



Stephan Hokanson

Work Samples



WANTED:
VISIONARIES, GENIUSES,
AND FREE SPIRITS.

LTU POSSIBLE IS EVERYTHING. **Lawrence Tech.**

LAWRENCE TECH
Concept
Headline
Tagline



WANTED:
BRAINIACS, PRODIGIES,
AND EINSTEINS.

LTU POSSIBLE IS EVERYTHING. **Lawrence Tech.**



WANTED:
DAREDEVILS, DREAMERS,
AND PATHFINDERS.

LTU POSSIBLE IS EVERYTHING. **Lawrence Tech.**

“We” are LTU, Lawrence Technological University, and as one of the nation’s best schools for engineering, architecture, and applied technology, we don’t want just anyc

We want students who are driven and curious; students who want to work with the best corporations in America—while they’re still in school.

We want those who—in the science of today—see the promis

If you believe that everything is possible, and that “possible” is everything, we want you at LTU.

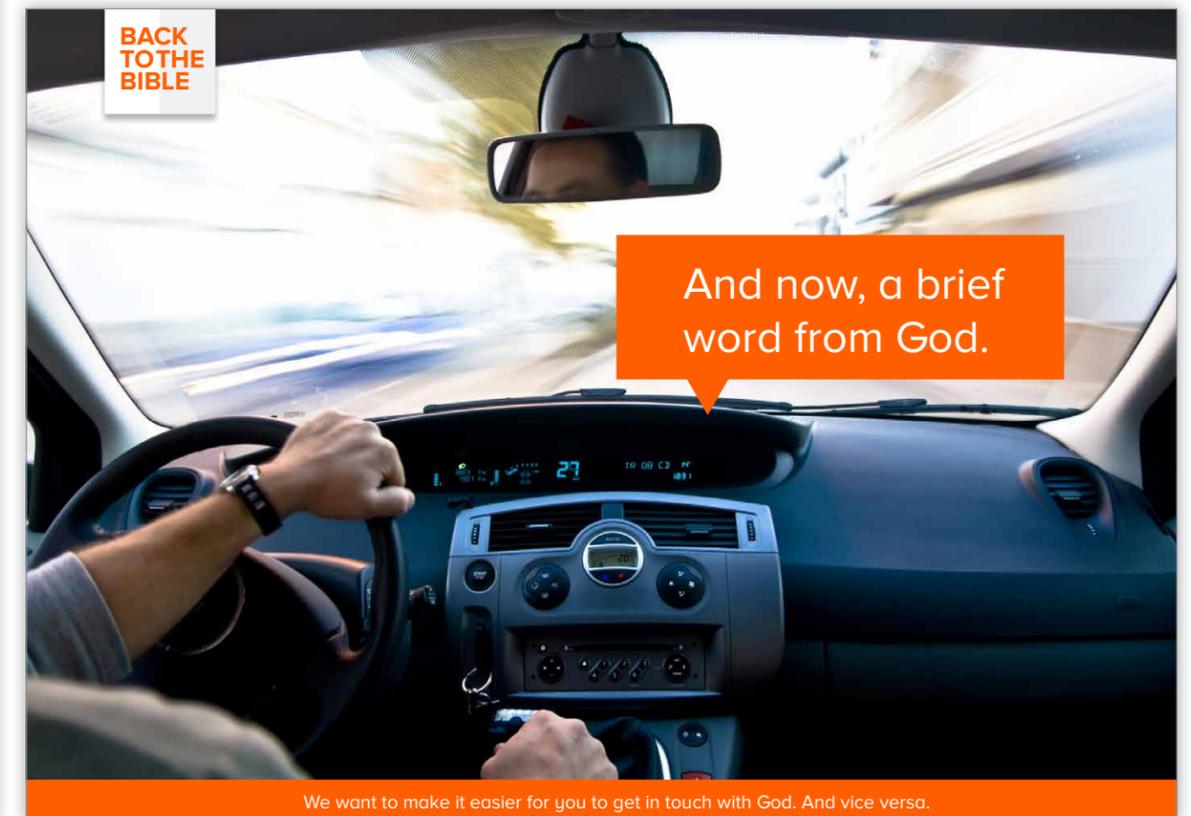
LTU: Possible is everything.

(:15 bed)



BACK TO THE BIBLE

Concept
Copy
Design



WE SELL CHAIRS



BECAUSE OUR DINING SELECTION WILL MAKE YOU WEAK IN THE KNEES.

Steady there. When you look at dining sets, you'll find that our range of styles, finishes and options is, well, stunning. And when you see how little they cost, you might want to have a seat. Or more than one.



OAK EXPRESS
www.oakexpress.com

EVERYTHING MATCHES.



EXCEPT FOR THE INCREDIBLY LOW PRICE.

The chair matches the sofa, which matches the table, which all match your living room perfectly. The only thing out of place is the price which—for this much furniture—seems a little small. Shop an incredible selection of designer room groups, all priced incredibly low, at Sofa Mart.



Sofa Mart
www.sofamart.com

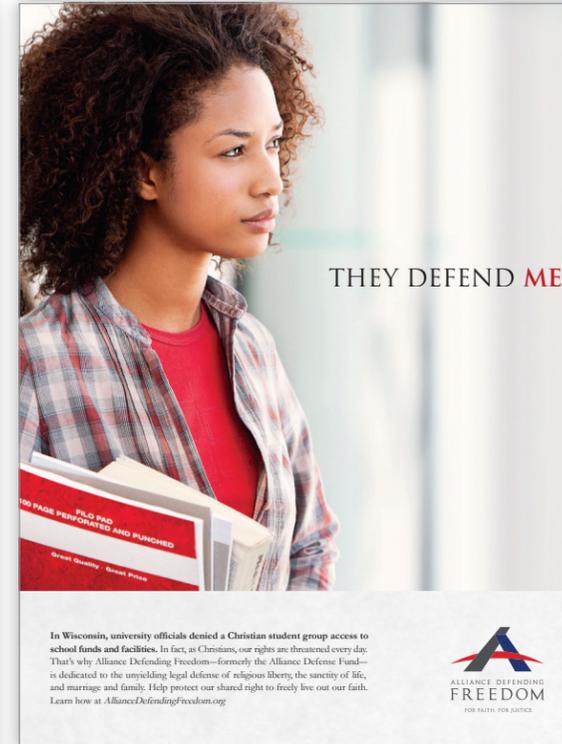
FURNITURE ROW

Headlines

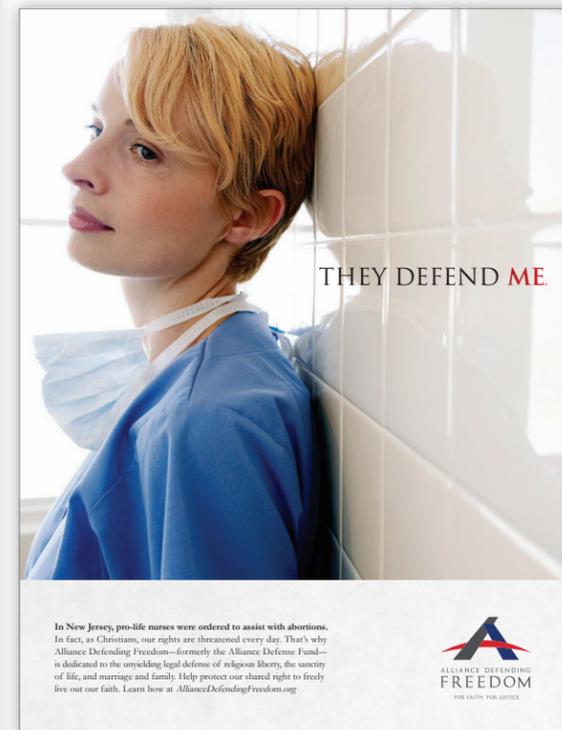
Copy



In Louisiana, Christian students were denied equal access to school buses. In fact, as Christians, our rights are threatened every day. That's why Alliance Defending Freedom—formerly the Alliance Defense Fund—is dedicated to the unyielding legal defense of religious liberty, the sanctity of life, and marriage and family. Help protect our shared right to freely live out our faith. Learn how at AllianceDefendingFreedom.org



In Wisconsin, university officials denied a Christian student group access to school funds and facilities. In fact, as Christians, our rights are threatened every day. That's why Alliance Defending Freedom—formerly the Alliance Defense Fund—is dedicated to the unyielding legal defense of religious liberty, the sanctity of life, and marriage and family. Help protect our shared right to freely live out our faith. Learn how at AllianceDefendingFreedom.org



In New Jersey, pro-life nurses were ordered to assist with abortions. In fact, as Christians, our rights are threatened every day. That's why Alliance Defending Freedom—formerly the Alliance Defense Fund—is dedicated to the unyielding legal defense of religious liberty, the sanctity of life, and marriage and family. Help protect our shared right to freely live out our faith. Learn how at AllianceDefendingFreedom.org



ALLIANCE DEFENDING FREEDOM

- Concept
- Design
- Headline
- Copy
- Tagline



LAKE HOUSE
Headline

SENTRY SAFE

Concept

Copy



A layered CG environment.
In the overground is a banner reading
“Sentry Safe EVERYONE HAS SOMETHING TO PROTECT”

A young woman pops in, slightly startled...

VO: “ For my daughter ...”



Suddenly, flat art of a bassinette pops in,
and she is clutching a birth certificate.

Daughter smiles!



VO: “who just gave birth ...”
The birth certificate fans to become six,
as additional bassinettes pop in.

VO: “... to sextuplets.”

Daughter looks surprised.



Large safe (430) drops in from above. Daughter catches it, and
looks pleased.

ART CARD: SentrySafe logo

**VO: (Rich, slightly gravelly male) “Everyone has something
to protect.”**

FONT: H430 Combination Safe

VO: (Pleased) “Perfect!”



Bard-Parker

Aspen
Surgical

The brand behind the brands you trust.
We're now the company behind Bard-Parker™ blades and scalpels—and many other surgical products you trust. Get the whole story and request a sample kit at aspensurgical.com/bard-parker.

Rev 1

ASPEN SURGICAL

Concept

Copy

Tagline



AFTER 125 YEARS, WE STILL KNOW HOW KIDS FEEL.

D.A. BLODGETT - ST. JOHN'S | protecting children from abuse and neglect

DA BLODGETT ST. JOHN'S
Concept
Design
Headline
Descriptor



AFTER 125 YEARS, WE STILL NEED MENTORS.

D.A. BLODGETT - ST. JOHN'S | protecting children from abuse and neglect



AFTER 125 YEARS, WE STILL CAN'T GO IT ALONE.

D.A. BLODGETT - ST. JOHN'S | protecting children from abuse and neglect

COMPASS COLLEGE
Design
Headlines

**CHANGE THE WORLD.
START WITH YOUTUBE.**

COMPASS COLLEGE
of CINEMATIC ARTS



COMPASS.EDU

MAKE MOVIES BETTER.

LEARN FILM & VIDEO THROUGH A CHRISTIAN LENS.

COMPASS COLLEGE
of CINEMATIC ARTS



COMPASS.EDU

**YOU CAN STAND STILL
OR YOU CAN BE IN MOTION.**

COMPASS COLLEGE
of CINEMATIC ARTS



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CORNERSTONE UNIVERSITY
Concept
Headlines



**CIVIL
WAR.**

**CIVIL
RIGHTS.**

**CIVILITY.
NOW, IT'S OUR TURN.**

JOIN THE CAUSE TO BRING MORE CIVILITY TO POLITICS IN AMERICA.

Throughout history, Americans have put their differences aside and stood together for necessary change. According to a recent poll*:

8 IN 10 Americans are frustrated with the tone of today's political debates.

2 IN 3 say candidates spend too much time attacking each other and this negativity is hurting our political process.

3 IN 4 say the problem is getting worse.

Send a message to those involved in politics that we are united in respecting each other even as we debate our different perspectives.

* Knights of Columbus-Marrist Poll, July 2012

Sponsored by the Knights of Columbus



Never has doing so much required doing so little.

**JOIN THE CAUSE TO BRING MORE
CIVILITY TO POLITICS IN AMERICA.**

Throughout history, Americans have risked reputations, livelihoods, and even their lives to change the political process. We're taking a different approach. According to a recent poll*:

8 in 10 Americans are frustrated with the tone of today's political debates.

2 in 3 say candidates spend too much time attacking each other and this negativity is hurting our political process.

3 in 4 say the problem is getting worse. Send a message to those involved in politics that we are united in respecting each other, even as we debate our different perspectives.

If you feel the same as an overwhelming majority of Americans, sign our petition at **CivilityInAmerica.org** today.

* Knights of Columbus-Marrist Poll, July 2012

Sponsored by the Knights of Columbus

KNIGHTS OF COLUMBUS

Concept

Headline

Copy

Design



Dr. Barb Helms, O.D.

GET A GOOD LOOK.

Here at Helms Family Optical, we think the right eyeglasses not only help you to see well, but look good too. Our practice combines excellent vision care with an exclusive selection of frames and lenses in the latest styles. Stop in our beautiful, new space and we'll happily help you find the perfect eyewear—whatever your style.



HELMS
FAMILY
OPTICAL

We're located in the plaza with Herkner Jewelers on the East Beltline (just north of Leonard). Give us a call at 616.365.2020 or visit us online at HELMSOPTICAL.COM.

We now provide Acuvue® Oasys™ Contact Lenses with HYDRACLEAR™ Plus.



1600 EAST BELTLINE N.E., SUITE 112, GRAND RAPIDS, MI 49525

FIRST-CLASS PRESORT
U.S. POSTAGE PAID
GRAND RAPIDS, MI
PERMIT NO. 657

Mrs. Samantha A. Sampleton
12345 Address Information
Anytown, USA 49000-0000
Attn: Samantha A. Sampleton



$\frac{20}{200}$

I

$\frac{200 \text{ FT}}{61 \text{ MT}}$

$\frac{20}{100}$

A M

$\frac{100 \text{ FT}}{30.5 \text{ MT}}$

$\frac{20}{70}$

N O W

$\frac{70 \text{ FT}}{21.3 \text{ MT}}$

$\frac{20}{50}$

O P E N

$\frac{50 \text{ FT}}{15.2 \text{ MT}}$



$\frac{20}{40}$

H E L M S

$\frac{40 \text{ FT}}{12.2 \text{ MT}}$

$\frac{20}{30}$

F A M I L Y

$\frac{30 \text{ FT}}{9.14 \text{ MT}}$



$\frac{20}{25}$

O P T I C A L

$\frac{25 \text{ FT}}{7.62 \text{ MT}}$

HELMS OPTICAL

Concept

Copy

SHOP MEIJER.COM WEEKLY ADS YOUR STORE OUR COMPANY MEIJER MEALBOX

Higher Standards **meijer** Lower Prices

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meijer gold meijer Organics meijer Naturals Markets of meijer meijer BRAND meijer ecoWise meijer elements




'Good enough' never is.

While marvelous dishes require great ingredients, they also take time, effort, and care: exactly what we put into our Meijer brands. We look for the best ingredients possible at the best price. We spend hours tasting and testing. We insist that products that carry our name are as good as—or better—than the name brands, but without the name brand price. We do so, because at Meijer, we strive to meet a higher standard. Yours.

Explore our brands

shop online

Like 154K Send

Meijer Spotlight
Meijer brand canned soups, quick, delicious and **10 for \$6**

Sign up for special offer emails from Meijer

mperks. save. easier.

Join mPerks and get savings delivered to your phone or email

MEIJER
 Concept
 Design
 Headline
 Copy

the  **WHY THE Y:
MUFFIN TOP.**

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**CLASSES
BEGIN 9/3**

WE KNOW WHAT MOTIVATES YOU.

YMCA
Headlines
Design
Tagline

the  **WHY THE Y:
SUGAR COOKIES.**

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**CLASSES
BEGIN 9/3**

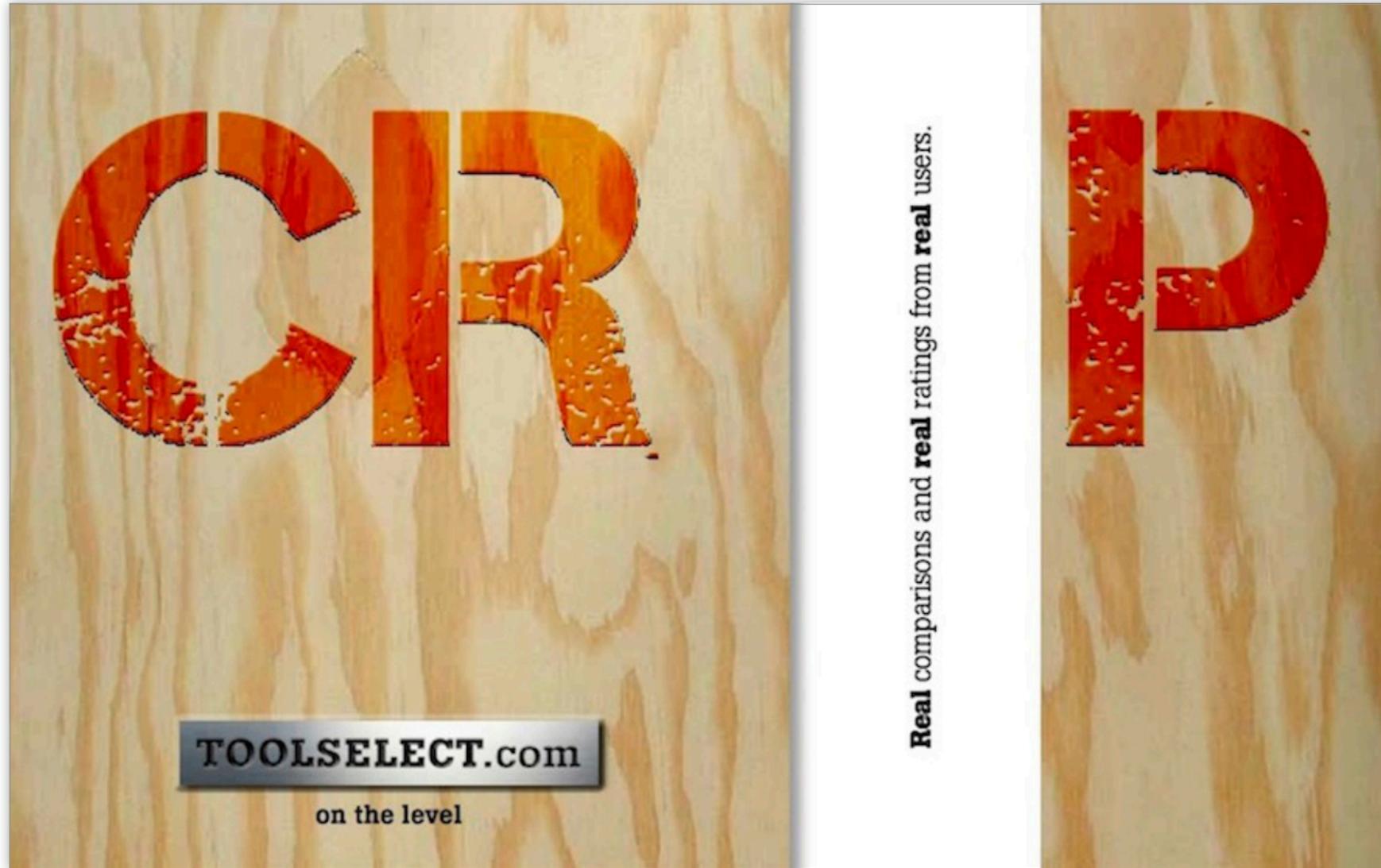
WE KNOW WHAT MOTIVATES YOU.

the  **WHY THE Y:
25K IN 2:00**

FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**TRAIN
WITH US!**

WE KNOW WHAT MOTIVATES YOU.



TOOL SELECT
Concept
Copy
Design
Tagline



**YOUR SUCCESS
DEPENDS LARGELY ON PEOPLE
WHO ARE
MISERLY,
IMPATIENT, AND
FICKLE.**



WE DELIVER CONFIDENCE.

Your industry is not for the faint of heart. But it does reward you when you deliver well, on time, and at a reasonable price. Your customers expect it, and so do you. But we deliver a lot more: ideas, assistance, business intelligence, and the essential ingredients of trust: integrity, respect, and accountability. Because this business isn't about what you promise, it's about what you deliver. And we deliver more.

GORDON foodSERVICE
we deliver more

**YOU'D LOVE TO
ANALYZE
YOUR FOOD COSTS.
IF YOU WEREN'T SO
BUSY
RUNNING A RESTAURANT.**



WE DELIVER INSIGHT.

This business changes faster than your special. But some things don't: the demand for accurate, on-time orders, high-quality dishes, and affordable pricing. We deliver them, and a lot more: ideas, assistance, business intelligence, and the ingredients of trust: integrity, respect, and accountability. Because this business isn't about what you promise, it's about what you deliver. And we deliver more.

GORDON foodSERVICE
we deliver more

**THE HOSPITALITY
INDUSTRY
CAN BE PRETTY
DARNED
INHOSPITABLE.**



WE DELIVER SUPPORT.

In this business, it's easy to feel unappreciated. Your customers want everything better, faster, and cheaper. We can help you deliver that, but we can deliver a lot more: ideas, assistance, even business intelligence, and the essentials of trust: integrity, respect, and accountability. Because this business isn't about what you promise, it's about what you deliver. And we deliver more.

GORDON foodSERVICE
we deliver more

**IF YOU RUN OUT
OF A DISH,
YOU JUST MIGHT
RUN OUT
OF CUSTOMERS.**



WE DELIVER ACCURACY.

In this business, there's no margin for error. Your customers expect their order to be accurate, on-time, well-made, and affordably priced. We can help you deliver that, and we deliver a lot more: ideas, assistance, even business intelligence, and the essentials of trust: integrity, respect, and accountability. Because this business isn't about what you promise, it's about what you deliver. And we deliver more.

GORDON foodSERVICE
we deliver more

GORDON FOOD SERVICE

Concept

Headline

Copy

Tagline