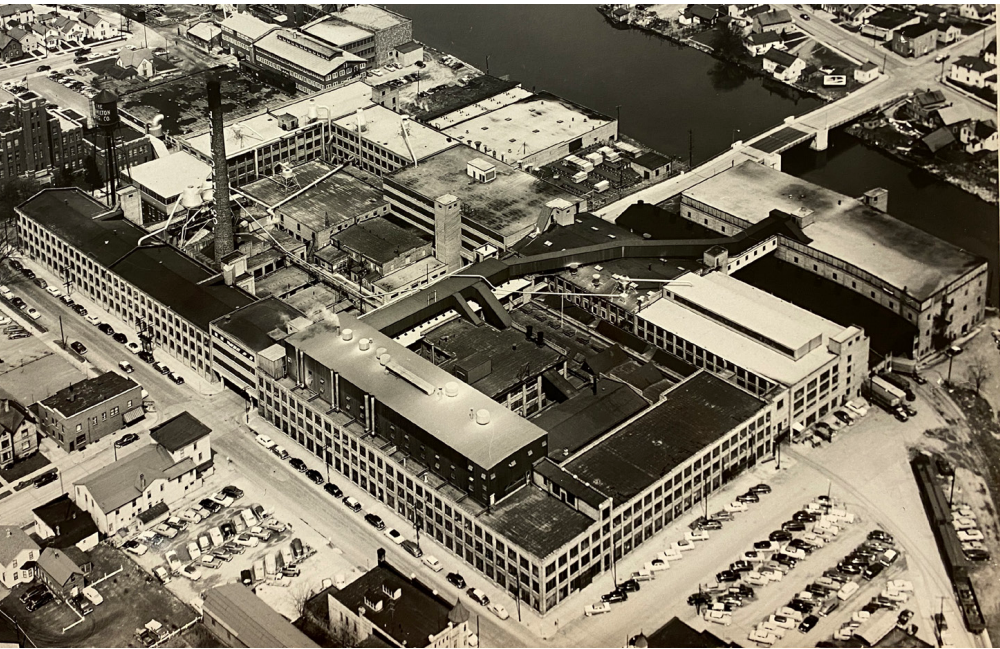
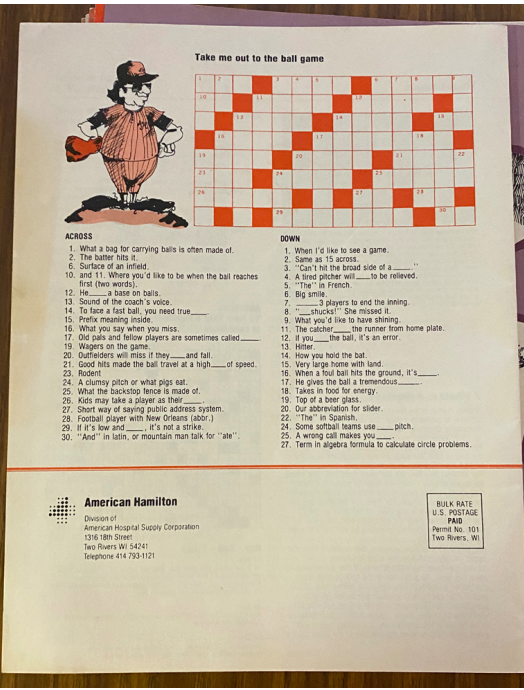


Element 3 (Left): I also liked the collage of different type. It feels very letterpress but wouldn't be exactly Hamilton branded since we don't use it in the brand book. I feel like it's a fun way to fill up space but also showcase all of the different kinds of type used in letterpress.

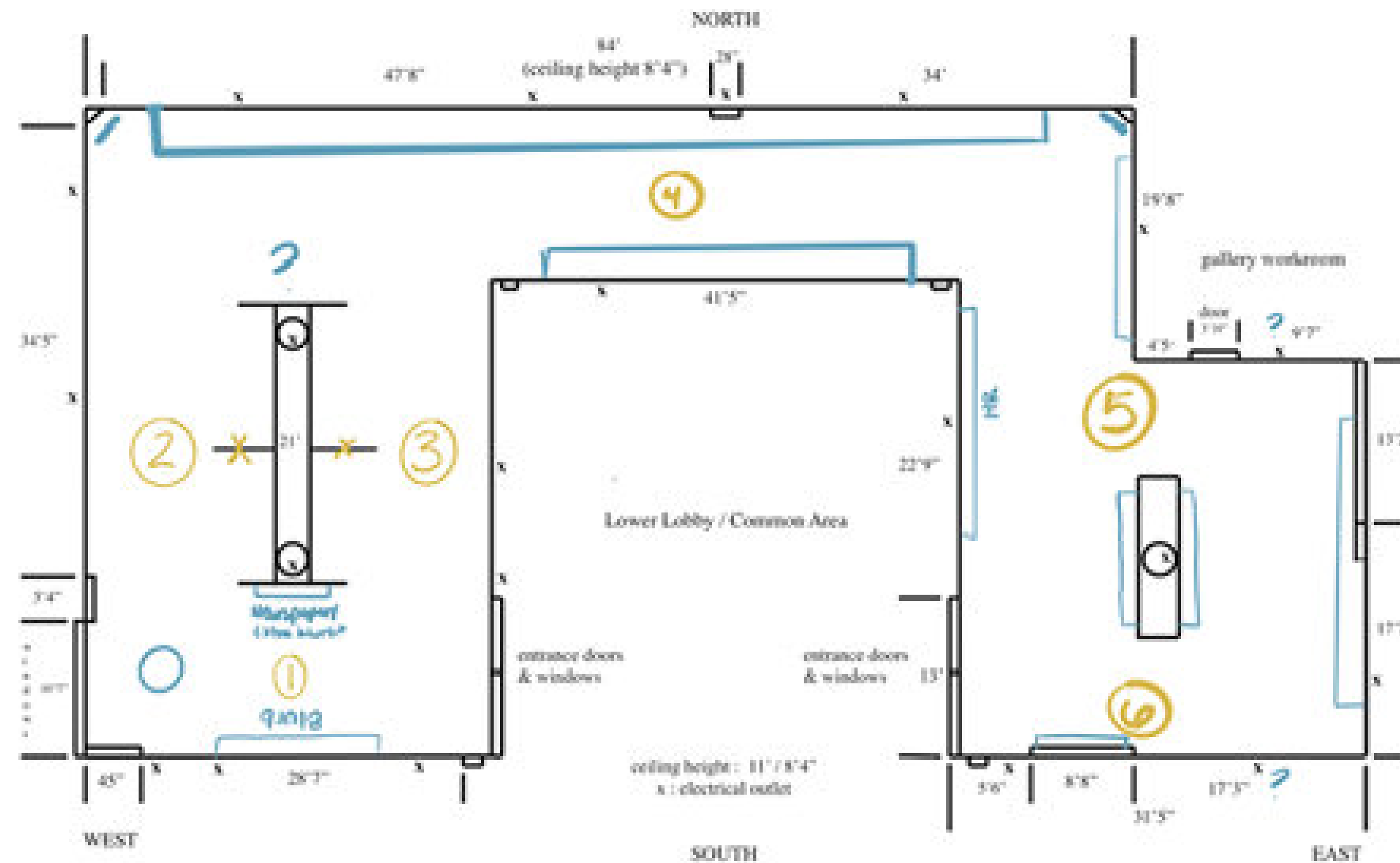
Element 6 (Right): Using the black & white photo/drawings in the exhibit. There will be lots of color in the originals, restrikes, and contemporary works so the black and white photos will allow the photos to stand out from the posters, allow a rest for viewers eyes, and add depth on the walls.

Element 4 (Left): I thought it was interesting how they used color to highlight the non color text. I also thought it would be interesting if instead of the floral/leaf pattern we did brayer marks to visualize some of the textures in letterpress printing. This would bring a more contemporary feel.

Element 5 (Right): Hamilton had a newsletter called The Hamilton Conveyor. I had an idea that the newspaper info sheet could mimic the Hamilton Conveyor. The Conveyor frequently had crossword puzzles on the back, safety tips, and big milestones of the employees (like births, retirements, vacations).



Layton Gallery



Story: Old Type New Ways

1. Blurb on the wall / Title
 - a. About the exhibit
 - b. On the inside wall, place newspapers / an extra blurb or intro to the history
 - c. Mobile of prints (What and why?)
2. Basic Printing History
 - a. Type Cabinet?
 - i. Vinyl photo of cabinet
 - b. Type Case (wood type and metal type)
 - c. Tools
 - d. Press?
 - e. Terminology?
 - f. TV with a demo? Sound or no sound
 - g. Purpose of printing?
3. Hamilton History
 - a. This could also be an extension of general printing history
 - b. Can we also print a new print (or do a digital print that looks letterpress like) of a timeline of like the types of presses or something similar like that?
 - c. Block Creation
 - i. TV with a demo? Sound or no sound
 - d. Wood Type Legacy
4. Globe Printing and Enquirer Printing Collection
 - a. The prints + the blocks that are in the print
 - b. Stand Alone Prints
 - c. Restrikes
 - d. Color Separations (Either on white paper or transparent paper)
 - i. I'm not sure where we could get it printed
 - ii. Another idea would be vinyl on transparent plastic
5. Contemporary Letterpress Printing
 - a. Visiting Artists Exhibit: Cultural Community Engagement
 - i. The Visiting Artist blurb about the goal / how it started
 - ii. the artist bio/statement
 - iii. HR's work I believe can go on this wall because I think it's part of the 11ft section
 - b. New Impressions
 - i. Pieces from the last 7 years
 - ii. Bio and Process Information
 - c. Hamilton created work
 - i. By Staff
 - ii. By Visiting Artists
 1. Jen Farrell: Ham at 20
 - iii. By Renters/Residents
 - iv. By Workshops
6. Blurb of where we intend to go? / closing? / Thank sponsors??

Co-Pal

Packaging

The Company:

Co-Pal helps people stay connected with friends through printmaking, a tactile and intentional medium. Unlike other apps to download, it encourages slowing down and creating something meaningful together. Co-Pal goes beyond just sending a postcard; it fosters a shared experience by sending each person a reusable, personalized wooden box with a block and ink pad. They carve and print their block, then exchange prints to complete a collaborative two-color design. The reverse side features a pre-printed postcard space for writing reflections or life updates, and the box includes a frame to display the final piece.

The Project:

Co-Pal is designing two products. The first product is the starter wooden box with all the supplies needed for printmaking. The second product was the website design for buying the starter box and replacement supplies. The starter box includes: envelopes for different stages of the printmaking process, stencils, instructions, a welcome card, a linoleum carver box, and paper packaging. Also designed was the shipping box for the starter box.

Role In Project:

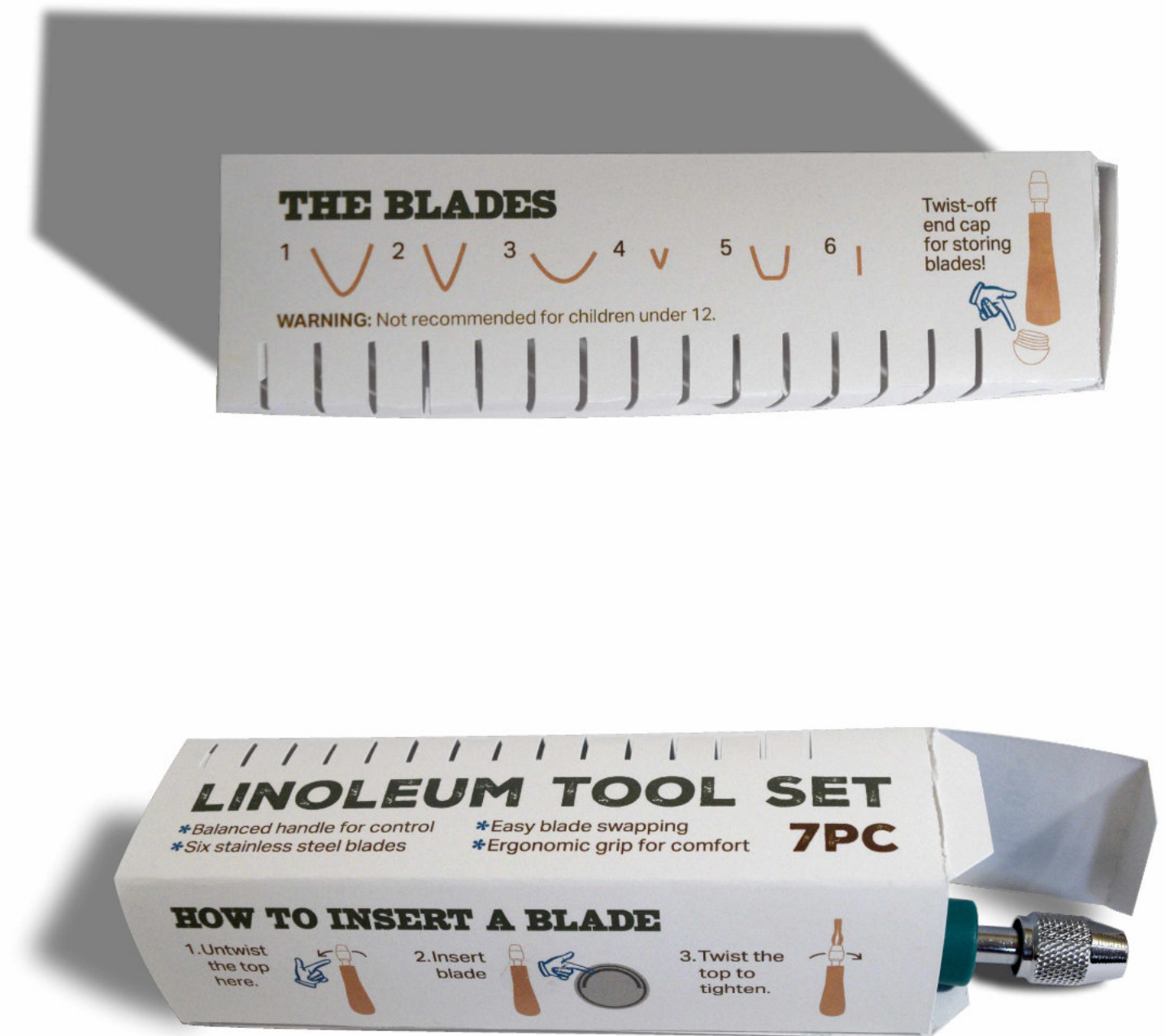
Research, Ideator, Designer, Web Designer

The Process:

This project had a hard deadline of 9 months, from researching to the final product. I started by researching the target audience and competitors using trends, surveys, and the literature. During this project, I consulted mentors for their expertise and used their advice to make decisions. I also used my research to help form design decisions. For this project, I created different die lines using different machines. The machines include a Cricut Maker, a laser printer, and an outsourced printing company. After designing the logo, I created a brand system to help keep the design cohesive over multiple products, both physical and digital. I had to consider the user's experience from ordering the box online to opening it up and actually printing. I made mockups of the products to understand what the user would experience and to help visualize the design's scale. I created spreadsheets to track each product's progress and manufacturing costs.



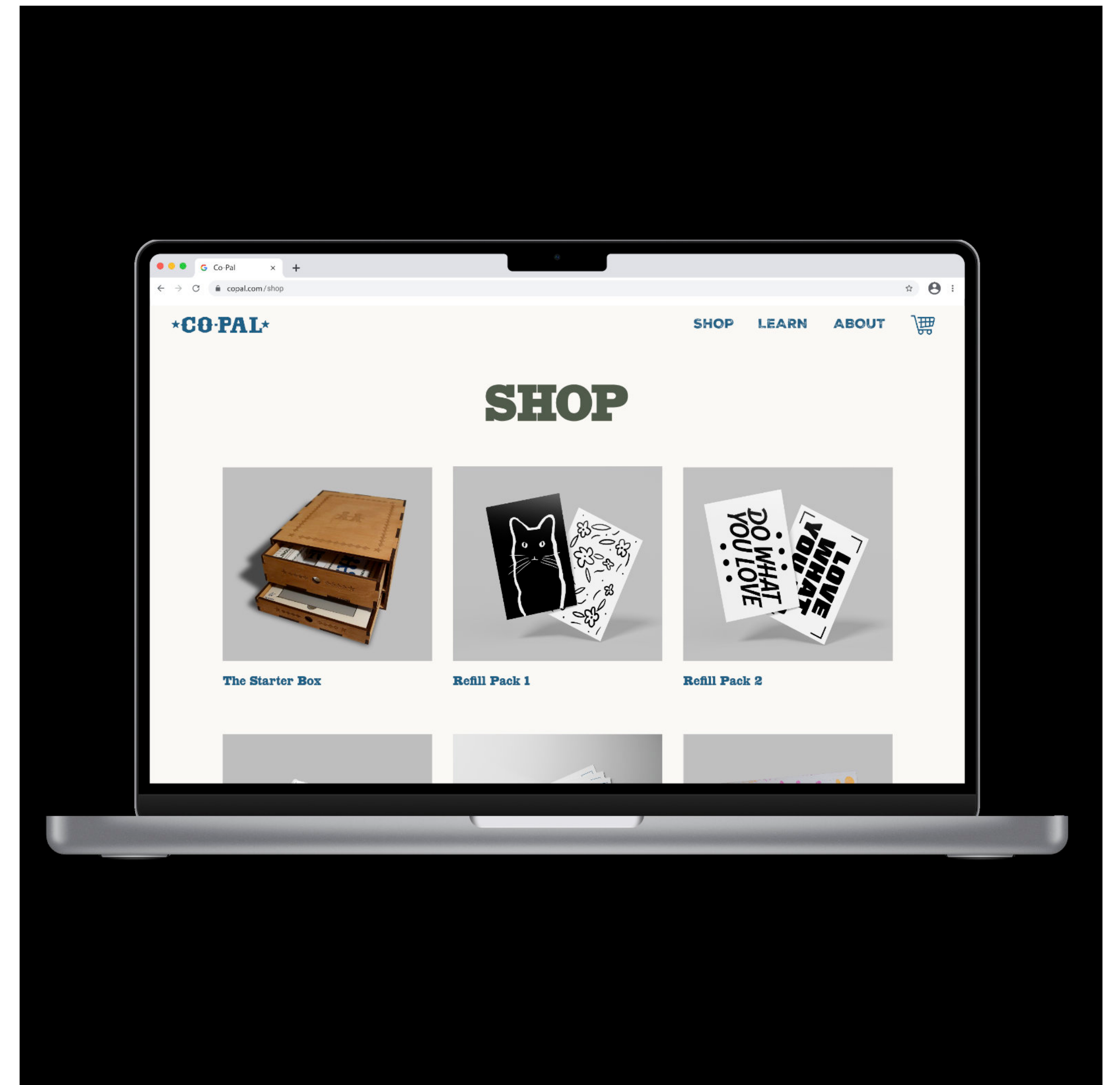
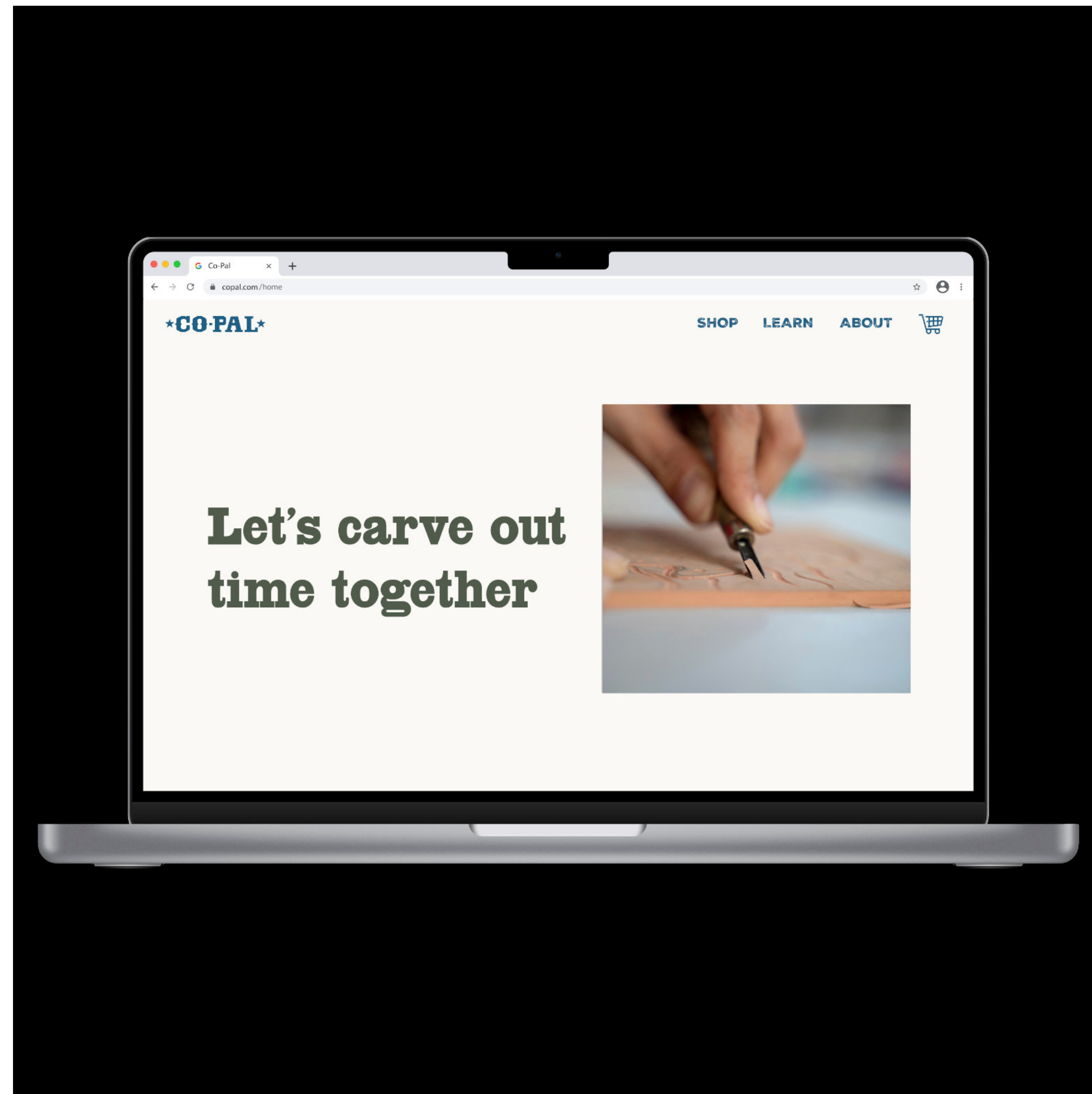












Simply Lemonade

Advertising

The Project:

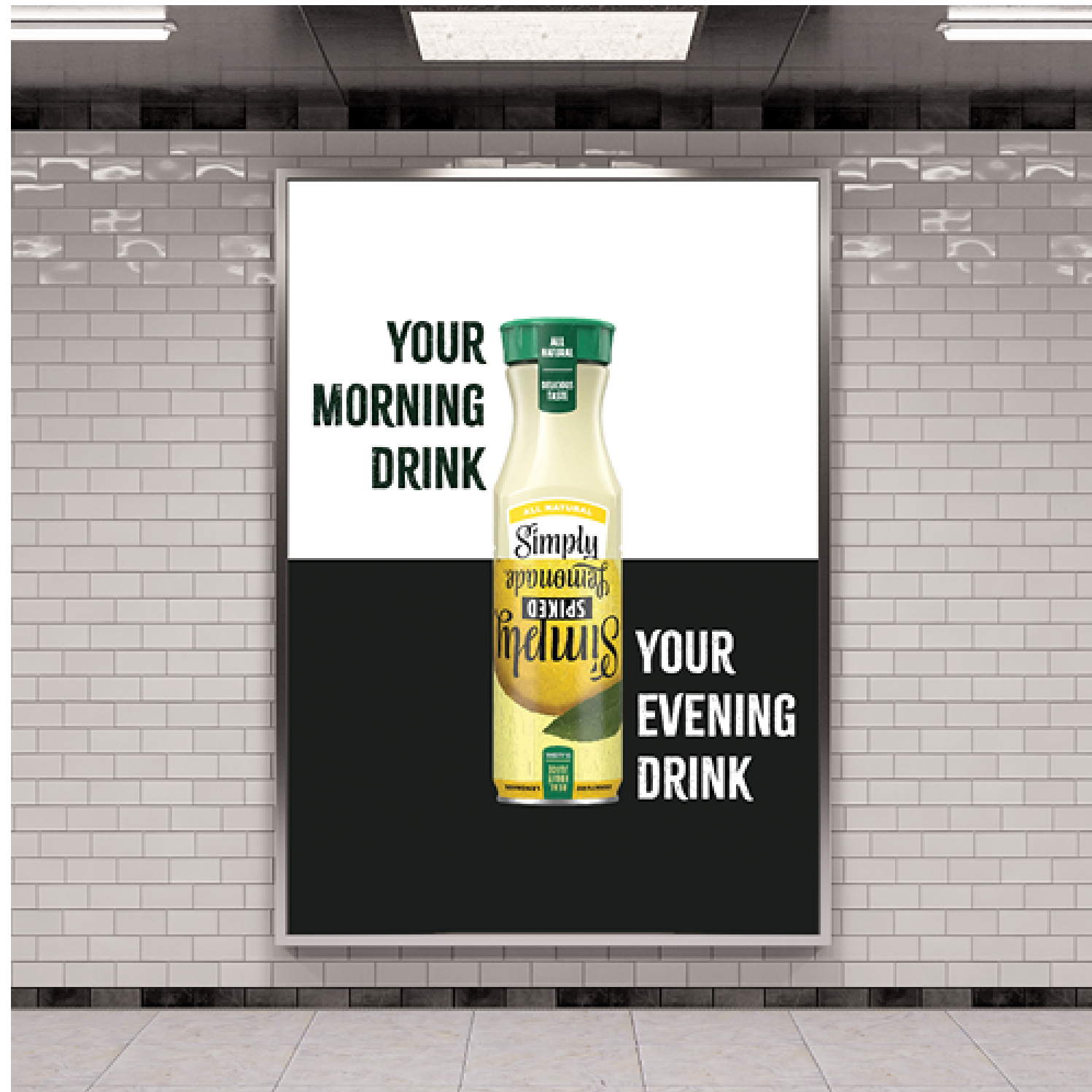
Simply Lemonade is creating an advertising campaign for the summer. They wanted to kick off the summer with a campaign to remind consumers that they should choose Simply as their go-to drink. Their key messages are that their products are the best because they have simple ingredients with no added preservatives or artificial flavors.

Role In Project:

Ideator, Copywriter, Designer

The Process:

In this project, I worked on keeping the campaign cohesive and providing some variety throughout the campaign. The campaign communicates how refreshing and good the drinks are. It also communicates the different choices for consumers. When I started working on the campaign, I used either the non-alcoholic or the alcoholic version. I made the campaign more cohesive by incorporating both versions in each advertisement. I had to think about the campaign across different platforms. For example, on social media, printed to be held, and printed to be seen from far away.



Rockabilly Chili

Advertising

The Company:

The WMSE is a non-commercial radio station that broadcasts from the downtown campus of the Milwaukee School of Engineering in Milwaukee, Wisconsin. Every spring they host a chili fundraiser where restaurants all over Milwaukee submit their chili to the event. There are 5 categories: Best Meat, Best Veg, Best Heat, Best Display, and Most Unique.

The Project:

WMSE wanted to target a different audience for the campaign this year to promote attendance at the WMSE Rockabilly Chili Fundraiser. This campaign will include a poster, digital banner ads directing users to a campaign-specific landing page, and billboard advertising.

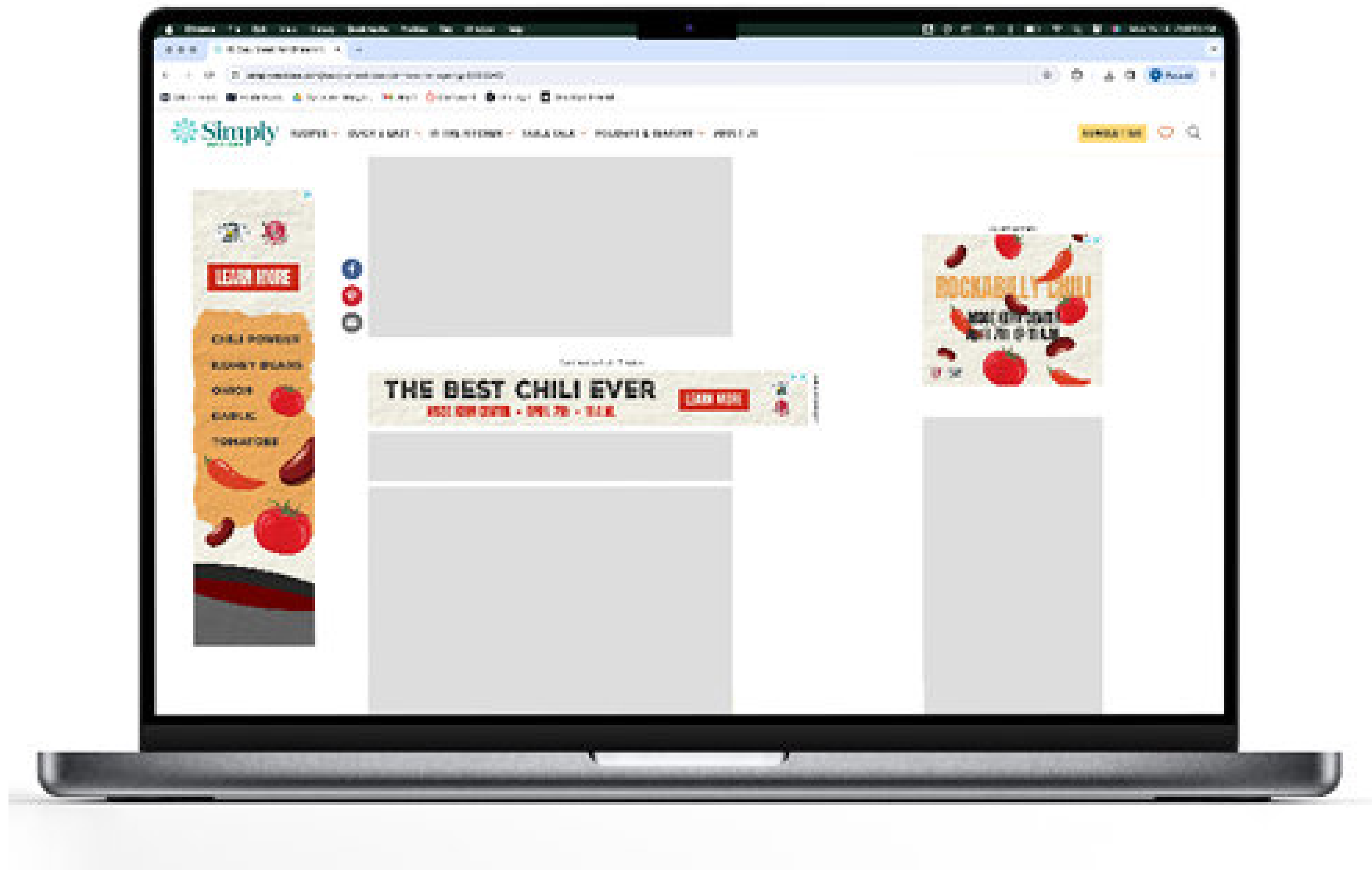
Role In Project:

Ideator, Copywriter, Designer

The Process:

In this project, I worked on keeping the campaign cohesive. The target audience is families since there are activities for kids during the event. In the design, I wanted to focus on the ingredients in the chili and have the movement build an atmosphere of fun and welcoming. I had to think about the campaign across different platforms like ads on a website, printed from a distance, and printed to be seen from even further away.











Patagonia

Art Direction

The Project:

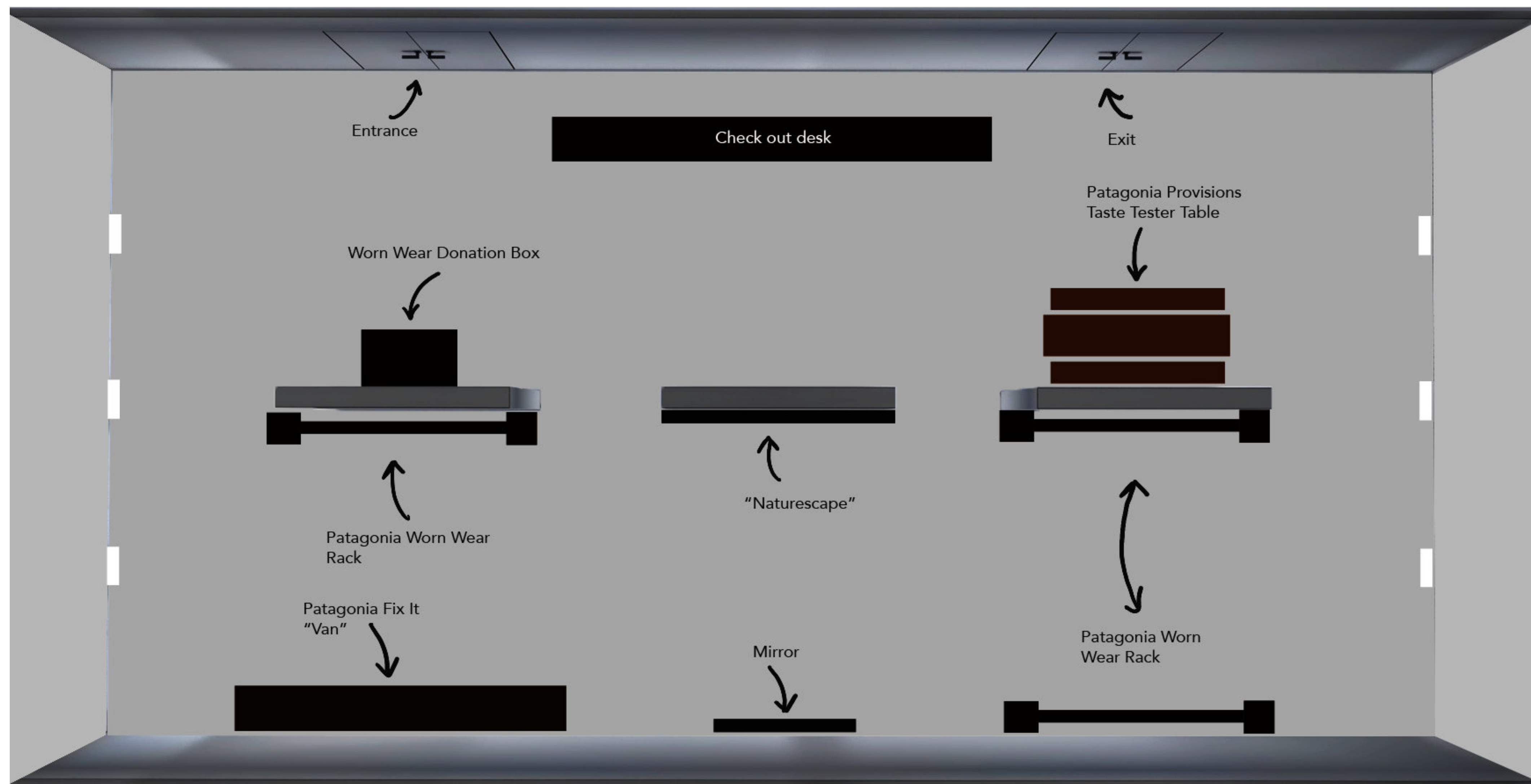
Patagonia is hosting an event to celebrate Earth Day. Patagonia does many things to support the Earth and sustainability. After this event, the space will become a temporary pop-up shop selling leftover Worn Wear items. Patagonia will have three of its programs present at the event: Worn Wear (all apparel sold will be from Worn Wear and not new Patagonia Thrift Store), Bring it, Fix it, Gift it (Give your gear new life or donate it), and Patagonia Provisions (Food line-will have samples and more information about the program and goals).

Role In Project:

Researcher, Sketcher, Ideator, Art Director, Designer

The Process:

During this project, I had to consider how people would move throughout a space. I created a mock-up of the space to help communicate my idea to other people. I also created clothing tags, signage, and plantable takeaways that all have a cohesive feel.









WORN WEAR

Extending the
life of clothing

SIZE	PRICE
ITEM #	

wornwear.com
@wornwear

PLANT ME!

Lavender

This tag was printed on
eco-friendly, plantable paper.

Instructions: Rip up tag, place
in soil, keep moist, and place
in the sun to grow.

SEAFOOD

ORGANIC GRAINS

BEER

**"People buy a jacket every few years, but
they eat several times a day. If we're going
to save our home planet, it starts with food."
- Yvon Chouinard (Founder of Patagonia)**

**Learn more about Patagonia Provisions at
patagoniaprovisions.com**

LEARN (Mission + Guides)

COOK (Recipes)

SHARE (Stories)

PLANT ME!

Lavender

This card was printed on
eco-friendly, plantable paper.

Instructions: Rip up tag, place
in soil, keep moist, and place
in the sun to grow.



Still Craft

Packaging

The Company:

Still Craft is a canned still water beverage brand. This brand is for people who want a non alcoholic drink in a drinking setting. It is also for people who have already had a couple of alcoholic drinks but want to switch to water and still have a can while other people drink.

The Project:

Still Craft is a canned still water beverage brand. They are launching their product as a pack of 6 cans. They need a label and a box for it. Working with Craft Beverage Warehouse, you will create a digital file of the label to be digitally printed on the can.

Role In Project:

Ideator, Designer

The Process:

During this project, I learned how to set up a file to be professionally printed. There were three layers: one for artwork, one for gloss and spot varnish, and one for a white background. I had to consider how people process information on multiple 3-D objects. I also had to consider how the box container would visually look on a shelf with other products.





Target

Art Direction

The Company:

Mondo Llama is Target's owned private label dedicated to arts and crafts at affordable prices. This brand targets both kids and adults with varying experience and skill sets.

The Project:

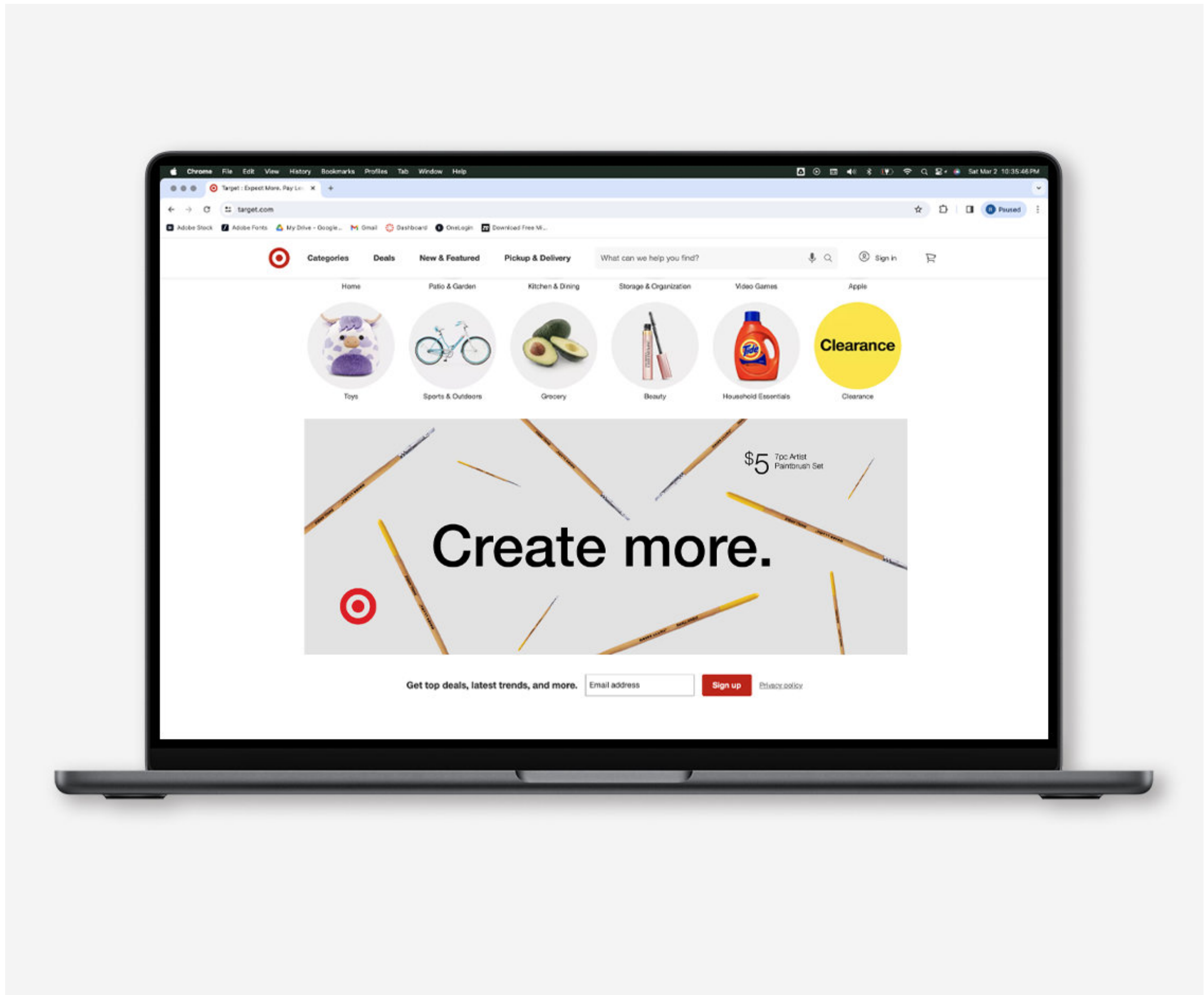
Target is launching a new Mondo Llama product of paint and paintbrushes. They want a physical and a digital banner ad for the new product. A professional photographer will photograph the concept. You will direct them based on your sketches, mood board, and layout concepts to communicate your vision to the photographer. Both ads need to include: the Target logo, Target's visual identity system, a headline, copy, a photograph of the product, the item name, and the item price.

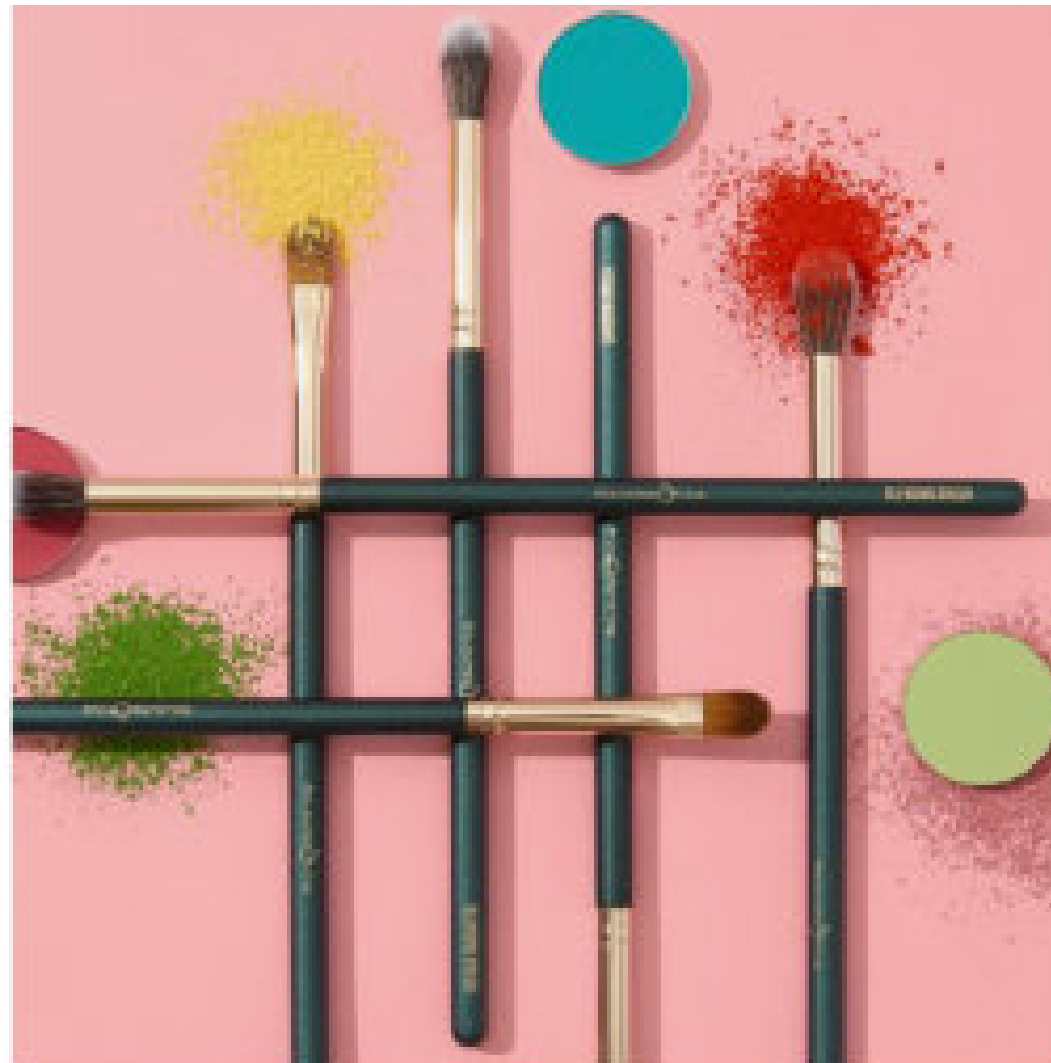
Role In Project:

Art Director, Ideator, Researcher, Designer

The Process:

I had about 15 minutes to shoot the photos I needed for my ad. My idea for the ad was more complex in post-production than some of my classmates. I prepared for the photo shoot by creating a shot list and finding photo examples of the lighting. Before the shoot, I had done a lot of planning and practice assembling the paintbrushes into letters. During the photoshoot, I had examples of the types of photos and a sketch of the final composition. I followed the photographer's advice and adjusted my shot list during the photo shoot to keep the lighting consistent. I also used museum putty to help keep the paint brushes in place during shooting. I shot more photos than I used to create the ad, but it gave me a couple of options in post-production.





LIGHTING

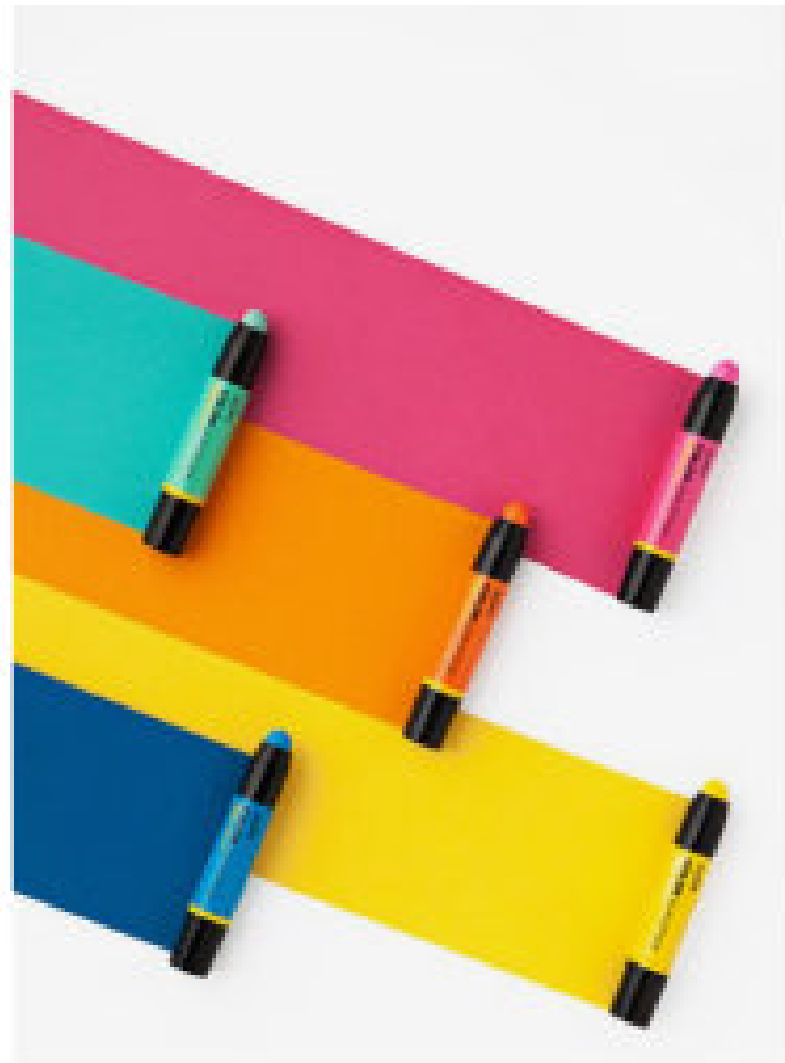
- Product against white background
- Lighting should be harsher to create the shadows
- Front lighting

STYLING

- Styling should feel playful

SHOT LIST

- CREATE written out in paint brushes
 - Start with - it'll take the most time to set up and can do ahead of time
 - Overlapping paintbrushes with putty under so the other end "floats"
 - No type showing
- Shot of just the paint brushes
 - For falling paint brushes in post
 - Type showing face up
- Shot of the paint in the packaging





Wonder Fair

Branding

The Company:

Wonder Fair is a stationery and art supply company in downtown Lawrence, KS. It is a well-known store in the community. Some things that make the company unique are a cat named Dave and a haunted bathroom.

The Project:

The Wonder Fair logo didn't accurately align with their business. They wanted a new logo design that would work across different platforms and sizes.

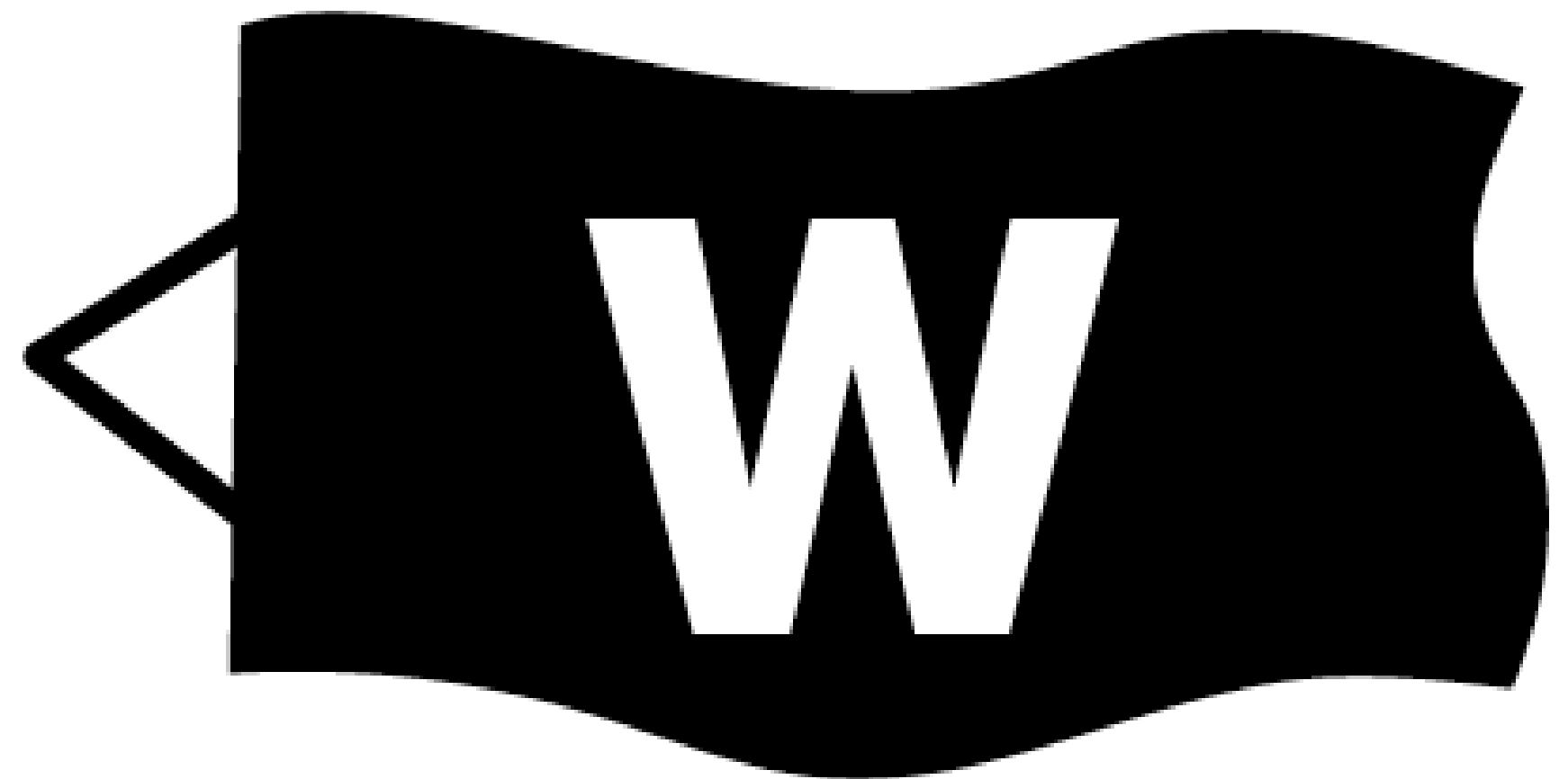
Role In Project:

Ideator, Designer

The Process:

In this project, I learned how to create an identity mark to communicate a brand. I created different variations of the common types of logos. After creating the identity mark, I learned how to apply the mark in practical uses to benefit the brand. For example, using the logo in their website and Instagram picture. I also chose to apply the logo to two types of shopping bags. I also learned how to keep the logo consistent in the usage of these applications. I also took the logo to create a brand system for social media posts.

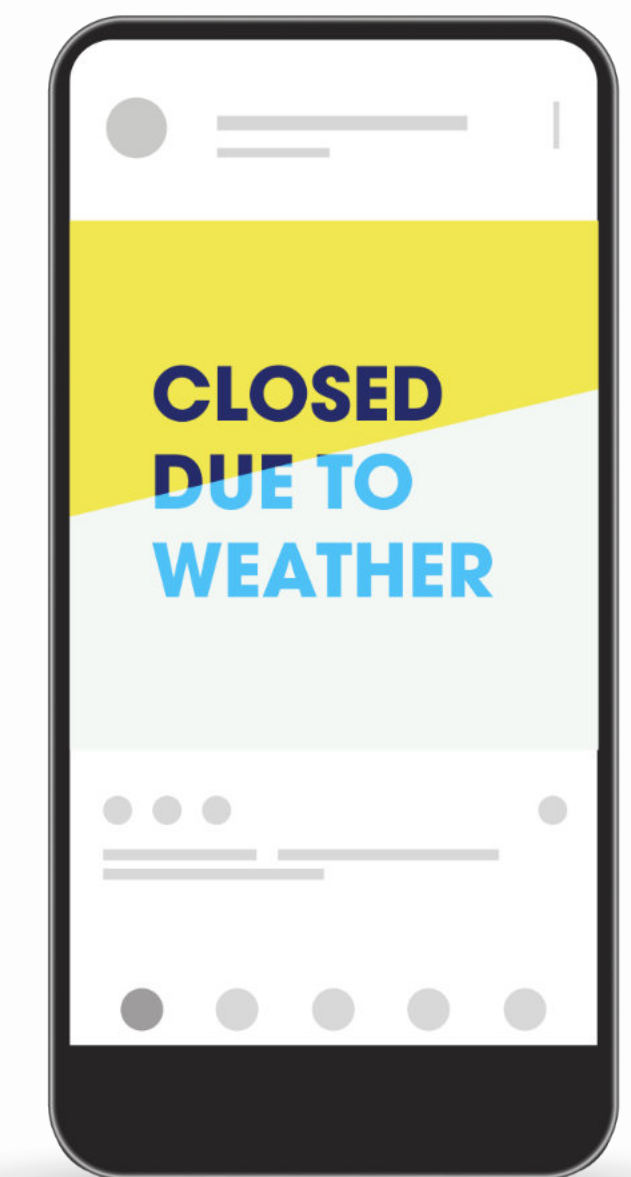
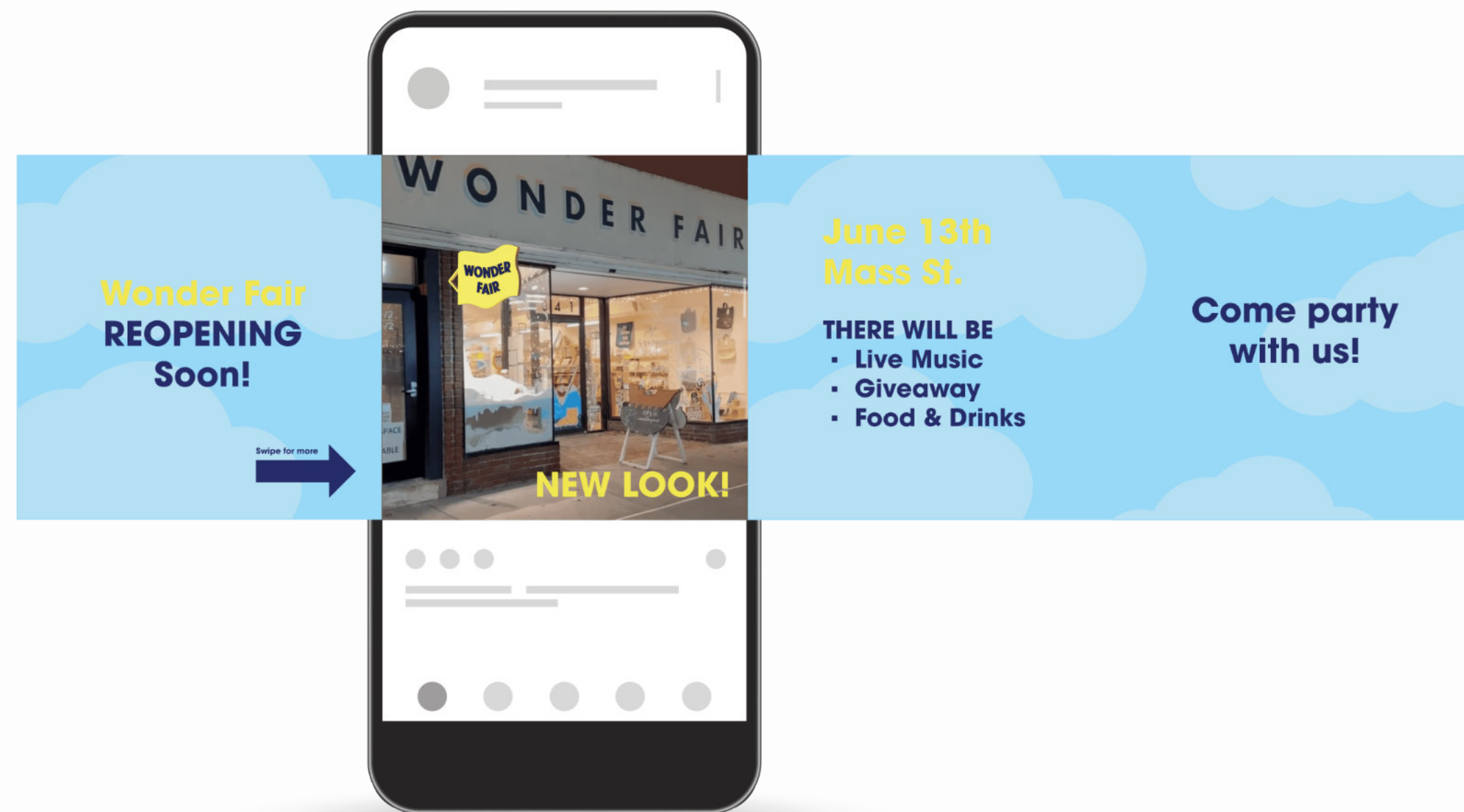












Jayhawk Tennis Center

Internship

The Company:

Jayhawk Tennis Center is in Lawrence, KS. They are a tennis center with youth and adult tennis programs, indoor and outdoor courts, and host tournaments. The tennis center is also home to the University of Kansas women's tennis team.

The Project:

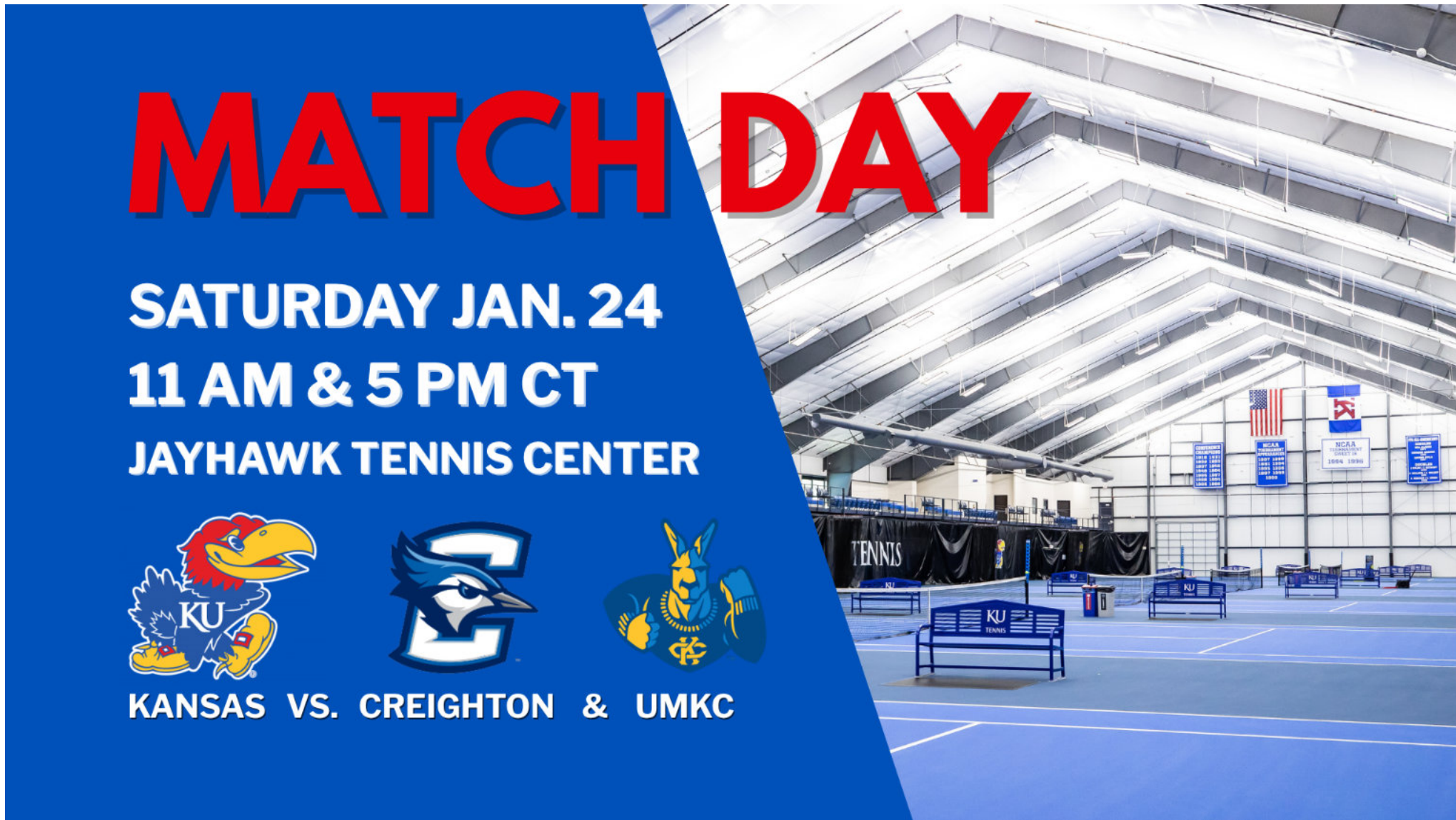
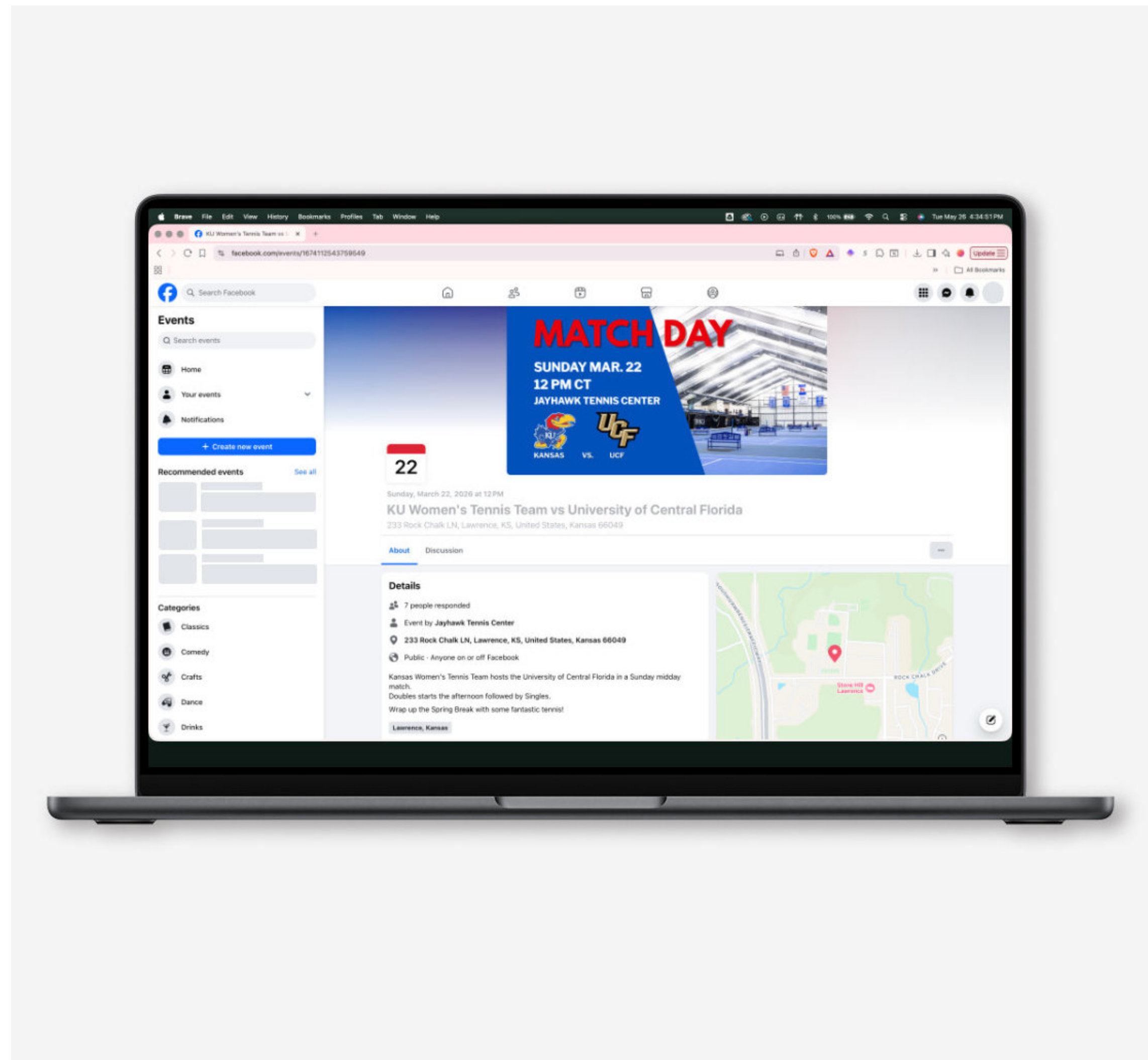
I worked on various projects for the Jayhawk Tennis Center. I used the brand guide to create social media posts, a newsletter, and a brochure about the amenities they offer.

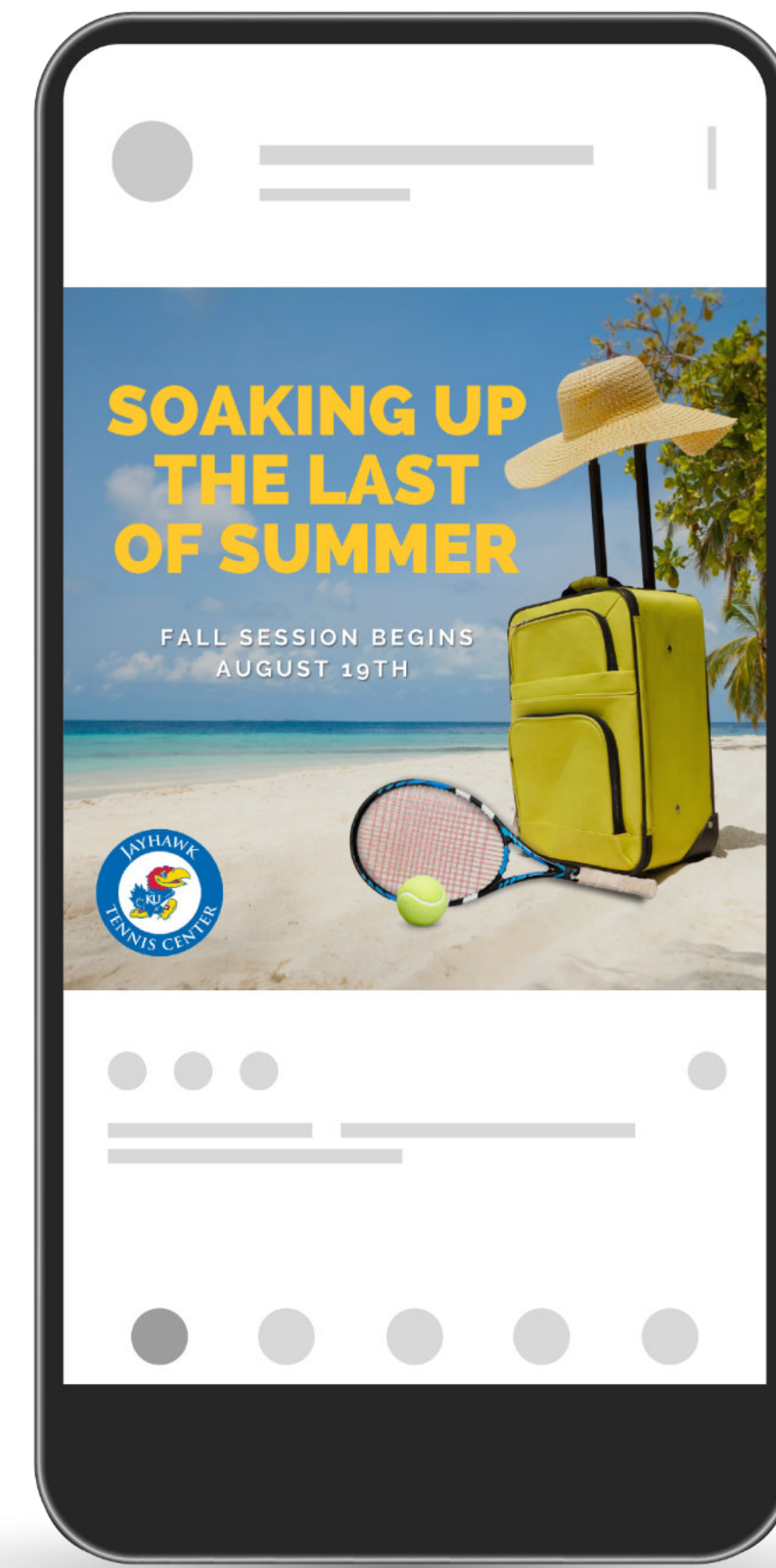
Role In Project:

Designer, Planner, Copy Writer

The Process:

During my internship, I used Canva to design social media posts, a brochure, and a newsletter. This was a different platform that I became more proficient in. I also wrote copy for social media captions and planned content using Meta Business Suite.

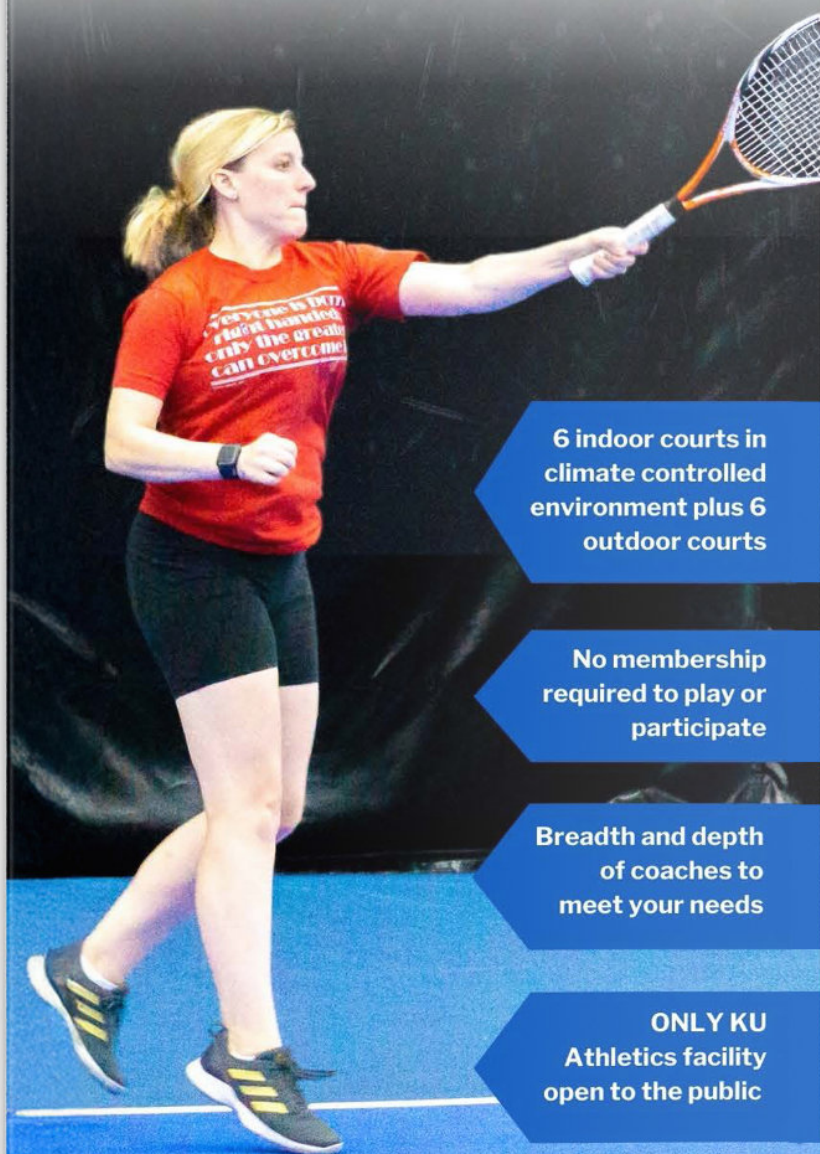






JOIN THE FUN TODAY!

JAYHAWK TENNIS CENTER



6 indoor courts in climate controlled environment plus 6 outdoor courts

No membership required to play or participate

Breadth and depth of coaches to meet your needs

ONLY KU Athletics facility open to the public

233 Rock Chalk Lane
Lawrence, KS 66049
785-749-3200
jayhawktenniscenter.com



Tennis Your Way

Hit it



- Adult Beginner to Advanced Classes plus Tennis Games & Cardio
- Junior classes -age 3+
- Senior Tennis

- Court time for singles, doubles or group play
- Private lessons
- Ball machine & Ball Hopper rental





Our professional coaches genuinely enjoy what they do. No matter your experience or age, they want to help you improve your game.

Watch it

We want you to feel at home. Come watch tennis classes or cheer on the Women's KU Tennis team.





Our mission is to foster a community where players of all ages and levels can develop their skills and grow their love of the game as part of our Jayhawk tennis family.



INSIDE THE LINES

Winter 2025

1

What's In Your Bag?

Did you know your tennis racquet likes to rest? Not in the cold nor heat, but in its own special nest.

I once used a press with my wooden racquet beauty. It was quite the contraption and truly heavy duty.

With my shiny T2000, mom made me a cover of gingham. It was cool for the racquet, but the balls, I had to bring them.

Then on to a backpack, with great places to store, my shoes, water, extra strings, balls and more!

In the summer, a towel, a banana, and a spare tee. In the winter, street shoes, my jacket, and extra water for me.

If you have a bag, it won't help you remember the score, but it will give you a place for all of your things to store.

Control the small things, like what you need on court. If it's all in the bag, it's your moral support.



Giving Tree 2025

The Jayhawk Tennis Center once again participated in the Giving Tree, providing much needed gifts to families in the area.

Thanks to your generosity, we were able to fulfill the wishes of 21 families. Thank you for your support of this special giving opportunity.



Friendsgiving 2025

The senior class drill held their annual Friendsgiving on November 21. The food and friendship were amazing. If you'd like to try senior tennis, sign up on our website or contact Coach Ann Anderson.



UPCOMING EVENTS IN JANUARY

- Jan 5 - March 14: Winter Session starts
- Jan 15 - 17: KU Invitational
- Jan 24: KU vs Creighton (11am) and UMKC (5pm)
- Jan 30 @ 5pm : KU vs Nebraska

Call us @ 785-749- 3200

  @jayhawktenniscenter

Winter 2025

2

Let's Play Beginner Tennis

You've decided to sign up for the beginner class at Jayhawk Tennis Center. Now, if you're like me, you might start feeling nervous and awkward about trying something new. That's normal!

You're probably wondering if everybody else in the class already knows how to play and has a great racquet. That's normal, too.

In Coach Mike's Intro to Tennis class, students are given an introduction to fundamentals such as forehand, backhand, volley, overhead and serve technique. They also learn the foundations of footwork, grips and tennis equipment such as strings, frames, overgrips and correct footwear. Students typically will move up to Beginner 2 after developing basic consistency and basics of technique, grips and footwork. Basic playing strategies are also covered.

Sounds like a lot and it is! Coach Mike said, "They worked hard, had a really good attitude and I saw a lot of improvement."



Coach Wonjae's Beginner 2 tennis class has been unfolding! Over the past few sessions, they are focused on building a solid foundation—think groundstrokes, volleys, overheads, serves, and those crucial return-of-serves. Players have also been getting into the swing of real games toward the end of each class. Everyone can have fun applying what they've learned in a playful, low-pressure environment.

Sounds easy...not really! Coach Wonjae said "The real highlight so far is seeing everyone grow more confident with their movement and footwork."

Kyle Markham, General Manager

We've really leaned into helping our adult learners understand how to cover the court and transition into actual gameplay scenarios. It's been fantastic to watch everyone not only improve their skills, but also genuinely enjoy the process."



If you'd like to try beginner tennis, please visit our website jayhawktennis.com or stop by our tennis desk to learn more.

Halloween 2025

The front desk had fun celebrating Halloween with costumes and decorations!



jayhawktenniscenter.com

Thank you!



ryleighleon@gmail.com

(785) 727 - 8303

[linkedin.com/in/ryleigh-leon](https://www.linkedin.com/in/ryleigh-leon)

ryleighleon.com
