

PORTFOLIO

MORGAN GILPATRICK

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2025



PULL-UP BANNER

BOLD Campaign
October 2019

Role: Designer. Vendor Selection and
Print Management.

CAMPAIGN

Bowie State University BOLD Campaign 2019-2021

In October of 2019, Bowie State University launched its BOLD Campaign. A rallying cry of "We are Bowie BOLD" was created that drew from the students' attitude of fearlessness and optimism.

The BOLD campaign was a culmination of a six-month-long market research study, followed by a collaboration on messaging and design between the office of University Relations & Marketing's leadership team the advertising agency EFK Group.



MAGAZINE AD

USA Today Ad
January 2020

Role: Designer.



STENCIL
Sidewalk Art
October 2019

*Role: Developed and Pitched Concept.
Vendor Discovery and Management.
Procurement. Designer.*

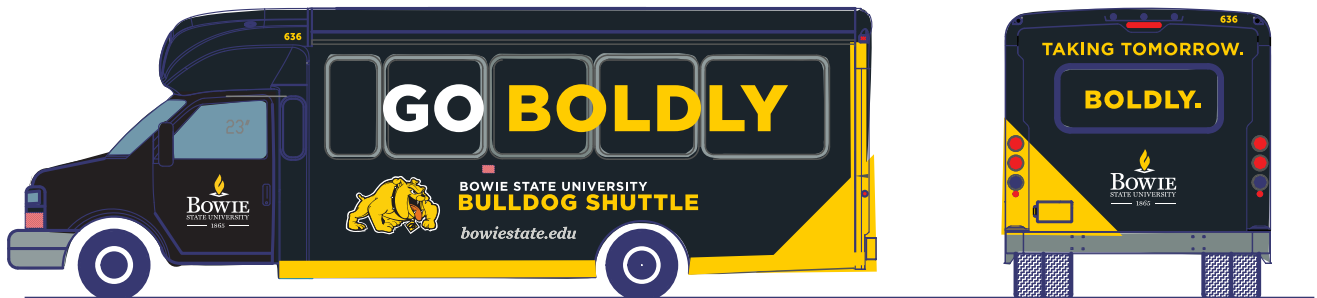
CAMPAIGN

Bowie State University BOLD Campaign 2019-2021 Other Expressions

As leader of the Creative Services team, I found new ways to introduce the BOLD campaign to the campus and the surrounding community that went beyond the standard giveaways such as t-shirts, hats, hoodies, and pens. This campaign had to be different.

The Creative Services team staged pop-up branding across campus. Using large stencils, we temporarily branded sidewalks and the windows of the library and other buildings with the BOLD mark.

The Bulldog Shuttle carries the campaign's message beyond campus as it makes its daily runs into the city of Bowie.



VEHICLE WRAP

Shuttle Bus
October 2019

*Role: Developed and Pitched Concept.
Vendor Discovery and Management.
Procurement. Designer.*



DISPLAY AD
Enrollment Campaign
600 px x 300 px
January 2020

Role: Designer. Vendor Selection and Art direction for Photoshoot..

DIGITAL MARKETING

Bowie State University BOLD Campaign 2019-2021

The Bowie Bold campaign was successful at raising the profile of the university. Advertising campaigns were run on Facebook, Instagram, and LinkedIn.



DIGITAL AD
Enrollment Campaign
(970 px x 250 px)
January 2020

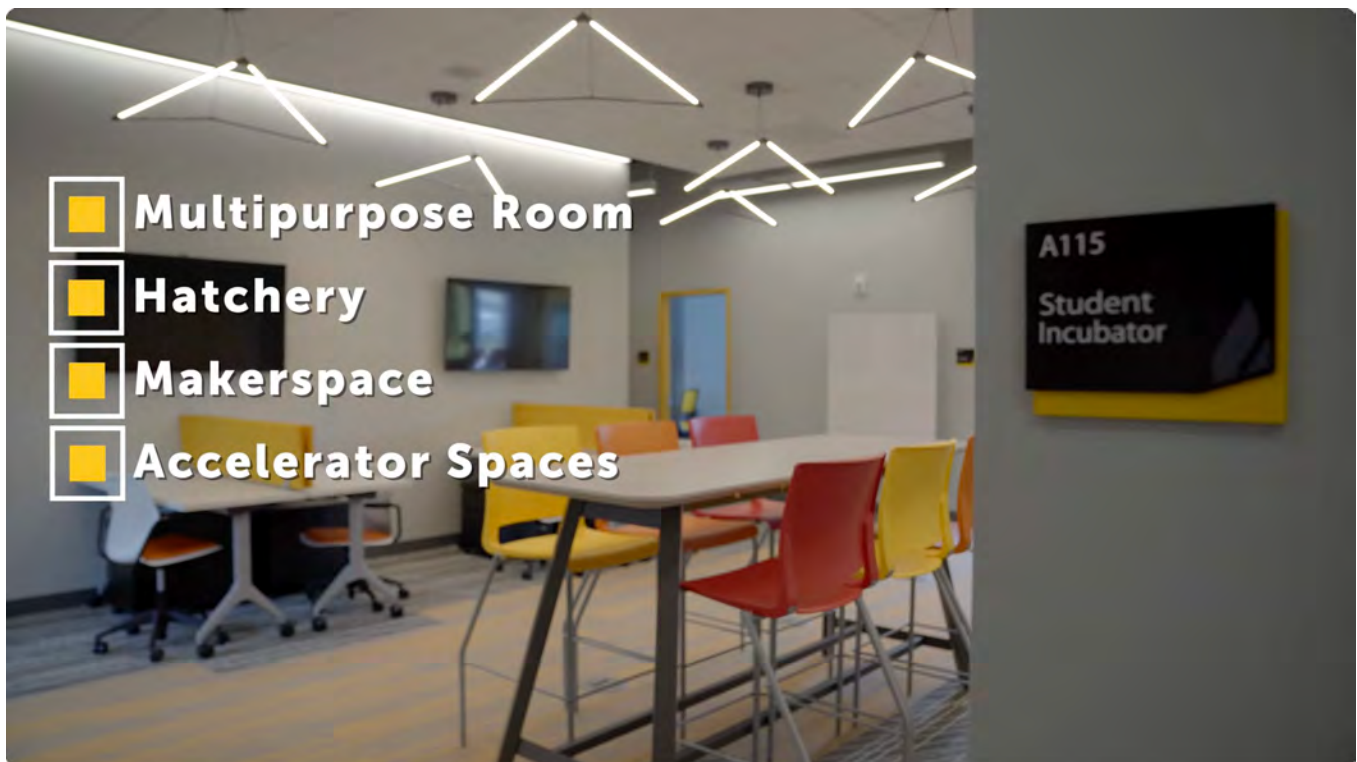
Role: Designer. Vendor Selection and Art direction for Photoshoot.

VIDEO

Bowie State University Entrepreneurship Living Learning Community Video

The Entrepreneurship Living and Learning Community was built as a residential learning space. To promote the new building and its concept, I developed a script with a quick cadence that reflected the energy of entrepreneurship.

I was responsible for every aspect of the video from writing the script, storyboarding, hiring the videographers, hiring the voice talent (a Bowie State Student), and overseeing the video's production.



Link to the video on YouTube:

https://youtu.be/pm5x9BVDakg?si=g_n5jSxCbBNH2-rW

VIDEO

Entrepreneurship Living & Learning
Community
August 2021

*Role: Concepting. Vendor Selection.
Story Board. Script. Oversight
Production.*

T-SHIRT

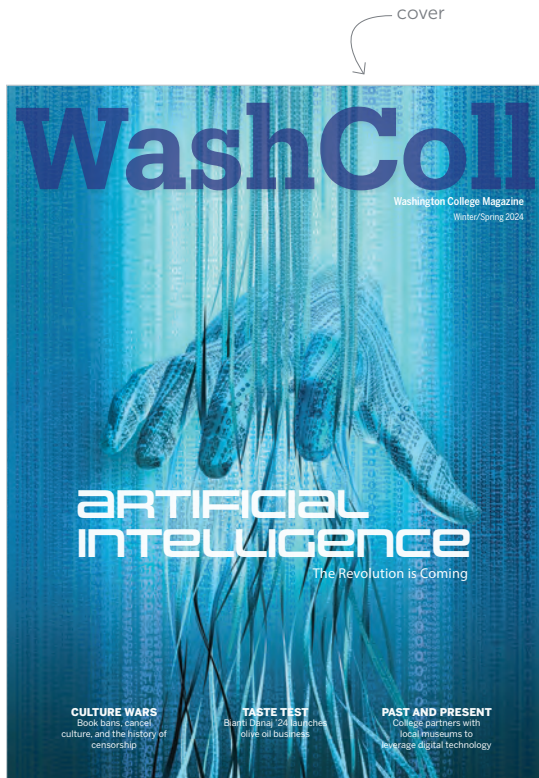
Students selected to be residents of the Entrepreneurship Living & Learning Community were given t-shirts to celebrate their acceptance into the new community.



T-SHIRT

Entrepreneurship Living & Learning
Community
August 2021

Role: Design. Vendor Selection. Procurement.



cover

MAGAZINE

WashColl Washington College Magazine

Washington College relaunched its magazine after a hiatus. The 64-page magazine features articles by professors about current topics like artificial intelligence. The magazine appears both in print and online.

The magazine was renamed and its appearance re-imagined. As the magazine's art director I developed the typographic and layout system.

I set up Adobe InCopy for expediting the day-to-day editorial exchanges between designers and editors and writers.

sample spread

CREATORS | MULTIMEDIA COLLABORATION

A Soundtrack for the Universe

Stevie Lyles '26 and Associate Professor of Music
Ken Schweitzer give sound to space.

Stevie Lyles '26 and Ken Schweitzer, associate professor of music, share a passion for the beauty and mystery of outer space. Together, they created *Arresting Views*—a multimedia production that explores the hidden facets of human existence through an improvised and real-time blend of vocals and electronic sounds against the backdrop of images of distant stars. They performed the work for the community in December at the Alonzo G. and Virginia Gent Decker Theatre on campus.

Lyles and Schweitzer were inspired by and named their performance after *Arresting Views*, four images from NASA's Chandra X-ray Observatory and James Webb Space Telescope. These composite images show distant galaxies and star clusters previously invisible to the human eye. In awe of the images, Lyles immediately knew she wanted to incorporate them into a performance.

"As soon as I saw them for the first time, something about them really just evoked a certain powerful feeling that I couldn't forget," Lyles said. "The title is what stuck with me as well. I view *Arresting Views* as a type of fight to prove our existence and our understanding of our existence."

While space may seem like an unlikely inspiration for a live performance, *Arresting Views* transcends the norms of traditional shows by offering an immersive audiovisual experience incorporating projections, live video editing, modular synthesizers, and vocal performances by Lyles herself.

To create *Arresting Views*, Lyles and Schweitzer worked with Ableton Live—software that allows performers to manipulate their sounds and images in real-time. Lyles used the software to develop vocal harmonies, to sample and re-trigger her voice, and to explore a variety of effects, including reverb, delay, and distortion. Schweitzer ran Ableton Live on two computers during the performance, one to manipulate the images in real-time and the other to process the sounds coming from a modular synthesizer, which is a largely analog device consisting of oscillators, filters, samplers, sequencers, and a variety of electronic circuitry.

"In each of the four movements, Stevie and I deconstruct the composite images and re-synthesize them in new and creative ways," Schweitzer said. "As the images continually evolve, we respond by generating layers of electronic and acoustic sounds. Our performance is improvisatory and impressionistic, but also poetic and lyrical."

Arresting Views is an exploration of the connection between the universe and humanity, but it also highlights the incredible work undertaken by Lyles and Schweitzer over the course of several months and the collaborative opportunities available to both students and faculty at Washington College. The project began in the summer of 2023 as one of 10 Hodson Collaborative Undergraduate Research Grants, which fund joint work by faculty and students in the arts, humanities, and social sciences. — Emma Poole '24



PHOTO BY KYLE COOPER/STANLEY

Lyles '26 and Schweitzer rehearsed and composed the backbone of their improvisational performance in the summer of 2023.



PHOTOS COURTESY OF NASA

TOP ROW: Four composite images from NASA's Chandra X-ray Observatory and James Webb Space Telescope of two galaxies, a nebula, and a star cluster — NGC 346, NGC 3272, X-19, and M16 (Pillars of Creation).

BOTTOM: Lyles '26 and Schweitzer perform their multimedia production at the Decker Theatre.

PHOTO BY KYLE COOPER/STANLEY

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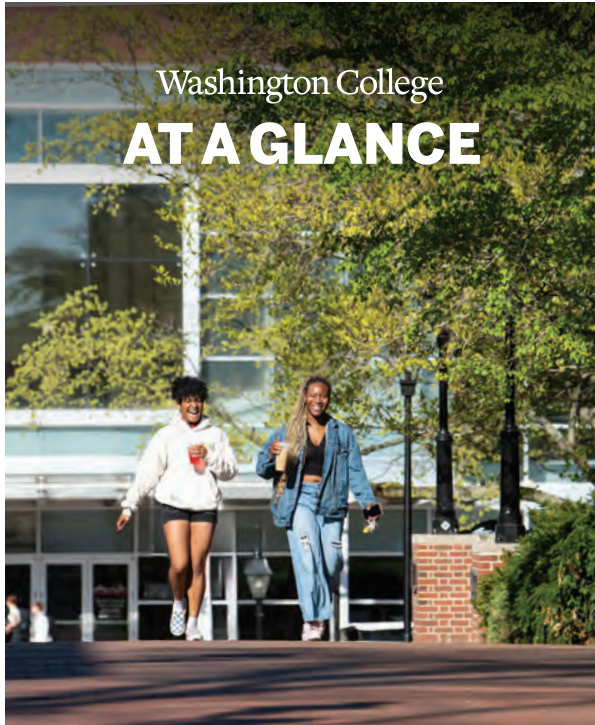
WINTER/SPRING 2024 Washington College Magazine | 15

MAGAZINE

Washington College Magazine
Winter/Spring 2024 Issue
64 pages, 8.375 in w x 10.875 in h

Role: Art Direction. Magazine Design.
Illustration Selection Illustrator
Management. Editorial and Design
Management.

cover



LOOKBOOK

Washington College *At A Glance*

At A Glance is a 32-page book filled with photographs of student life at Washington College. The photos are grouped to show indoor and outdoor student activities during all four seasons.

The book is distributed to high schools and encourage prospective students to the College in their senior year.

inside spread



LOOK BOOK

At A Glance, 32 pages, 8 in w x 9.5 in h
March 2024

Role: Book Design and Layout. Managed Photoshoots and Photo Selection. Vendor Selection and Print Management.

One-Pagers for Washington College's Academic Departments and Programs

The fact sheets describe academic departments or programs. Many also provide profiles of recent graduates. Every fall semester, I worked with the academic chairs and program heads to update the content of 30 academic fact sheets along with 10 fact sheets for College's Centers for Excellence.

I made each PDF fully accessible, making them navigable and readable by assistive technologies like screen readers.

The sheets were designed so they could be printed by departments as needed.

front

Honors Fellowships

Shannon Carter, Assistant Director of Admissions | whitaker2@washcoll.edu | 410-778-7700 | washcoll.edu/honors-fellowships



Honors Fellowships at Washington College are prestigious, interest-driven scholarships for incoming first-year students, offering unique opportunities throughout their college careers. Recipients engage in exciting, hands-on programming and receive personalized mentorship to help develop their leadership potential. Admitted students are encouraged to apply for the Fellowships that align with their passions and strengths. For priority consideration, apply to Washington College by December 1. These fellowships are stackable with other merit-based scholarships. To explore the application or nomination process, visit washcoll.edu/honors-fellowships.

2025–2026 Honors Fellowships

Washington Scholars Program

The Washington Scholars Program was developed to provide the benefits of a Washington College education to Maryland and Washington, D.C., residents who may not otherwise have the opportunity because of substantial financial need. This program seeks high-performing students who are passionate about and dedicated to their academic and extracurricular pursuits. While easing financial burdens is a significant advantage, Washington College understands that a truly transformative college experience goes beyond financial support. That's why Washington Scholars is more than a scholarship — it's a comprehensive program and a vibrant community.

Washington Scholars receive full tuition and fees, as well as room and board. Prospective Washington Scholars must be nominated by their high school counselors, community-based organization leaders, teachers, or their admissions counselors. A FAFSA and application must also be completed. For more information, including deadlines, visit washcoll.edu/washingtonscholars.

Presidential Fellows

The Presidential Fellows program and scholarships are offered by invitation only to students who have shown a strong commitment to academic excellence and intellectual curiosity. Prospective Fellows are driven, ambitious, and eager to engage fully in their education and the Washington College community. They are ready to work hard and take on new challenges.

Scholarships range from the prestigious George Washington Signature Scholarship, a full-tuition, four-year award granted to one exceptional student, to the selective Francis Waters Scholarships, which offer up to \$5,000 in tuition support to multiple students. Explore the program at washcoll.edu/presidentialfellows.



The Constance Stuart Larrabee Scholarship

Admitted students with proven talent in visual art, music, dance, or theatre are encouraged to submit a portfolio of work to apply. Recipients are strongly encouraged to participate in campus opportunities related to the visual and performing arts but do not need to declare a major or minor in the arts to keep this scholarship.

Award: \$1,500 to \$3,000/year; renewable annually; multiple recipients

Cincinnatus Leadership Scholarship.

Admitted students interested in religion's impact on history and its relevance to modern culture and politics are encouraged to apply. Through programs like the Oxford Research Seminar and Cincinnatus Leadership Scholars, the Institute of Religion, Politics, and Culture offers experiential learning on key societal issues and the lasting significance of America's founding principles.

Award: \$2,500/year; renewable annually; multiple recipients

Bonus: \$5,000 stipend for experiential learning opportunities for one recipient

Eastern Shore Society Scholarship

Admitted students from Maryland's Eastern Shore or of Eastern Shore heritage who are interested in a major in environmental science or studies are encouraged to apply for the Eastern Shore Society Scholarship.

Award: \$3,000/year; renewable annually; multiple recipients

Bonus: One-time, \$2,000 grant to offset the Chesapeake Semester cost for each recipient

back

FACT SHEET Honors Fellowships

8.5 in w x 11 in w
October 2024

Role: Art Director for Photoshoots. Managed Content Updates. Designer. Managed Printing.

The Environment & Society Fellowship

Admitted students interested in exploring environmental science or studies as a major, minor, or area of focus are encouraged to apply. Environment and Society Fellows receive priority for CES internships and the Chesapeake Semester program, along with opportunities to enhance research skills, meet visiting experts, and access exclusive experiences at partner institutions like the Chesapeake Bay Maritime Museum, UMCES, the National Aquarium, and the Chesapeake Bay Foundation.

Award: \$3,000/year; renewable annually; multiple recipients

Eirik A. T. Blom Ornithology Scholarship

Admitted students with experience as birders, wildlife enthusiasts, or conservationists are encouraged to apply.

Award: \$1,500/year; renewable annually; multiple recipients

Sophie Kerr Gifts in English Literature

Admitted students interested in English, Creative Writing, or Journalism, Editing & Publishing are encouraged to apply. Sophie Kerr scholars gain access to everything Washington College offers aspiring writers, including one-on-one mentorship from award-winning authors, a thriving community of student writers, and guidance from professors who are publishing journalists, novelists, poets, and scholars.

Award: \$1,500 to \$3,000/year; renewable annually; multiple recipients

Tim Maloney Theatre Scholarship

Admitted students interested in any theatrical discipline, including performance, design, technical production, dramaturgy, management, playwriting, or directing are encouraged to apply. Students should make note of their interest in theatre scholarships on their admissions application.

Award: \$3,000 to \$7,500/year; renewable annually; multiple recipients

Quill & Compass

Admitted students interested in exploring History, Political Science, Communications & Media Studies, Pre-Law, or American Studies as a major, minor, or area of focus are encouraged to apply. Quill & Compass recipients are also considered for special opportunities, such as internships, and are invited to participate in unique opportunities and lectures.

Award: \$1,500 to \$3,000/year; renewable annually; multiple recipients

Toll Fellows Program

Toll Apprentices assist faculty and senior Toll Fellows in their original research, attend small group discussions with faculty and visiting speakers, visit regional research facilities, and tour federal laboratories. Toll Fellow recipients are not awarded additional scholarships upon acceptance into the program.



24-001432 Honors (rev 10/2024)

cover



sample spreads



EVENT PROGRAM

Bowie State University Center for Natural Sciences, Mathematics & Nursing Booklet

Attendees at the Center for Natural Sciences, Mathematics & Nursing's ribbon cutting ceremony were given this booklet describing the building's state-of-the art laboratories, collaborative spaces, smart glass energy-efficient windows, and colorful interior design.

COLLABORATIVE TEACHING IN PREMIER RESEARCH CENTER

Bowie State University's Center for Natural Sciences, Mathematics and Nursing is one of the region's premier centers for transformational learning and research. With the use of collaborative, hands-on teaching models, this multi-million dollar science hub empowers students to discover a passion for their studies and achieve success in their future careers. Bowie State continues to solidify its position at the leading edge of innovation in science, technology, engineering and mathematics (STEM) education.

bowiestate.edu/sciencecenter | 1

A HUB FOR SCIENCE AND MATHEMATICS EDUCATION

Among its distinctive features are:

- Flexible classrooms with movable furnishings and technology that support interactive, collaborative learning
- State-of-the-art nursing simulation wing that replicates medical facilities delivering critical care to patients
- Glass-walled labs and classrooms in an open floor plan that offer a peek into science and research in action
- Fully integrated greenhouse
- 25,000 square feet of dynamic glazed windows that tint on-demand and provide unobstructed access to outdoor views and natural daylighting



2 | Center for Natural Sciences, Mathematics & Nursing



FACULTY SHAPE THE UNIVERSITY'S FUTURE IN STEM

We designed the new facility to help our expert faculty guide students through a curriculum rooted in interdisciplinary collaboration. With flexible classrooms and lab space for hands-on instruction and cutting-edge research, Bowie State University is positioned to be a breeding ground for leaders who can work together to solve problems and make breakthroughs in science, technology, engineering and math (STEM).



bowiestate.edu/sciencecenter | 3

EVENT PROGRAM BOOKLET

Center for Natural Sciences,
Mathematics, & Nursing
June 2018

*Role: Art Direction for Photoshoot.
Booklet Design and Layout. Managed
Printing.*

HISTORIC EXHIBIT

Bowie State University 150th Anniversary Exhibit



Attendee at Bowie State University's 150th Gala, Gaylord Convention Center in National Harbor, reading the fourth panel of historical exhibit.

In December of 2014, the state of Maryland offered to host an exhibit the following January commemorating Bowie State University's 150th anniversary.

My challenge was to create an exhibit that told the University's history, was compelling, easy to update, portable, and could be reconfigured for different venues.

I created a modular design with eight curved stands. Each stand presenting a period of the university's history. The history was printed on mylar panels were inserted from above.

EXHIBIT

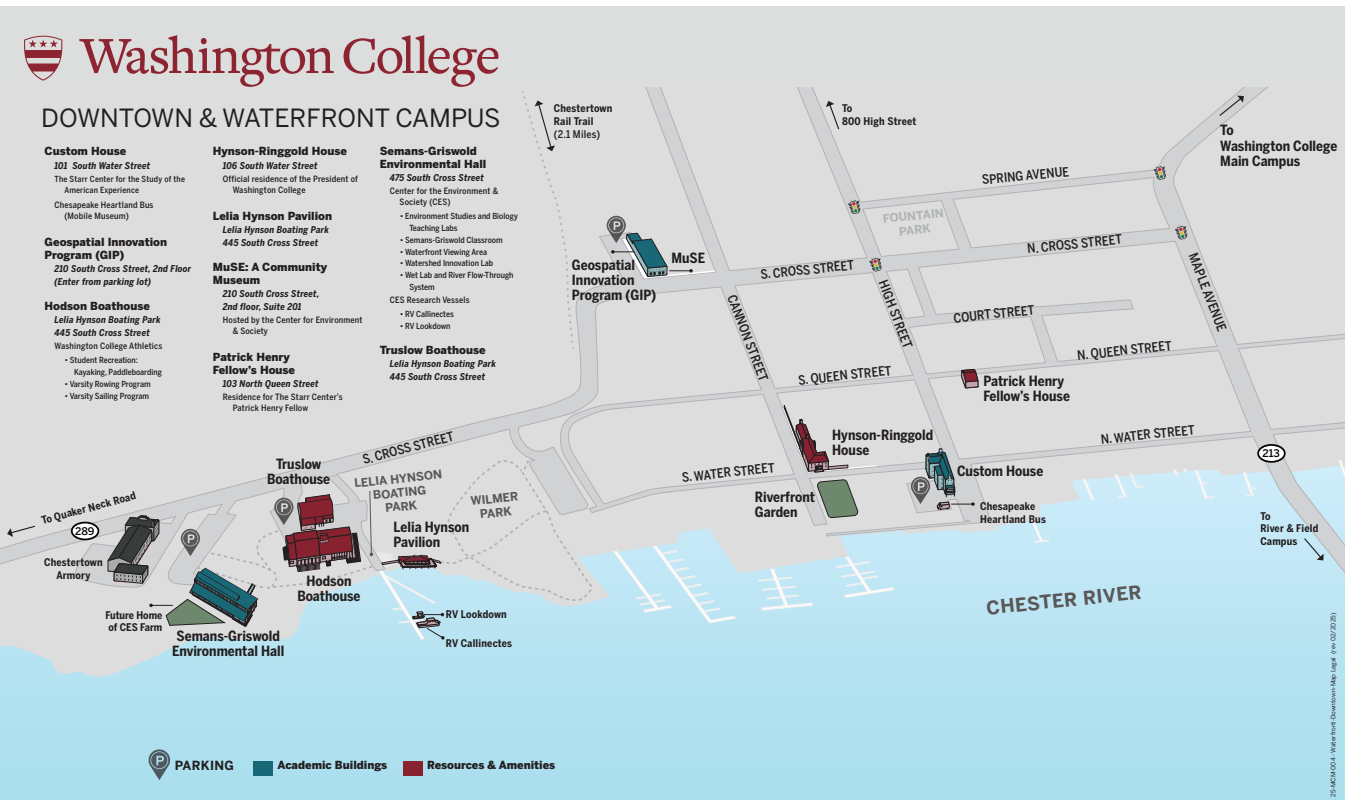
Role: Concept. Display design. Historical research. Photo research. Layout. Managed procurement and manufacturing. Oversaw the exhibit's assembly and disassembly at each venue.

In addition to designing the stands, I also research the university's history, located historic photographs in the university archives, and wrote the text for the first three panels starting with Bowie State's founding as the first normal school in the state for freed slave through its emergence as a teachers college.

The exhibit appeared in the Miller Senate Building in Annapolis, the Reginald F. Lewis Museum in Baltimore, and the Gaylord Convention Center in National Harbor. Its final home was in Bowie State's visitors center.

MAP

Map of Washington College's Downtown & Waterfront Campus



The college did not have a map of their downtown and waterfront campus. Over the course of six months, I developed this map in collaboration with the four program directors.

Because there was no previous version, I created then base map from scratch using views from Google Earth. And drew 3D buildings in Illustrator from photographs I took of each site, the research boats, and the traveling museum bus.

CAMPUS MAP

Washington College Downtown &
Waterfront Campus Map
January 2025

Role: Illustrator.



LOGO

Bowie State University's Campus Radio
Station WBSU Logo
2018

Role: Co-designer. Art Direction.

LOGOS



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

LOGO

The George Washington University
Stationery Logo
2002

Role: Illustrator.

*Note: Image of George Washington
was inspired by portrait of George
Washington by Raphaelle Peale owned
by the university.*

**LOGO**

Chestertown
Environmental Committee Logo
2025

Role: Concepting. Illustrator.

*Note: Image inspired by a photo
of the Chester River*

