



PORTFOLIO

BAILEY PERRITTE

DIRECT, DESIGN, DEVELOP

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ABOUT

My roots are from Charleston, South Carolina and I believe this is the epicenter of my being. I am currently a graphic design student at Anderson University finishing up my junior year with a minor in photography. Design has honestly changed how I see life and inspires me to make change. There is such opportunity in the position of a designer and I want to use it for good. Incorporating the design process can bring a work to its full potential of communication, inspiration, and effectiveness.

- i. **DIRECT** - find the root and where the project should start growing towards to communicate the goal
- ii. **DESIGN** - create what nourished the roots and inspires the project beyond itself
- iii. **DEVELOP** - produce a design that comes alive and effectively impacts those that encounter it



HINTERKIND

As a team of designers, we were directed to create a published artifact that was unique, original, and expansive in the timeline of six weeks. Through our artifact we were to embody the Swiss International Design Movement. This project will include our design process and how we turned our concept into a final solution.



NOVEMBER 2025

PUBLISHED ARTIFACT

CAMP HINTERKIND

Our three themes based on the International Swiss Design Movement were education, clear communication, and universality. This led us to the idea of a summer camp for design. Teaching kids of all backgrounds and skills to better understand design while connecting with nature. Hinter means beyond and kind means children which translates to 'children of lies beyond'. At everyone's core is a creative spark and we want every camper to find their spark. We also want to foster that spark and create a safe space for them. This is what made up our logo for Camp Hinterkind. Camp Hinterkind showed me that teamwork is important and everyone has a role to play.





BOBBIN & CO



As a team of designers, we were to create a philosophy that encapsulates our groups values and goals, and produce a toy/experience for children that is educational. In order to find our topic, we needed to look back into our own childhoods to see what still stuck with us today. The biggest word that popped up during our process was imagination.

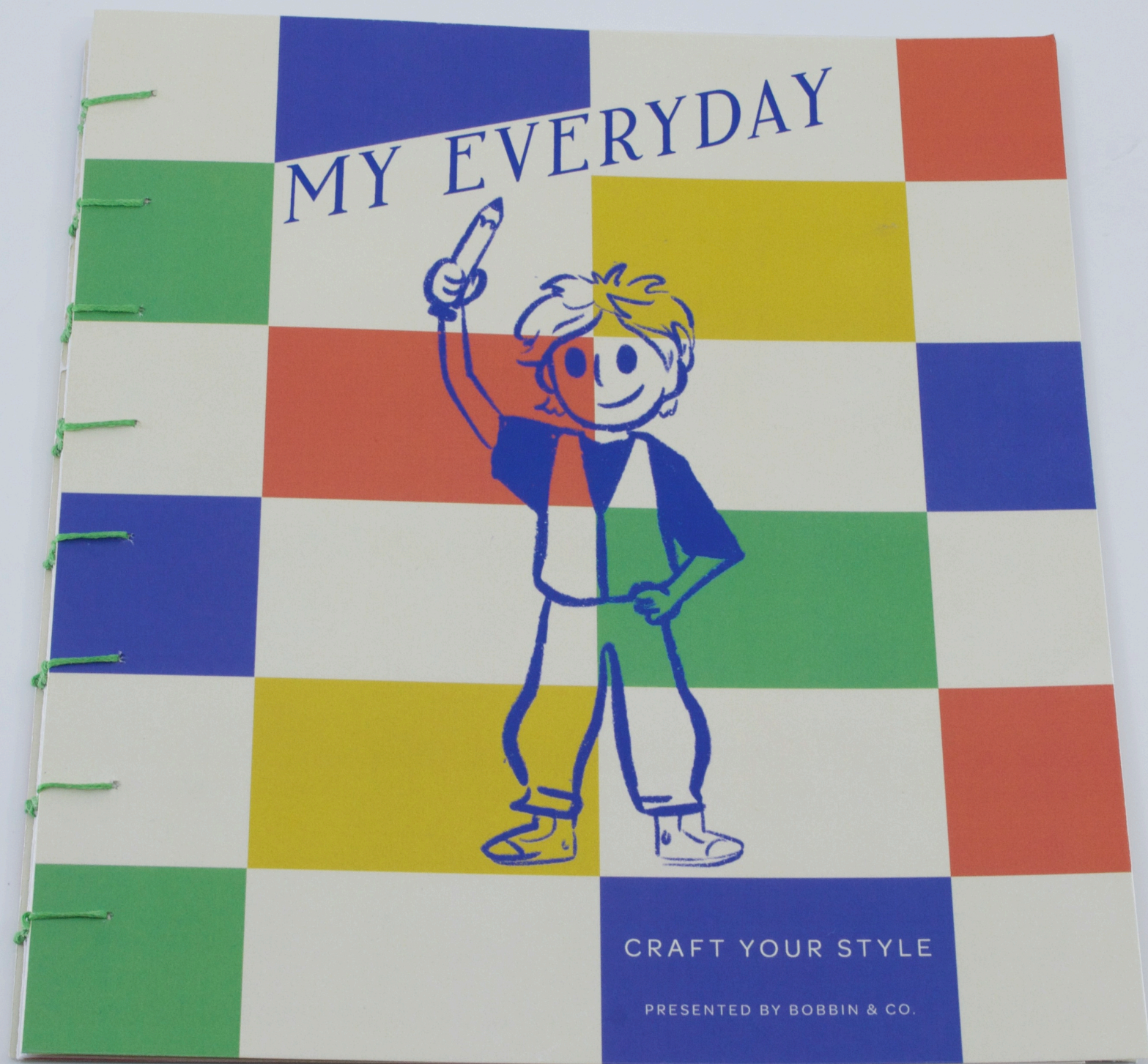


DECEMBER 2025

EXPERIENCE PRODUCT FOR CHILDREN

In today's fast paced world that promotes technology, efficiency, and consumerism, design needs to look back to its roots in nature to inspire curiosity, foster trust, and build connections. Our society has become a place where imagination is a lost art and instant gratification captures attention. Design should be sustainable, emphasizing intentionality and high quality craftsmanship with the focus of bettering humanity. We needed to create something that gives children space away from electronics, something that encourages problem solving, and something that helps develop skills, confidence, and imagination. Bobbin & Co. is a company that creates interactive books for children to create their own clothing. The bobbin is the thread underneath tying all the details together. We added wings to go with our slogan 'imagination taking flight'.







MEDICINAL PRO

I was tasked to find a design problem that stood out to me in the world of type. While looking for this problem, I knew I was wanting something with a deeper meaning and purpose. I ran across medicine bottles because they have always been a debate in the design world. They have caused many problems but on top of that feel so far removed from the patient. Medicine is a part of many people's everyday routine, and it should reflect this in its design.



APRIL 2025

TYPEFACE

SOLVING A DESIGN PROBLEM

First I dove into the hundreds of prescription labels and did some comparing. I took note of what was or was not working and why. Since this is a bigger design problem than just type, I had to be specific in my research. To really refine my design, I had to go back to its history. Glass bottles were how prescriptions originally came and felt more personalized. I decided to use the base of a glass bottle to form my typeface. The slanted edge worked its way into each letter. Even from the sketches you can see how it gave the forms a boxy and cohesive shape. After I was satisfied with my sketches, I moved to vellum. Here I hand drew each letter to give a more accurate presentation of the characters. This could allow our work to be critiqued and see how others perceive the typeface. Following the vellum iterations, the last step consisted of digital iterations. This process then led me to a full cohesive display type.



MAJISCULES

A B C D E F

G H I J K L

M N O P Q R

S T U V W

X Y Z

MINISCULES

a b c d e

f g h i j k

l m n o p q

r s t u v w

x y z

A C E T A M I N O P H E N

ACCUTANE

HYDROMORPHONE

CODEINE

I B U P R O F E N

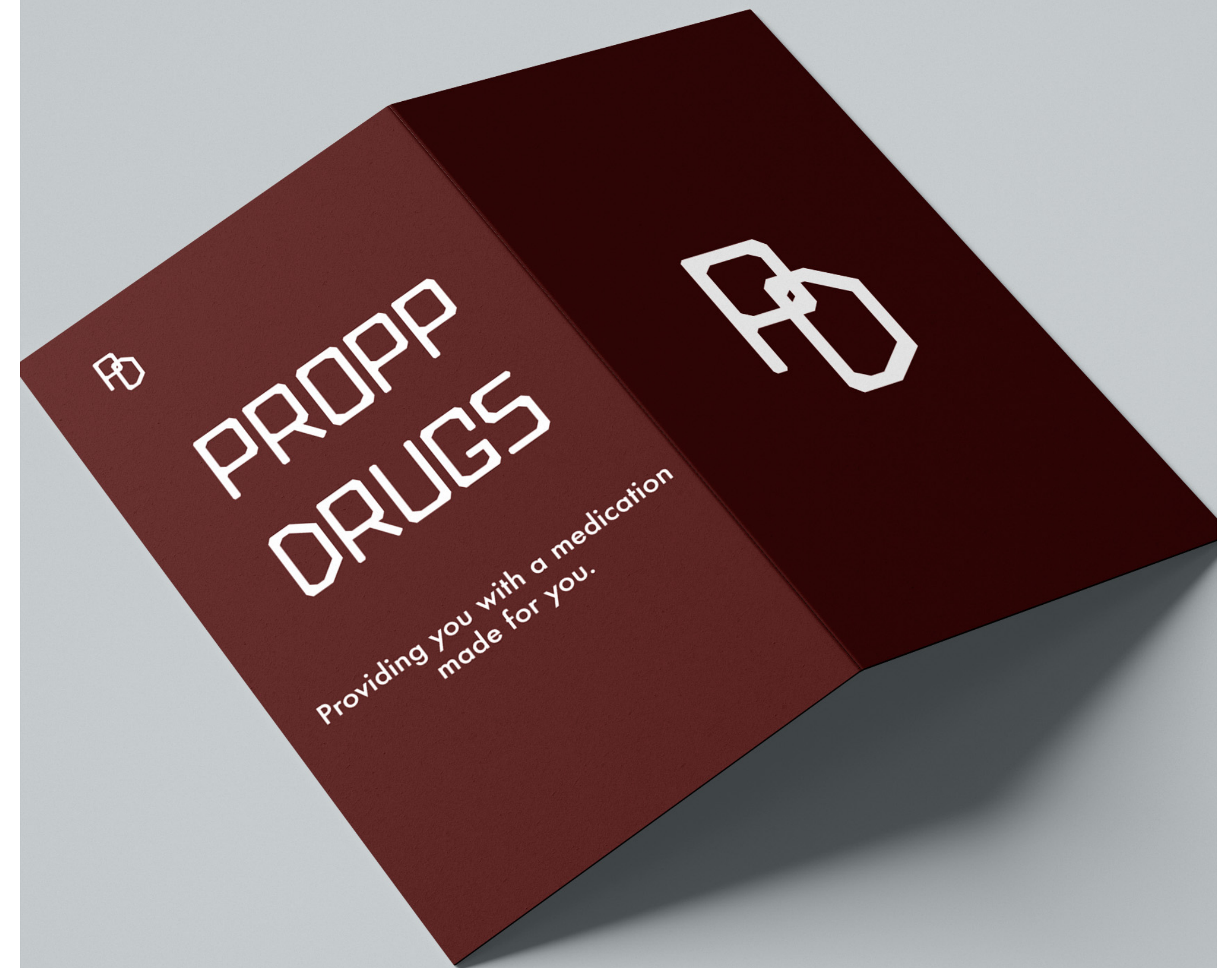
T W I S T

O F F C A P

Use With Caution

B O X E D

keep away from children



CONCLUSION

Thank you for taking the time to consider me and my work. If you have any questions or need to reach me, I will provide my contact information below. You can also visit my website to see these projects and more in a detailed fashion. I hope you have a great and day and look forward to talking soon.

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