

— DESIGN PORTFOLIO

2022

CREATIVE PORTFOLIO

AK BLYTHE



Amanda Blythe serves the Washington, DC community as an artist and administrator. As Creative Content Developer at Woolly Mammoth Theatre Company, Amanda helps uphold this local treasure’s reputation as “uniquely plugged in to the mad temper of the times” (New York Times).

An active creator and supporter of DC dance, she also serves as a marketing consultant for several local dance companies. Amanda deeply values a hands-on, positive approach to tackling unprecedented work while crafting beautiful, engaging communication strategies from the ground-up. Her passion for the performing arts, strong design sensibility, data-driven insight, and writing skills power her multi-level approach to sharing the arts with a wider DMV community.

CONTENT

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EDUCATION

English & Dance
Ursinus College
2012

DESIGN SKILLS

Adobe Creative Suite
Procreate
Clip Studio Paint

Wordpress
Squarespace
Figma

WORK EXPERIENCES
FREELANCE CLIENTS
PRINT DESIGN
DIGITAL DESIGN
VECTOR ILLUSTRATION
PHOTOGRAPHY

COMMS DIRECTOR

Led comprehensive programmatic and institutional multi-channel marketing for Dance Place's prolific theater, dance school, and community programs.



2012

ASSISTANT DIRECTOR

Supported the administrative, marketing, and design elements of local modern dance company.



2018

GRAPHIC DESIGNER

Contracted to work year-round for this event production company, specializing in non-profit fundraising events.



2020

2014



SOCIAL MEDIA CONTENT MANAGER

Generated original social content, maintained publishing schedule and grew community online for local business.

2019



CREATIVE CONTENT DEVELOPER


Principle designer and brand manager for one of the best known mid-sized theaters in the country.

FREELANCE CLIENTS



PRINT DESIGN

2020-2021 SEASON 01




HI, ARE YOU SINGLE?
 By Ryan J. Haddad
 Ryan has a higher sex drive than you. He also has cerebral palsy. You can often find him on Grindr or at your local inaccessible gay bar. Join writer/performer Ryan J. Haddad on his search to find love. Or a date. Or at least a hookup. From encounters with drag queens to platonic lap dances, Ryan will guide you through the gay dating scene with his provocative take on intimacy, rejection, and judgment. His one request? Please bring an attractive male friend with you.

BLACK IS BEAUTIFUL, BUT IT AIN'T ALWAYS PRETTY
 By Kareem M. Lucas
 In the tradition of the Epic Poem, Kareem subverts the style and reanimates the memory of a never-ending NYC night filled with alcohol, drugs, sex, joy, loss, and self-discovery. He grapples with his past and present, weaving together narrative and poetry to interrogate his desperate need to find significance. Kareem takes the audience through a remarkable odyssey, as he hilariously and honestly reveals the private thoughts and unknown feelings of a modern Black man in America. *BLACK IS BEAUTIFUL, BUT IT AIN'T ALWAYS PRETTY* is about healing and accepting what you can't change, because no matter how fast or how far you run away, you can never escape yourself.

BUSHWICK STARR'S PRODUCTION OF ANIMAL WISDOM
 Created by Heather Christian
 Directed by Mark Rosenblatt // Co-Directed by Emilyn Kowaleski
 In association with American Conservatory Theatre
 Do you believe in ghosts? Heather Christian does because they talk to her. *ANIMAL WISDOM* is a Southern Gothic Ritual inspired by real conversations between Heather and her deceased relatives. Join her musical séance, grounded in blues and bayou gospel, as she conjures a constellation of souls in an effort to confront her family's mythologies. This concert-cabaret is written as a requiem for all the people we've loved and lost.

TEENAGE DICK
 By Mike Lew // Directed by Moritz von Stuelpnagel
 In Association with Huntington Theatre Company
 Welcome to a modern, darkly comic re-telling of Shakespeare's *RICHARD III* set in the most treacherous of places—high school. Bullied because of his cerebral palsy, Richard is willing to crush his enemies in order to become senior class president. But all the scheming, manipulation, and revenge plots force him to ask the age-old question: is it better to be loved or feared?

YOUR SAFETY 02



The Woolly team has been "dreaming forward" about how creativity and safety can coexist in an uncertain future. We want to remain flexible so we can pivot as new information and safety protocols emerge. These past few months have taught us that being nimble is one of our greatest assets. Woolly has continuously adapted to the COVID-19 pandemic - not only in our programming, but as a space in service to our immediate community.

On June 22nd, we entered Phase 2 of ReOpen DC. Right now, the city is holding on Phase 2, as many areas of our country are experiencing resurgences in cases. This information changes rapidly, and we will continue to monitor trends very closely to make the safest decisions for our community and our programming. Our hope is that three months from now, sometime in the fall, we will be able to safely gather in small numbers for shows that feature solo performers and plays with small casts.

We will publicly share the specifics of our plans as they evolve to ensure that everyone who works at or visits Woolly will remain as safe as possible. In an effort to organize thoughtful, practical, and scientifically-informed steps towards resuming live performances, Woolly Mammoth has formed two dedicated interdepartmental task forces:

- The Covid-19 Task Force** This group works to ensure that Woolly's mission and core values stand at the forefront of our planning, in tandem with best practices around personal safety.
- The Reopening Task Force** This group works to research procedures around sanitization, air circulation, physical distancing, restrooms, and more to develop specific protocols to ensure the safety of staff, artists, and audiences. They are also working with artists' unions to develop comprehensive plans for our own reopening phases.

Both groups rely on the input of public health experts and specialists, such as Holden Thorp (mentioned in Maria's letter) and the COVID-19 Theatre Think Tank (CTT), a collective of brilliant minds from the arts field. This self-organized consortium of theatre professionals from across the nation represents multiple disciplines and corners of the industry from Broadway to regional theatre makers. Through study and analysis, CTT is assessing what the evolving scientific understanding of COVID-19 means for theatres, their employees, and audiences. You can check them out at covidtheatrank.org

For further resources on best practices that are informing our thinking, please visit coronavirus.dc.gov/respond or cdc.gov/coronavirus.

Client Name
 WOOLLY MAMMOTH

Project
 SEASON LAUNCH

BRIEF
 During an unprecedented pandemic year, Woolly Mammoth requested a fun and flexible season brand to launch the 2020-2021 Season.

Tools
 ILLUSTRATOR
 INDESIGN
 PHOTOSHOP

03



Dear (Name),

I walk to Black Lives Matter Plaza nearly every day. I do so in solidarity with Black people demanding justice. Before I do, I pick out a mask to wear, shielding the lower half of my face from a lethal virus. I have not touched anyone, save for my husband, since March 17 when I hugged Paula Lázaro after we suspended rehearsal for her play *THERE'S ALWAYS THE HUDSON* to comply with DC's shelter-in-place order. I am deeply reckoning with my own privilege on many levels - my positional power as a leader in my organization, the intricacies of my Latinx identity, the fact that I live in a "good" neighborhood with a low number of COVID-19 cases, and that I still have a job in the theatre while almost every single artist that Woolly works with does not.

This time in my life has been hard, eye-opening, and deeply introspective. And I know I am far from the only one feeling this way. I arrived at Woolly Mammoth a little less than two years ago. I came to create challenging, provocative, unexpected, and thrilling theatre. I've spent a lot of time reflecting on what that meant in 2018 and what it means now. With the impacts of COVID-19 and our country's uprising against anti-Blackness, it is clear that there is no going back to what was before. And although we don't know about what the future holds, this moment requires the theatre to become an essential space for grappling with the tremendous complexity of what it means to be human. **Woolly must lean into its long history of experimentation and adaptability to celebrate joy, build resilience, and provide cultural nourishment to our community.**

With transparency and flexibility as our guiding pillars, it is with deep humility and cautious optimism that I share the 2020-2021 Season at Woolly Mammoth Theatre Company. We commit to clear, frequent, and open communication about how we will keep audiences, artists, and staff safe in our building. We commit to remaining nimble in response to the real-time circumstances that may arise as a result of the pandemic. And we commit to creating theatre that astonishes you in its brilliance, its relevance, and its ability to overcome and thrive during a particularly difficult time.

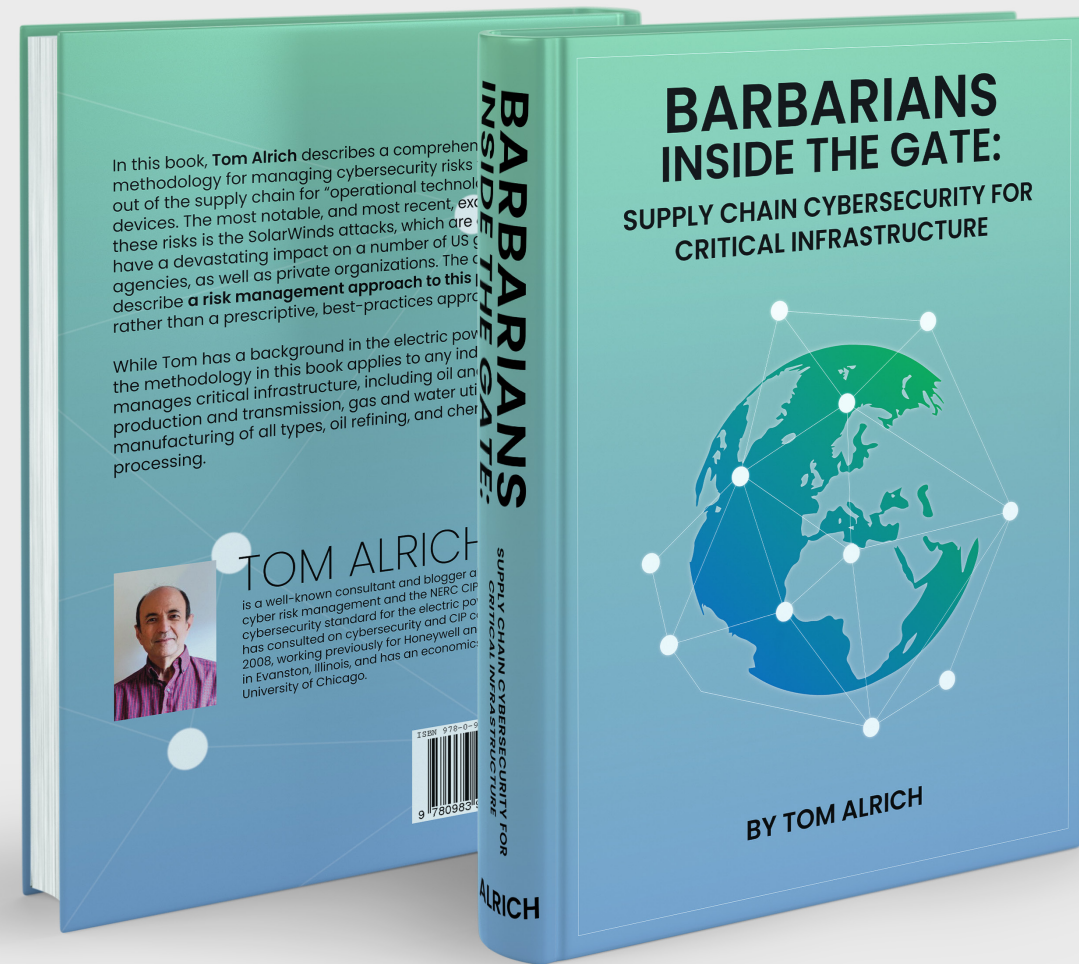
With audio event creators **Telephonic Literary Union** and DC-based visual storytellers **Makers Lab**, we continue our work in redefining what a theatrical experience can be. With partnerships with **The Music Center at Strathmore** and **Pulitzer Theatre**, we share resources with flagship institutions in order to introduce new and exceptional artists to a broader DMV audience. With next season's musical offerings, we embrace an unexpected genre for Woolly, with our classic irreverence, provocation, and aesthetic. And I just awarded the first full-length commission of my tenure - a piece for the digital age by the incomparable **Amir Nisar Zubbi**, whose play **GREY ROCK** was seen at The Kennedy Center last season.

01
 INFOGRAPHIC
 Detailing the season playwrights and their works

02
 SAFETY
 Informational sheet about the theatre's safety precautions

03
 LETTER
 Customized letter to 15 variagated mailing lists

04



05



04

BOOK COVER
Created cover for new book by cybersecurity expert

05

METRO AD
Institutional marketing campaign on Washington, DC's metro lines

06



06

POSTER
Created for Dance Place's 2019-2020 Season, this key art and custom title vector artwork set the tone for the season

07



07

FOLD OUT MAILER
Key art imagery mailed to over 6000 homes, introducing the 2018-2019 Season at Dance Place



MULTI-PAGE BROCHURE

PROBLEM

Limited budget forced Dance Place to settle with one brochure covering the entire season. The product was unwieldy and expensive with little information dedicated to each artist.

SOLUTION

Breaking the season into three smaller seasonal brochures allowed for more targeted distribution, saved on printing, and allowed each artist to shine.

PROFILE

3 Editions per Year
6000 Printed
4000 Mailed
\$10,000 Saved

STORY

In a season defined by diversity and breadth, Dance Place struggled to create brand cohesion without flattening artistic nuance. This editorial-inspired spread allowed each individual artist to have their own personal approach, without sacrificing organizational unity.



Dear friends,

Dance Place's 2019-2020 AMPLE season continues with a wide range of incredible artists that represent D.C.'s rich culture, its past and present, its diversity, and its future. In the last few months of this season, we have been blessed to work with some of the most talented and innovative artists in the world. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

SUNDAY, JANUARY 26 AT 8PM

At the end of the season, we will be displaying our art stages in our premier performance spaces for the first time. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

MISSION

Founded in 1980, Dance Place builds a community of artists, audiences, and students through high quality performances, commissions, training, and educational programs. We are committed to creating the field of dance locally and nationally. Our thriving arts campus serves as an anchor in our beautiful, historic neighborhood in Washington, DC.

Kankouran West African Dance Company

SATURDAY, JANUARY 18 AT 8PM
SUNDAY, JANUARY 19 AT 4PM

Early in 2019, we were thrilled to learn that Anne-Marie was awarded a prestigious Fulbright Fellowship to study in Senegal. We were excited to learn that Anne-Marie was awarded a prestigious Fulbright Fellowship to study in Senegal. We were excited to learn that Anne-Marie was awarded a prestigious Fulbright Fellowship to study in Senegal.

SATURDAY, JANUARY 26 AT 8PM
SUNDAY, JANUARY 27 AT 4PM

At the end of the season, we will be displaying our art stages in our premier performance spaces for the first time. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

darlingdance

SATURDAY, JANUARY 26 AT 8PM
SUNDAY, JANUARY 27 AT 4PM

At the end of the season, we will be displaying our art stages in our premier performance spaces for the first time. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

PASSION FRUIT DANCE COMPANY

SUNDAY, FEBRUARY 2 AT 8PM
SUNDAY, FEBRUARY 2 AT 8PM

The work of hip-hop is a multi-dimensional art form, a performance that is as much a social statement as it is a form of artistic expression. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

Global Perspectives Festival

SUNDAY, FEBRUARY 8 AT 8PM
SUNDAY, FEBRUARY 8 AT 8PM

Global Perspectives Festival is a celebration of the rich and diverse cultural heritage of our community. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

Cie Hervé KOUBI

SATURDAY, FEBRUARY 23 AT 8PM
SUNDAY, MARCH 1 AT 8PM

In 1980, Dance Place built a community of artists, audiences, and students through high quality performances, commissions, training, and educational programs. We are committed to creating the field of dance locally and nationally.

Orange Grove Dance

SATURDAY, MARCH 7 AT 8PM
SUNDAY, MARCH 8 AT 7PM

Orange Grove Dance is a contemporary dance company that explores the intersection of traditional and modern dance. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

New Releases Showcase

SATURDAY, MARCH 21 AT 8PM
SUNDAY, MARCH 22 AT 8PM

We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

PEARSON WIDRIG DANCE THEATER

SATURDAY, MARCH 28 AT 8PM
SUNDAY, MARCH 29 AT 7PM

Pearson Widrig Dance Theater is a contemporary dance company that explores the intersection of traditional and modern dance. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

Heart Stuck Bernie

SATURDAY, APRIL 4 AT 8PM
SUNDAY, APRIL 5 AT 7PM

Heart Stuck Bernie is a contemporary dance company that explores the intersection of traditional and modern dance. We are excited to announce that we will be displaying our art stages in our premier performance spaces for the first time.

SELECT SPREADS
From the Spring 2020 brochure. Dynamic images married with tidy text blocks allow for visual impact

DIGITAL DESIGN



DESIGNED EMAILS

CLIENT

Woolly Mammoth

SOLUTION

In collaboration with local artist Justine Swindell, Woolly's online spring benefit featured this inventive branding, which was carried into intricately designed email communications



CLIENT

Levine Music

SOLUTION

With my original monoline illustrations, Levine was able to offer guests a colorful and seamless invitation experience



CLIENT

Washington Ballet

SOLUTION

Simple and clean, I utilized the event branding to create this classic design. Original featured gif animation

MOTION GRAPHICS

MOTION GRAPHICS

Animated video transitions, chyrons, and infographics to make videos and live events shine



VIEW ANIMATION SAMPLE

www.akblythe.com/portfolio

LOWER THIRDS

Animated lower thirds for video production and digital events



INSTAGRAM CAMPAIGN



CLIENT

Proud Artist Co

PROBLEM

New start-up lifestyle brand needed a way to grow quickly and establish industry connections

SOLUTION

Created this series of Artist Profiles for Instagram, featuring different artist / influencers



LOGO DESIGN

BACKGROUND

New podcast needed a logo for advertising and listings across all podcast feed aggregators. Podcast features two photographers who work primarily in dance and the performing arts.

SOLUTIONS

Logo incorporates both visual elements of photography and dance, with a sense of motion and a vibrant color story.

Logomark variants create opportunity for in-brand variety, while acknowledging the plurality of dance genre and body type.

Custom brand font and title treatment.

TOOLS

ILLUSTRATOR
PHOTOSHOP



HORIZONTAL VARIANT

For placements needing a horizontal aspect ratio

Viewfinder element can be repurposed in other parts of key marketing products



PRIMARY LOGOMARK

The preferred logomark, especially in forward-facing placements. Body shape is purposefully impressionistic



LOGOMARK VARIANT 1

Variant 1 has a playful feel, highlighting the pure joy of movement



LOGOMARK VARIANT 2

Variant 2 inspired by a ballet pedagogy, with elegant curves and lines



LOGOMARK VARIANT 3

Variant 3 draws on gymnastic movement and an inversion of expectations



LOGOMARK VARIANT 4

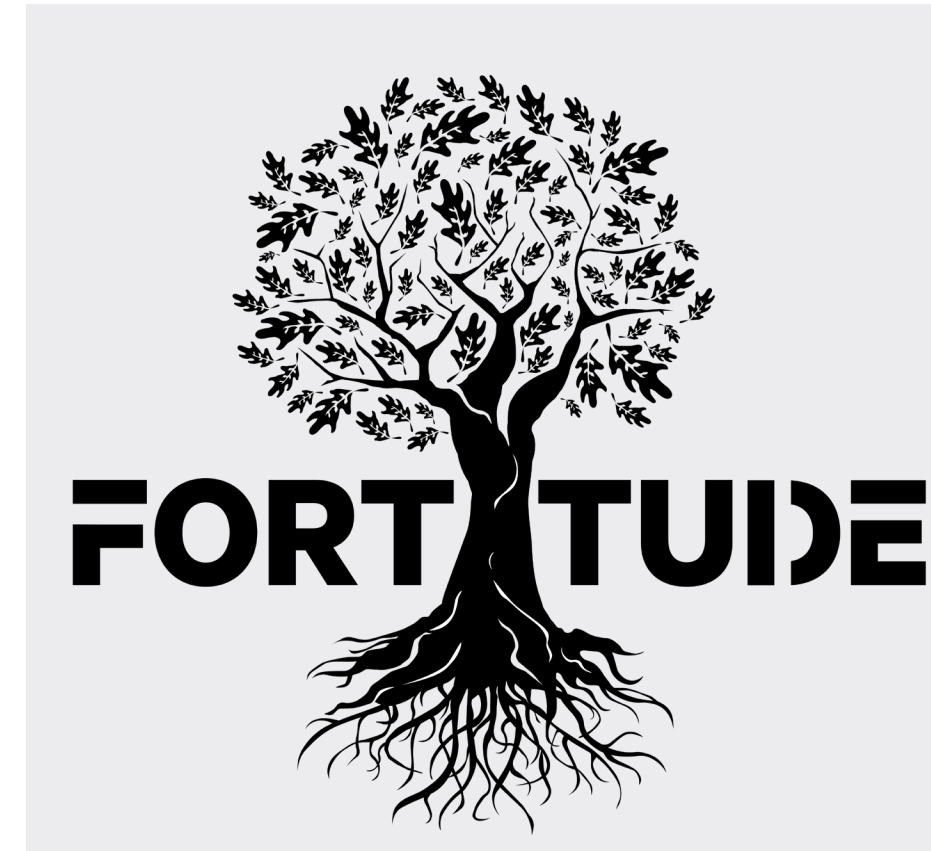
Variant 4 has more heft and groundedness, inspired by Africanist traditions



LOGO MARK VARIANT 5

Variant 5's sleek twists and turns are sparked by contemporary movement practices

VECTOR ILLUSTRATION



DANCE PLACE

BACKGROUND

Following my employment at Dance Place, they hired me as a freelancer to help set the scene for their 40th Anniversary Season. They needed a key vector image that could shift and transform over the course of the year.

SOLUTIONS

I created this tree image, symbolizing their organic growth into a pillar of the community. The roots, trunk, and leaves can be fully isolated and used in different placements, allowing for ultimate flexibility.

LEVINE MUSIC

BACKGROUND

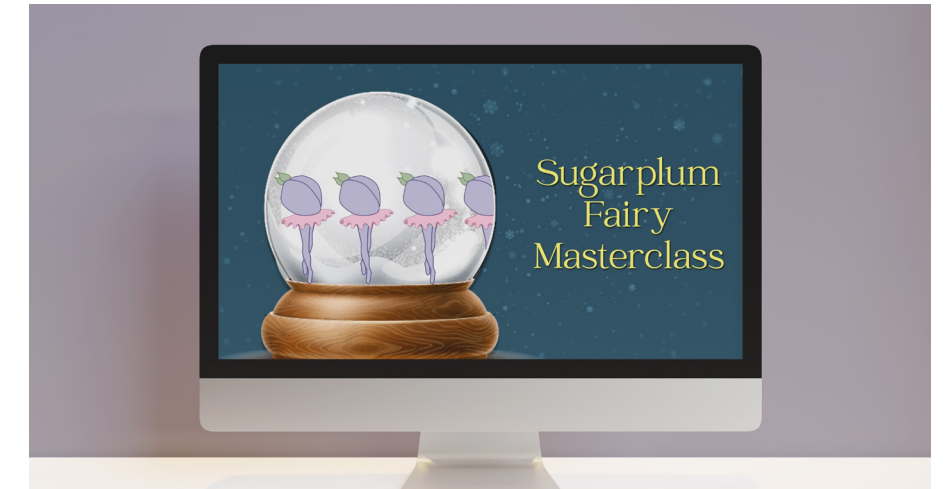
Levine Music wanted an invite suite that would cross print and digital formats for its annual gala. They needed something that would fit in with the feeling of their prior invites while adding a new twist.

SOLUTIONS

These monoline illustrated emblems grounded a suite of invitations, letterhead, and more. The illustrated pieces are all inspired by musical notation symbols, a subtle nod to the organization's mission.

“

We so enjoyed working with Amanda, and appreciate all the creativity she contributed to our event



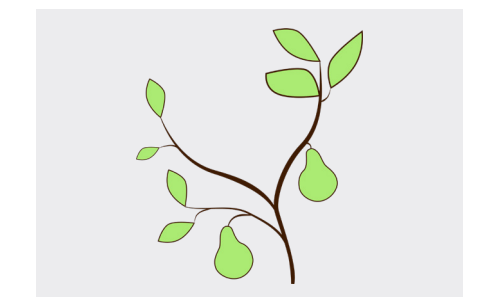
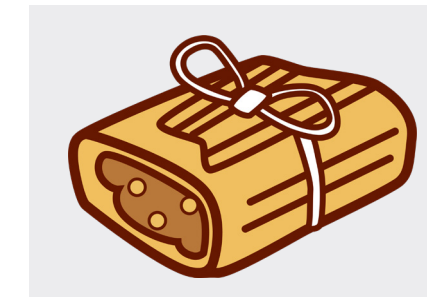
THE ACTING COMPANY

BACKGROUND

For their annual gala, hosted by Rainn Wilson of *The Office* fame, they created themed Christmas skits for which they wanted storybook-like animated introductions.

SOLUTIONS

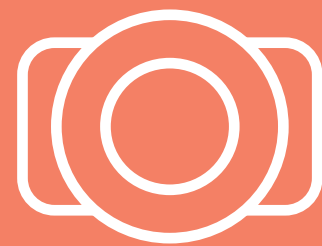
I created a suite of vector graphics which I then animated to create a narrative through line for their digital event format, the first they had ever done!



VIEW ANIMATION SAMPLE

www.akblythe.com/portfolio

PHOTO SHOOT

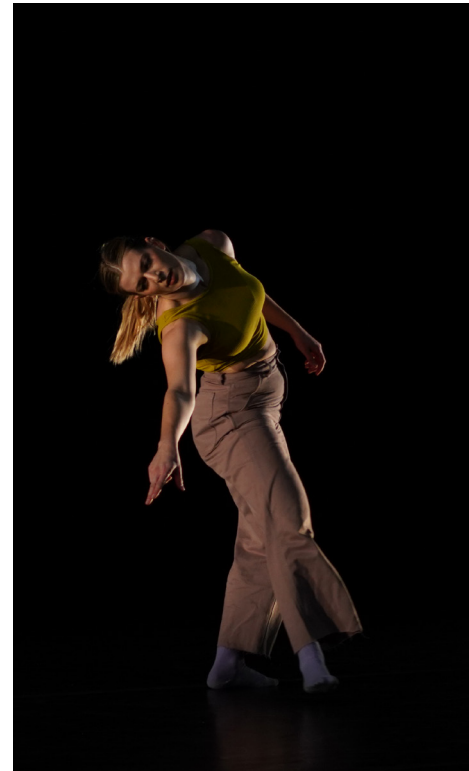
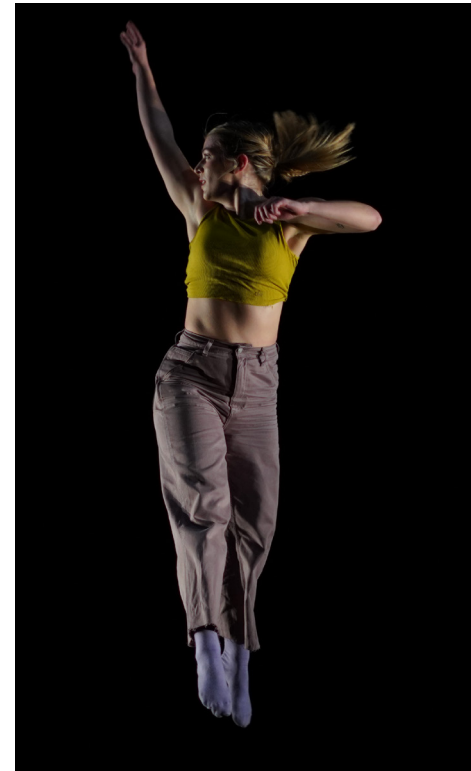


REHEARSAL PHOTOS AT KENNEDY CENTER

As part of my work as a performing artist, I've had the opportunity to shoot a number of rehearsals. I love the effect of these candid shots - an artist in the very thick of their process.

This photo is from a series taken at The Kennedy Center's new REACH building, as you can see by the iconic "crumpled" wall. Candice Scarborough, the dancer featured here, is performing an improvised solo, to be filmed a few days later in the theater. Photographing improvisation is a unique challenge, as you have to be primed to capture movement that surprises even the mover. Performance is, by its nature, fleeting and transitory. Photographing moments like this captures them in time, transmuting something unseen and private into a lasting document. To see the full series, visit akblythe.com/projects.





FILM SHOOT FOR BRITTA JOY PETERSON'S INSTALLATION AT THE KENNEDY CENTER

I was hired by Britta Joy Peterson, local dancemaaker and professor at American University, to document her film shoot at The Kennedy Center. During performer Carolyn Hoehner's time slot, I was able to capture not only her gorgeous dancing but the behind the scenes action from the shoot. This film will go on to be part of an interactive projection installation at The Kennedy Center.



LIVE DANCE
PERFORMANCE
AT REPUBLIC
RESTORATIVES

Local dancemakers Area Woman asked me to take photos of their traveling site specific performance, *Ephemeral Fatale*. This particular stop on their tour of eight local venues was in the brewery at Republic Restoratives. As a performance photographer, I'm used to working in low light conditions. Because of that, this particular space was a treat, full of natural light and dramatic shadows.



PORTFOLIO

2022



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