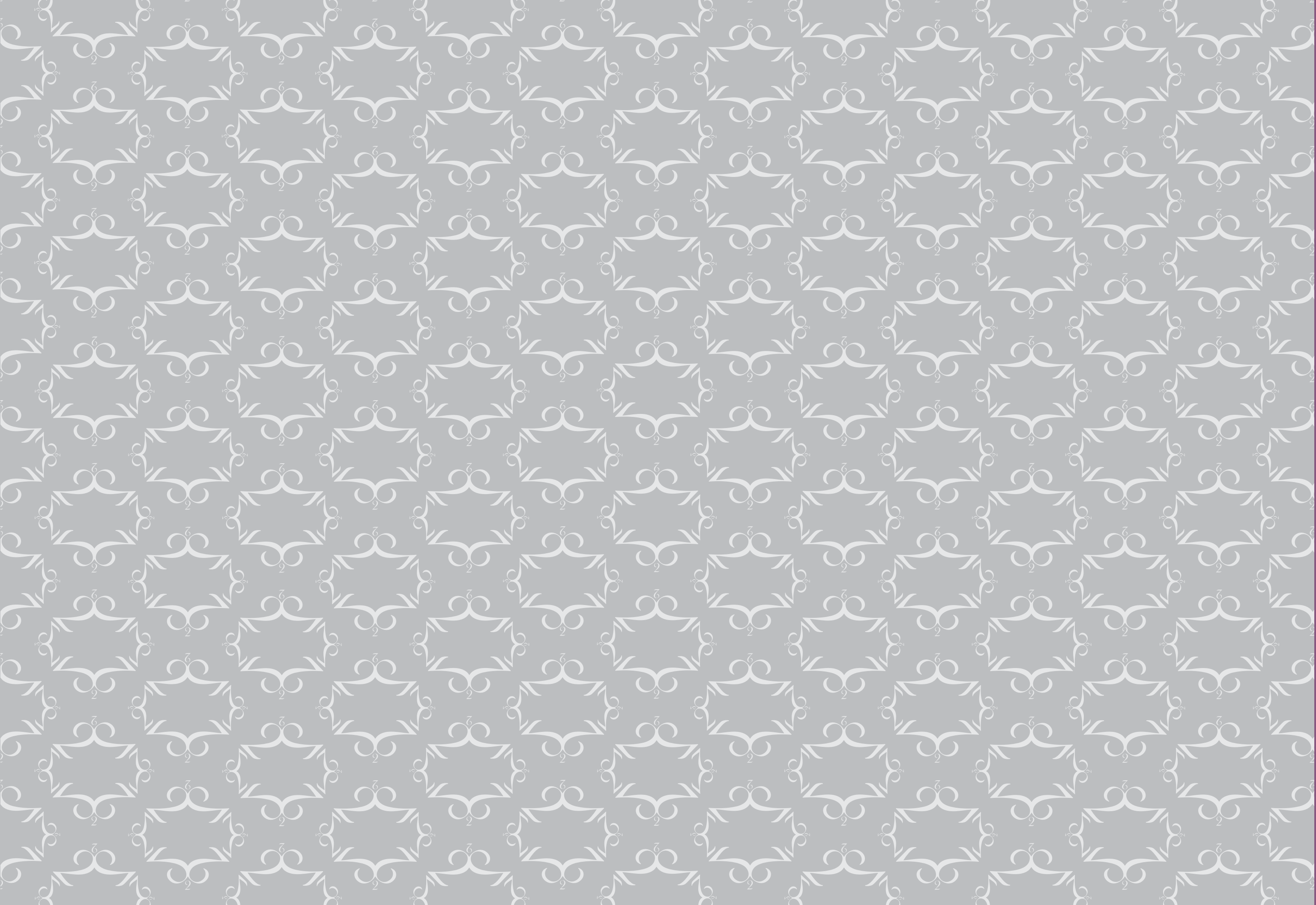


Laura Tooze

GRAPHIC + ENTERTAINMENT
DESIGNER



ABOUT

I'm Laura Tooze, a Senior Graphic + Entertainment Designer with 15 years of design experience based in Sarasota Florida with an obsession with all things kerning. I design experiential environments for museums, libraries, hospitals, universities + schools, outdoor spaces, and hospitality + retail spaces. I create environments that are immersive, engaging and fun, whether for adults or children. I take projects from concept to fabrication to installation. I have a B.F.A in Graphic and Interactive Communication from Ringling School of Art + Design.



BONNET SPRINGS NATURE CENTER

Collaborating with other designers at CAU, we designed a nature center that focuses on the plants & animals that inhabit the spring and the surrounding areas of the park. This exhibit features hanging underwater seating, a large terrarium and wall panels that contain sculpts of animals, faux plants and landscapes, custom illustrations and informational graphics, and hands-on and digital interactives.

MY ROLE IN THE PROJECT

Scenic Exhibit Displays | Graphic Design + Illustrations
Designing Hands-on + Digital Interactives | Print Production
Fixture Design | Project Management

ADOBE ILLUSTRATOR

FUN Bee Facts
Of the nearly 4,000 different species of bees in the United States, there are 313 species in Florida. There are 42,000 - 60,000 bees in a colony. One bee colony has the capability of producing 50-100 pounds (27-54kg) of honey per year. Each worker bee makes only 1/12 of a teaspoon (0.125ml) of honey during its lifetime.

FUN Bee Facts
Honeybees visit 50 to 100 flowers per trip, collecting pollen and nectar. Honeybees visit two million flowers or fly 54,000 miles (86,804km) to produce a single pound of honey. Bees' wings are good for more than just getting from flower-to-flower. Honeybees have flag-like wings that flap 80 times per second, creating a blast of air that helps them fly.

HONEYBEE Life Cycle
The life cycle begins when the queen lays an egg. The egg develops into a larva, then a pupa, and finally an adult. The adult bee then returns to the hive to help the queen.

Life Cycle
The life cycle of a honeybee is divided into four stages: Egg, Larva, Pupa, and Adult. The queen bee is the only one that can lay eggs. She lays an egg in a cell in the hive. The egg develops into a larva, then a pupa, and finally an adult. The adult bee then returns to the hive to help the queen.

HONEYBEES & Other Pollinators

100,000 bees are important to our daily work. They feed the human race. Without them, we would starve. They are a critical part of the agricultural process. Half of the food we eat is dependent on a pollinated plant. The honeybee is considered the most important pollinator. This program is designed to help you understand the importance of bees and other pollinators.

Butterflies
Butterflies are important pollinators. They visit flowers and transfer pollen from one flower to another. They are also beautiful and colorful.

Bumblebees
Bumblebees are important pollinators. They visit flowers and transfer pollen from one flower to another. They are also important for the honey industry.

Birds
Birds are important pollinators. They visit flowers and transfer pollen from one flower to another. They are also important for the honey industry.

Flies
Flies are important pollinators. They visit flowers and transfer pollen from one flower to another. They are also important for the honey industry.

Bats
Bats are important pollinators. They visit flowers and transfer pollen from one flower to another. They are also important for the honey industry.



ALLURING BLOOMS

The Flowers of Bonnet Springs

EXPLORER Bonnet Springs Park today is first Bonnet Springs, Florida. It was not only a beautiful spot for the early settlers but also a place where the bees, birds, butterflies, and other pollinators were abundant.

Pollination
The vast majority of flowering plants on Earth still need help with pollination. Over 100,000 different plant species and more than 1,200 crops are dependent on pollination. Without pollinators, we would not have the food we eat. Pollination is the process of transferring pollen from one flower to another. It is essential for the reproduction of many plants.

TURN THE WHEEL TO LEARN THE PARTS!
2 STAMEN
FLOWER Anatomy



FUN Flower Facts
The type of flower a bee takes its nectar from determines the honey's flavor. Broccoli is actually a flower. Not all flowers have a pleasing aroma. The orange blossom was designated as the state flower of Florida in 1905.

WATER

A Precious Substance

Essential water, the lifeblood of Bonnet Springs Park, is the substance of our environment and its people and plants and animals that thrive here. There is one of the most common and precious substances on Earth. Water is found in three forms: solid, liquid, and gas. In all three forms water is essential for humans and the environment. No matter how old we are or where we live, we need clean, fresh water to help us stay alive and healthy. With a limited water supply and a growing population, it is important to use our water carefully and protect it from pollution.

Water and Land Connections

Water and land are connected in many ways. Water flows through the land, and the land flows through the water. This connection is essential for life on Earth.

Water Habitats

Water habitats are home to many different types of plants and animals. These habitats are essential for the survival of many species.

Water Cycle

The water cycle is a continuous process that moves water around the Earth. It consists of several stages: condensation, precipitation, evaporation, and transpiration.

FUN WATER Facts

- Most of the Earth's surface water is permanently frozen or salty.
- Freshwater animals are vanishing faster than those on land or at sea.
- Less than one percent of the water supply on Earth can be used as drinking water.

ALGAE

Vital to the Environment

Algae are tiny plants that live in water. They are essential for life on Earth. Algae produce oxygen and are a source of food for many animals.

BENEFITS of Algae

Algae are used in many ways. They are used in food, medicine, and industry. They are also used to clean up pollution.

ALGAL Blooms

Algal blooms are large numbers of algae that grow in water. They can be harmful to humans and animals.

ALGAE Products

Algae are used to produce many products, including biofuels and pharmaceuticals.

BIRDS

Environmental Messengers

Birds are important to the environment. They help to control insect populations and disperse seeds. They are also important to humans as a source of food and as a source of inspiration.

HOW BIRDS Benefit Us

Birds help to control insect populations and disperse seeds. They are also important to humans as a source of food and as a source of inspiration.

FEATHER

Feathers are made of keratin and are essential for flight. They also provide insulation and protection.

FOOD Chain

Birds are part of the food chain. They eat insects and other small animals, and they are eaten by larger predators.

UNIQUE Adaptations

- SPOONBILL BEAR:** Has a long, flat bill that is used to scoop up food from the water.
- WOODPECKER TONGUE:** Has a long, sticky tongue that is used to catch insects in the holes of trees.
- OWL TALONS:** Has sharp talons that are used to catch and hold its prey.
- FUN BIRD Facts:**
 - Owls cannot move their eyes, so they must move their heads to see.
 - Black vultures have black heads while turkey vultures have red heads.
 - Wood Ducks have been known to fly as high as 6,000 feet.

The Birds of Bonnet Springs

A guide to the birds found in Bonnet Springs Park. Includes information on Bald Eagle, Roseate Spoonbill, and other species.

BIRD CALLS QUIZ GAME

Can you identify a bird by its call? Test your skills by playing!

- WHICH BIRD MADE IT?
 - A. BARN OWL
 - B. HOOPPOUSER
 - C. KILLDEER
- WHICH BIRD MADE IT?
 - A. SCREECH OWL
 - B. BLUE JAY
 - C. WHITE OWL
- WHICH BIRD MADE IT?
 - A. HAWK EAGLE
 - B. BLUE JAY
 - C. WOOD DUCK
- WHICH BIRD MADE IT?
 - A. AMERICAN CROW
 - B. EASTERN BLUEBIRD
 - C. RED-BELLIED WOODPECKER

FINAL PHOTOS





RITZ-CARLTON KID'S ROOM

Collaborating with other designers at CAU, we designed a whimsical nature themed kid's room to educate and engage the youngest of the Ritz guests. The space features custom metal activity tables, informational graphics + illustrations, animated projections and hands-on interactives, including a recycling corn hole game.

MY ROLE IN THE PROJECT

Fixture Design | Graphic Design + Illustrations
Designing Hands-on Interactives
Print Production | Project Management





WATER

Why is it Important?

- Water is one of the most common and precious substances on Earth and is essential for all animal, plant, and human life.
- Water is used in farming to grow crops and in the production of food.
- The Earth's water cycle, the continuous movement of water between the Earth's surface and the atmosphere, influences our weather and climate patterns.



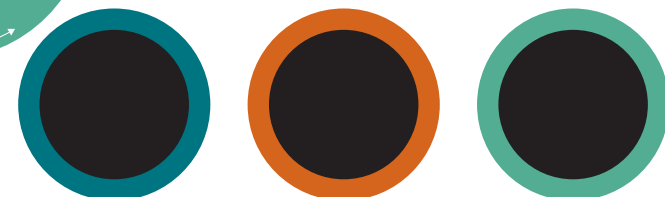
Corals can move

FUN FACTS ABOUT WATER

The Gulf of Mexico is the largest Gulf in the world

Turn to Learn More!

CAN YOU GUESS WHAT'S IN THE HOLES JUST BY TOUCHING THE OBJECTS?



LAND

Why Florida is Unique

- A habitat is the specific place where living organisms find the basics they need to survive, such as food, shelter, water, and space. Habitats are part of a larger ecosystem.
- An ecosystem is a living community of plants and animals, and their relationships with the environment around them.
- Florida's natural landscape is comprised of 5 main categories of habitats: forests, prairies, scrub, wetlands, and coastal habitats.

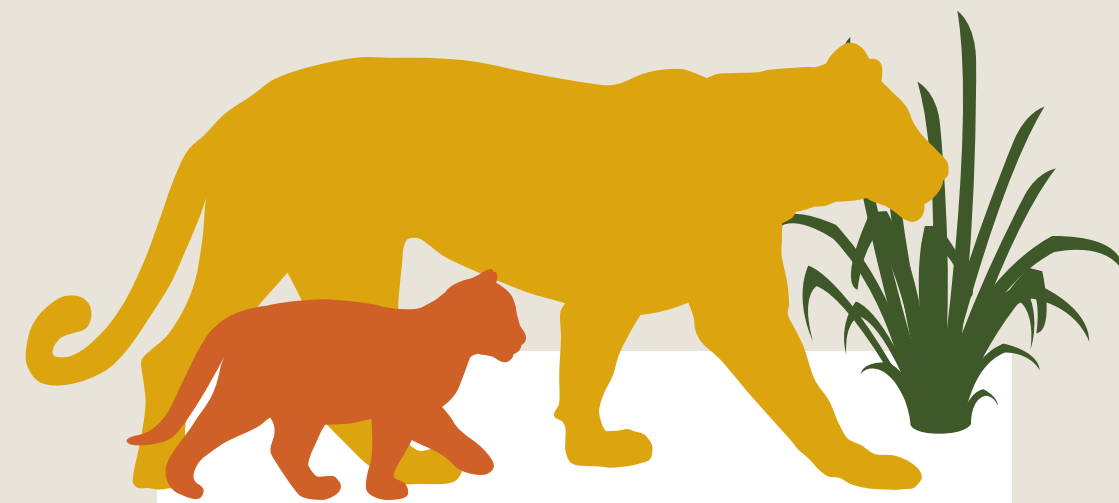


There are over 4,700 native or naturalized plant species in Florida

FUN FACTS ABOUT LAND

Florida is the only state that borders the Gulf of Mexico and the Atlantic Ocean

Turn to Learn More!



WILDLIFE

What lives here?

- Florida is home to an amazing array of wildlife. With over 700 terrestrial animals, more than 200 freshwater fish, more than 1,000 marine fish, numerous other aquatic and marine vertebrates, and many thousands of terrestrial insects and other invertebrates, Florida is teeming with wildlife!
- Florida is home to many species of "endemic" wildlife - this means they are found nowhere else in the world! Some species include the Florida mouse, Florida scrub jay, key deer.

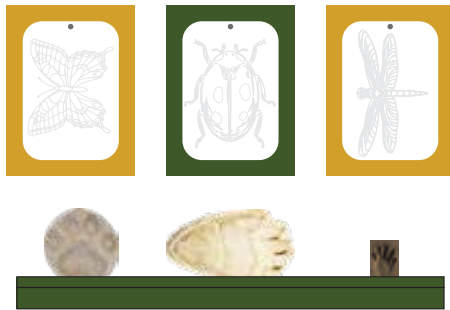


A black bear can detect smells from at least a mile away

FUN FACTS ABOUT WILDLIFE

Bottlenose dolphins are the most common dolphin in Florida's coastal waters

Turn to Learn More!



FUTURE

Be a Voice for Our Future

- Today's children will be responsible for making decisions that will shape the environmental health of our planet.
- Environmental education provides a foundation for making responsible decisions in the future.
- The natural world needs supporters to speak up for its rights in the face of development.



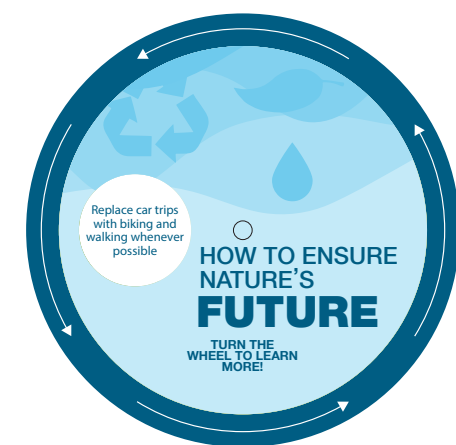
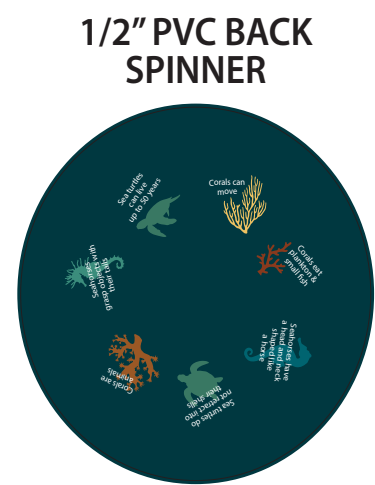
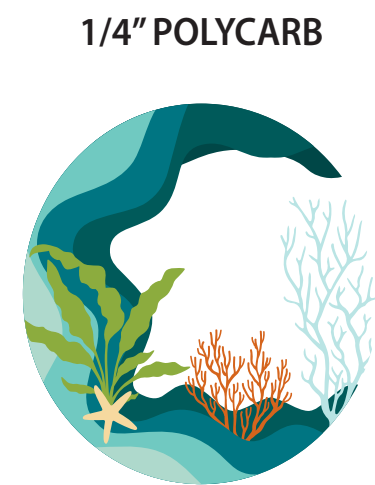
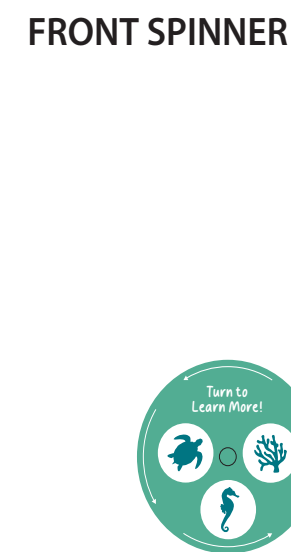
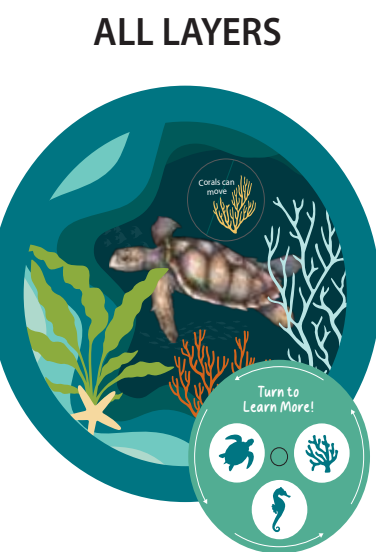
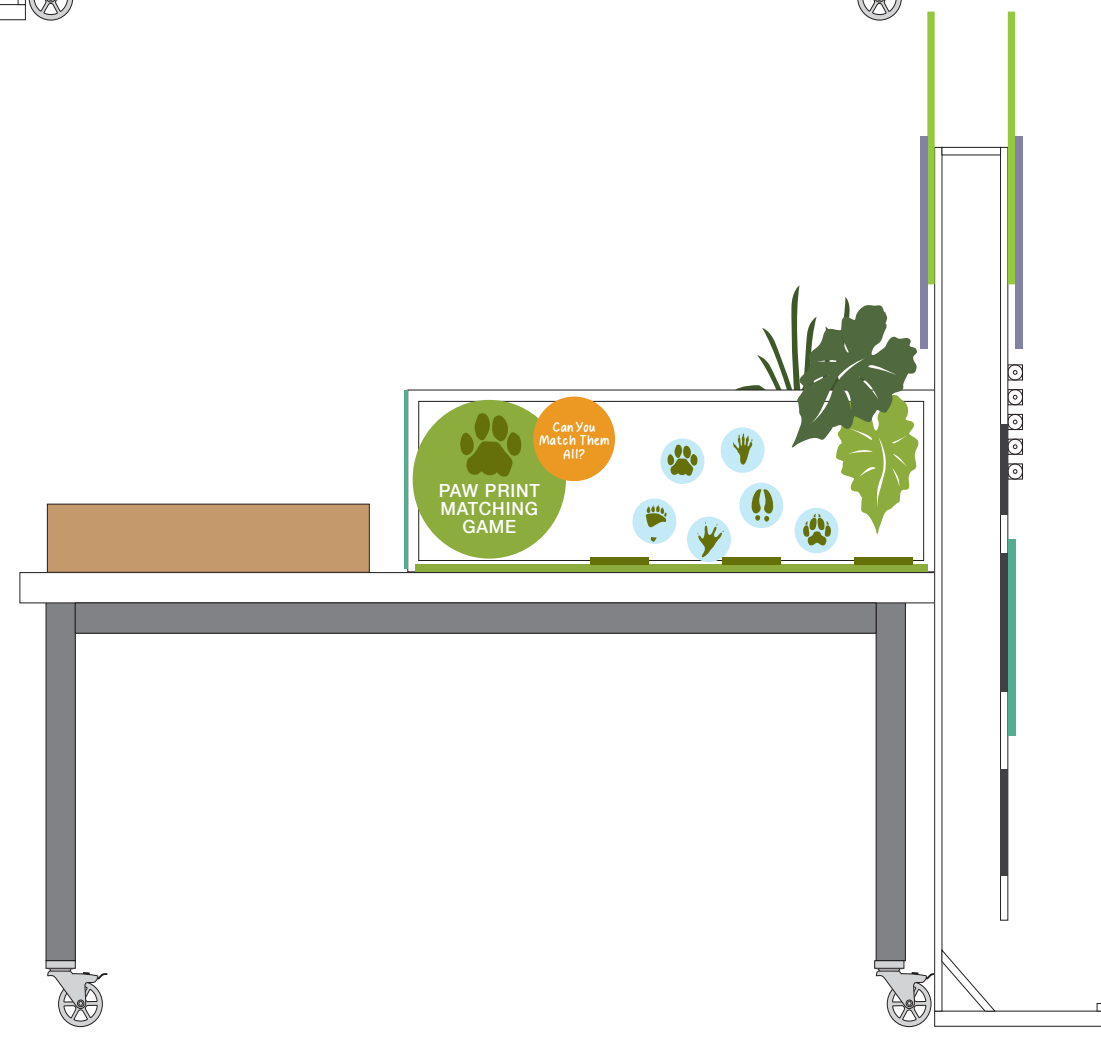
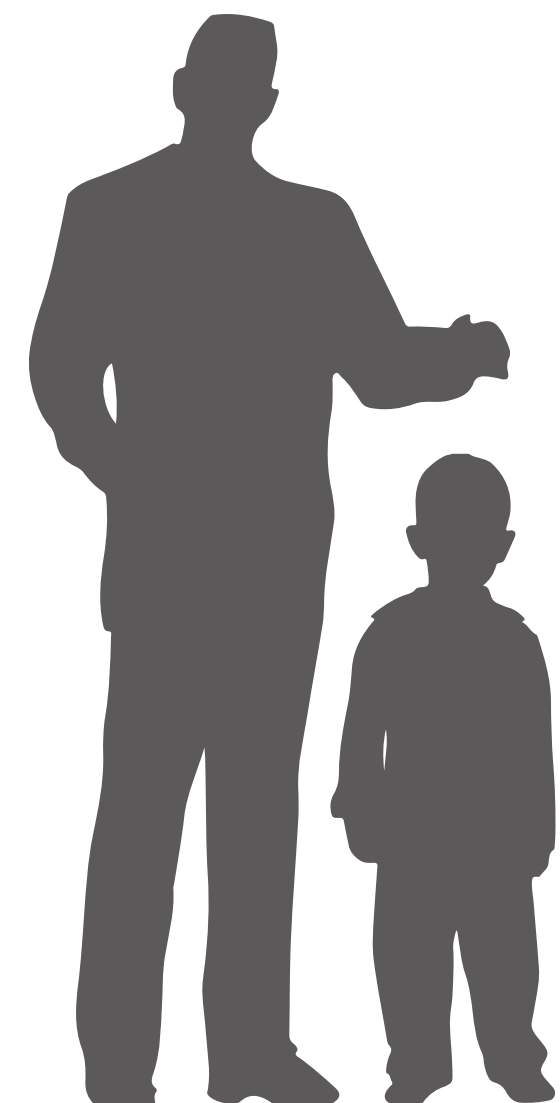
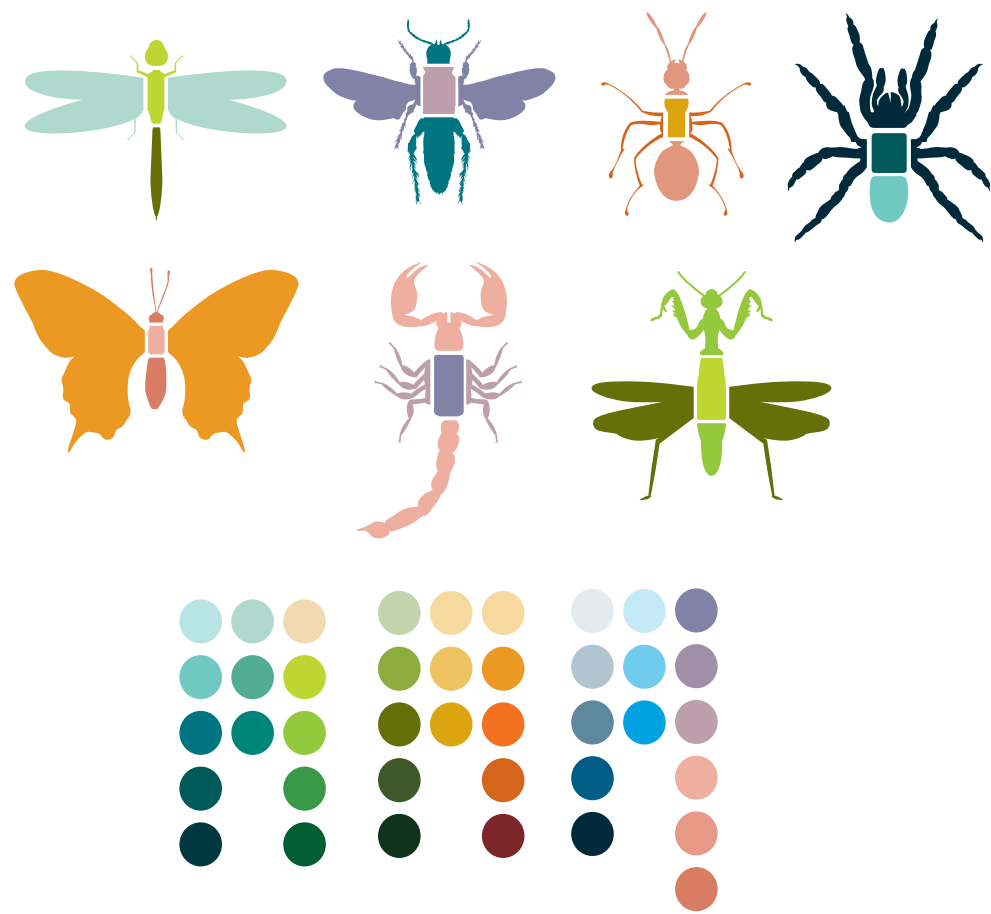
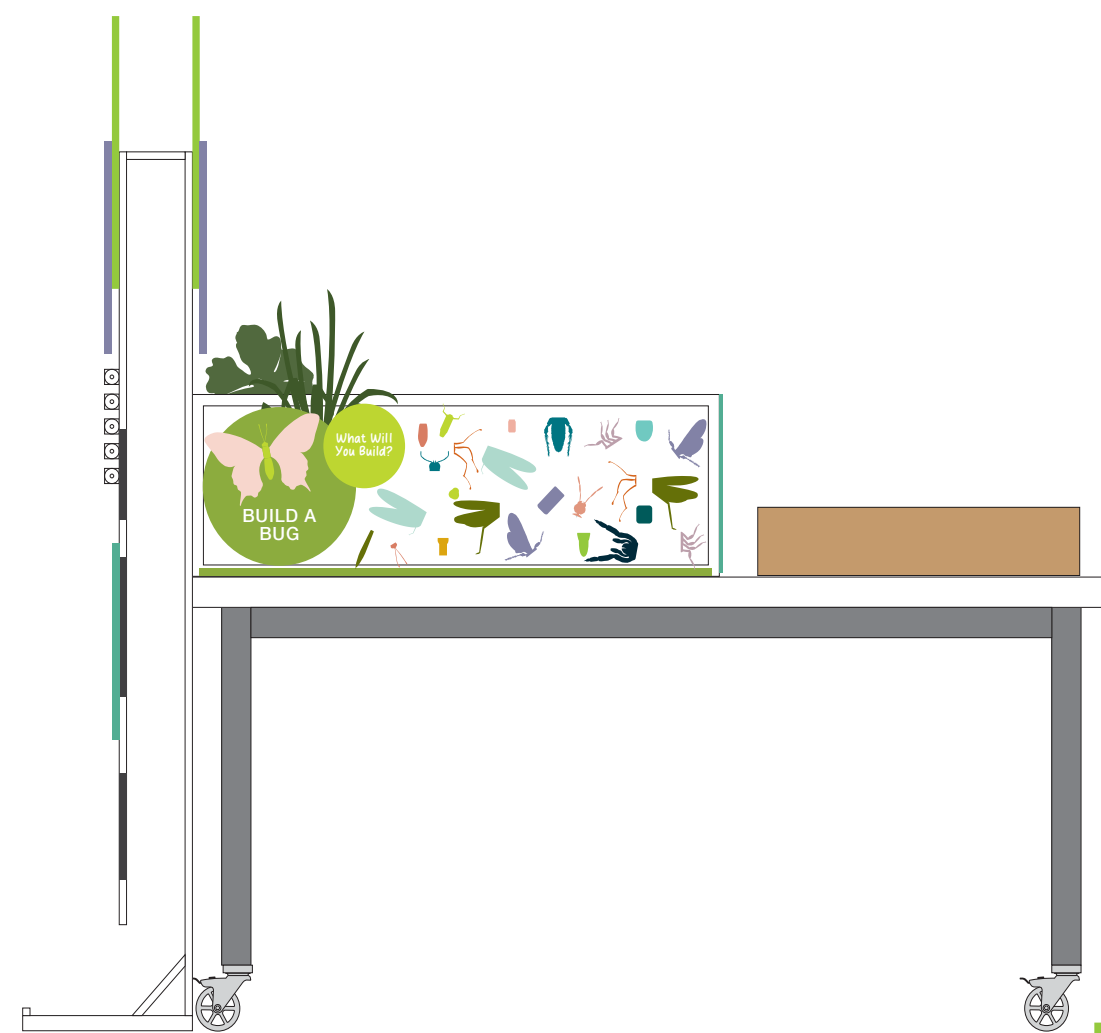
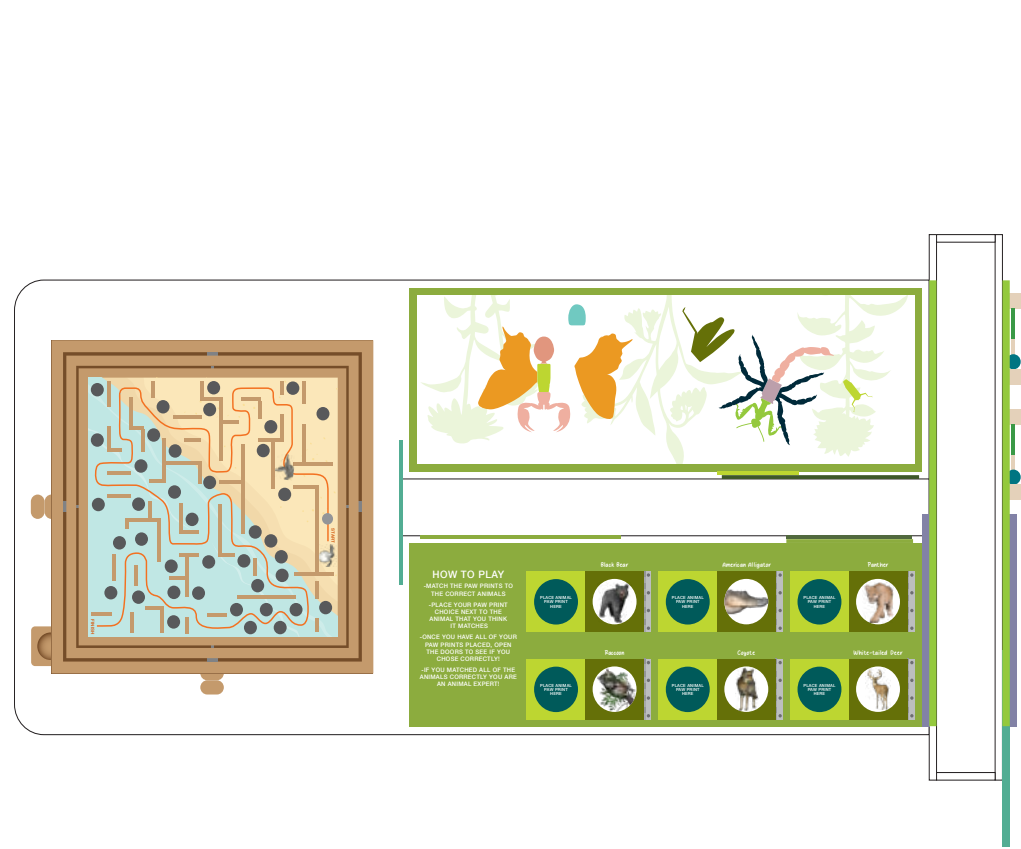
Recycling is a way to take trash and turn it into new products

HOW TO ENSURE NATURE'S FUTURE

Replace car trips with biking and walking whenever possible

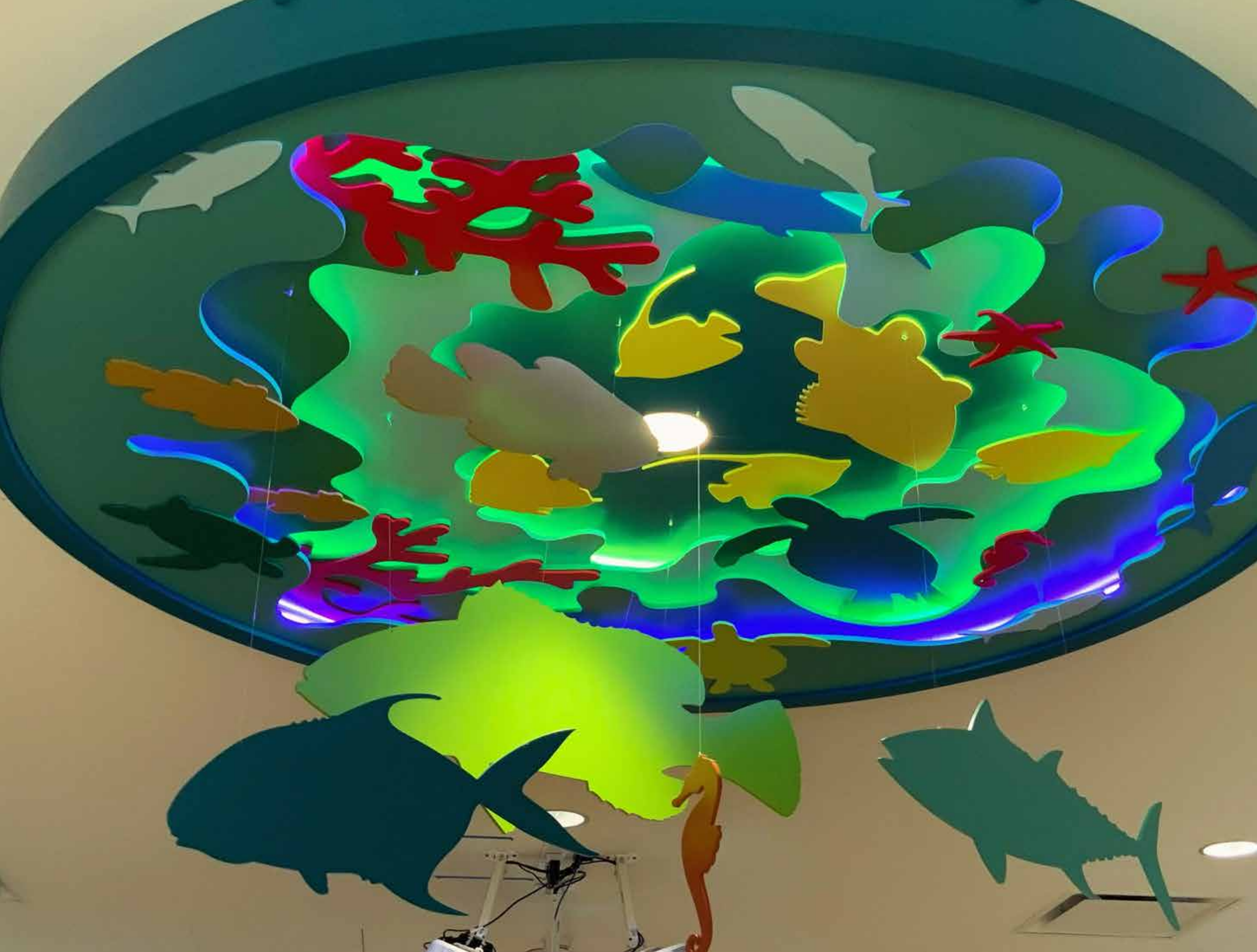
Turn to Learn More!







FINAL PHOTOS





DOLLAR GENERAL HALL OF VALUES

Collaborating with other designers at CAU, we designed an exhibit space that educates visitors on Dollar General's current company culture and the rich history of the companies founding family. This exhibit features modern metal fixtures, artifact displays, custom illustrations, brand centric graphic design, and digital interactives.

MY ROLE IN THE PROJECT

Fixture Design | Artifact Displays | Graphic Design + Illustrations
Designing Digital Interactives | Print Production | Project Management

THE TURNERS

The character of Dollar General bears a striking resemblance to the character of its founding family - the Turners.

A functionally illiterate Tennessee farmer, J.L. Turner was respected for his capacity for hard work and for his uncommon degree of common sense when it came to business. Cal Turner, Sr. complemented his father's innate business savvy with a daring sense of buying and an honest sense of partnership.

The third Turner generation, Cal Jr. and Steve, broadened the base established by grandfather and father by further valuing the prospect of employees more fully serving customers' needs.

Today, even though Dollar General is no longer a family business, we think of our business as a growing family of employees, customers and shareholders.

"RESPECT IS LOVE IN PLAIN CLOTHES,"
CAL TURNER, SR.



ADOBE ILLUSTRATOR



J.L. TURNER AND SON WAREHOUSE

704 Old East Main St. Scottsville, Kentucky
Luther and Cal Turner, Sr. bought this brick - and the whole building - for half price in 1939 when they started J.L. Turner and Son Wholesale Company. The building later became the home of one of the most successful retail companies ever - Dollar General Corporation.

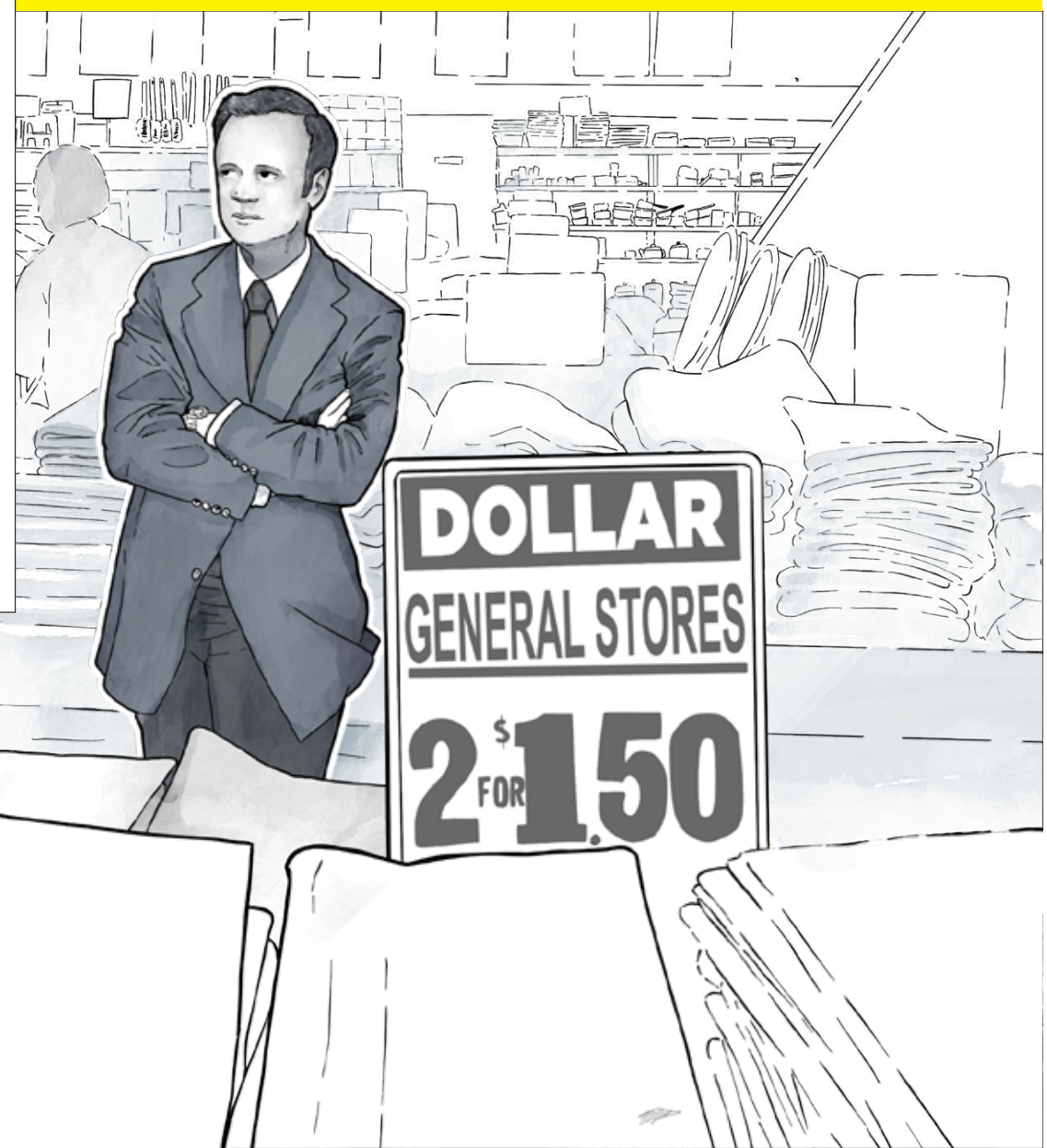



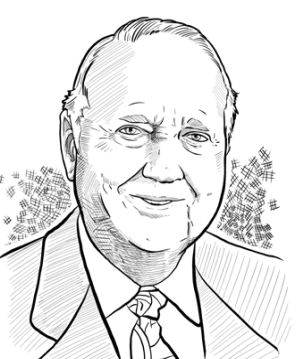

DESERVING, SALT OF THE EARTH CUSTOMERS

"We've always lived in small towns, always done business in small towns, and we're their kind of people. Small town people work harder for their money and often have less of it to spend, so they're more careful and practical about how they spend it. They judge quality by the garment, not the label, and they know a work shirt with a thread pattern flaw will last just as long as first line merchandise even if it only costs half as much. We're country folks and we intend to stay that way, even though we think we're doing a big-city job of merchandising."
- Early Dollar General Annual Report

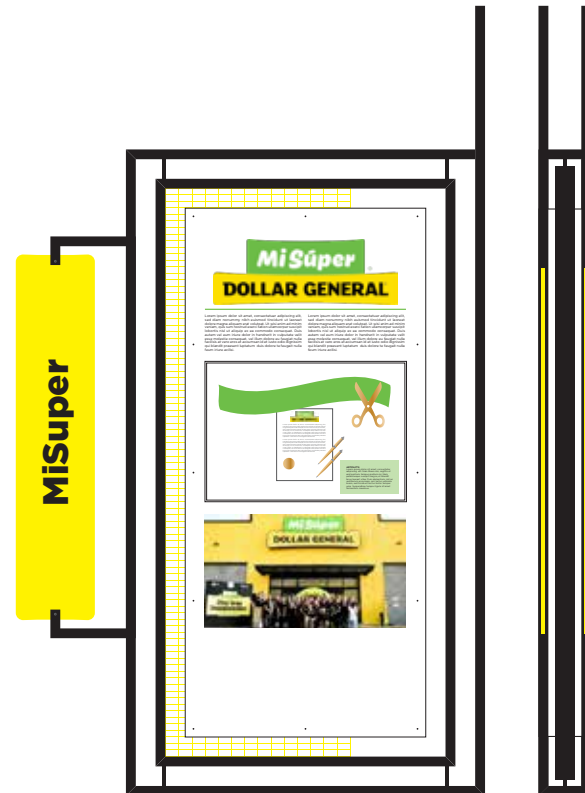
Image right: Cal Turner, Sr. helping a customer at a Scottsville, KY Dollar General in the 1970s.

"TO SERVE BETTER THAN ANYONE ELSE DOES OUR CUSTOMER'S NEED FOR QUALITY BASIC MERCHANDISE AT EVERYDAY LOW PRICES."
- DG's First Mission Statement



 <p>J.L. "LUTHER" TURNER</p>	<p>NO EXPERIENCE NECESSARY</p> <p>When they picked J.L. Turner to run their co-op store, the farmers of Macon County, Tennessee understood that he knew nothing about the retail business. They chose him because everyone knew he was the hardest working farmer. As it turned out, J.L. had insight into what customers wanted and needed. To us, those simple qualities of hard work and customer focus are still the best qualifications for a job at Dollar General.</p> <p>"He was convinced that everyone he met was smarter than he, and that he needed to learn something from each of them. He became a first-rate observer, a great listener, and a dedicated student of life. What he practiced was more than empathy. It involved valuing the other person and his or her information, insight, and perspective." - Cal Turner, Jr. on J.L. Turner</p> <p>1891 - 1964</p>	 <p>CAL TURNER, SR.</p>	<p>MAKING VALUES COUNT</p> <p>As a young clerk, Cal put every silver dollar that came across the counter into a cigar box. He was intrigued by the coin's size and weight. It made him think about the value of a dollar. Some folks teased that Cal still had the first dollar he ever earned. Cal understood the rural customer because he was that customer. He knew and appreciated the value of a dollar just like his customers, and that customers wanted products that were not only a value, but quality too. This led to a tactic that is still carried out today - a carefully curated selection of merchandise.</p> <p>"We have to be better merchants to operate in this niche. We have to cream the lines, we carry to have the greatest possible offering in a small store. We have to make every item count."</p> <p>1915 - 2000</p>	 <p>CAL TURNER, JR.</p>	<p>A DOLLAR GOES A LONG WAY</p> <p>As a boy, Cal Jr. worked in the warehouse, sweeping the floors and helping managers load merchandise into their car trunks and back seats. Clerking in the dry goods store, he watched farmers agonize over even small purchases. From Kentucky farmers he learned the value of a hard-earned dollar to folks with all too few of them.</p> <p>"My father believed anyone would do well to be brought up in a small town, and I am grateful for my upbringing in Scottsville, Kentucky.</p> <p>Cal, Jr.'s father taught him to understand the business from the perspective of struggling, hardworking customers.</p> <p>"I'm convinced our small-town roots and continued presence in Scottsville helped us to be in touch with our customers."</p>
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FIXTURE 1 SIDE 1A
OUTSIDE



FIXTURE 1 SIDE 1B
INSIDE



FIXTURE 1 SIDE 2A
INSIDE



FIXTURE 1 SIDE 2B
OUTSIDE



FIXTURE 2 SIDE 1A
OUTSIDE



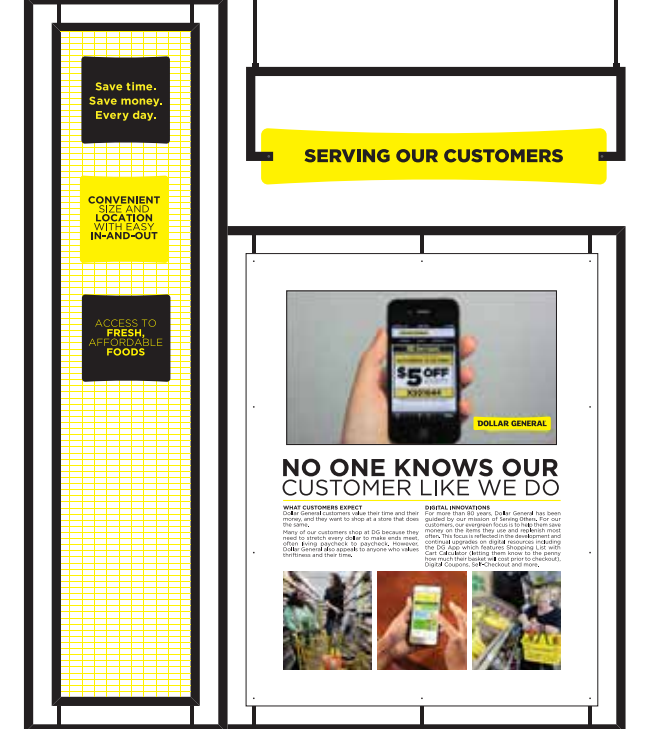
FIXTURE 2 SIDE 1B
INSIDE



FIXTURE 2 SIDE 2A
INSIDE



FIXTURE 2 SIDE 2B
OUTSIDE



PANEL 5

HARD WORK COMMON SENSE & UNIQUE MARKETING

" N e v e r not our
forget: It's customers'

WHO NEEDS AN ORIGINAL IDEA?

After his father died unexpectedly J.L. Turner quit school in the fourth grade to help his family. From then on, he assumed everyone else knew more and he became a keen student of other people. Cal Sr. once said he and his dad never had an original retailing idea. They just worked hard to make sure that others' good ideas were effectively put into practice.

Image below: Cal Turner, Sr. helping a customer at a Scottsville, KY Dollar General in the 1970s.

A SOLID IDEA

Back in the late 1930's, folks were accustomed to seeing blocks of ice; they just weren't used to seeing footwear in them. Then, as a promotional contest, the Turners took a Turson shoe (the name came from Turner & Son, a family private label) and froze it in a block of ice. The winner got a prize for guessing how long it would take for the ice to melt and the shoe to fall out.




SECTION B
WALL 6


PANEL 6

"DO WHAT YOU LOVE THEN YOU WON'T DREAD COMING TO WORK ON MONDAY"

AN IDEA THAT FITS LIKE A GLOVE


"My father's greatest pride in Luther Turner was this illustration of him as a true marketer. Luther Turner understood the farmer. He understood that the farmer got one check a year at the sale of his tobacco in a cold barn. He gave them one half of a pair of gloves saying, 'Get the mate to me free at Turner's bargain store. We will gladly cash your check.' That's good marketing. And daddy was proud of Papa."

- Cal Turner, Jr.

PAINTING THE TOWN PINK

An amazed visitor to Springfield, Kentucky had to rub his eyes and pinch himself one hot summer day. Every single man in town seemed to be wearing bright pink corduroy pants! But it didn't take long to unravel the mystery. Washington Manufacturing Co. in Nashville, Tennessee had gotten stuck with a large quantity of pink corduroy. Cal Turner negotiated a deal on the fabric and had them made into men's corduroy pants. At just \$1.00 each, he passed the savings on to folks who appreciated a value more than they worried about pants that were - literally and figuratively - on the hot side.



FINAL PHOTOS



TREASURE SEEKERS EXHIBIT

Collaborating with other designers at CAU, we designed an exhibit that brings the story of treasure seeker of the past to life.

Featuring a 60-foot, 18th-century pirate ship, large scale interactive map of early explorers routes to Florida, a navigation interactive using replica tools and projection and beautiful custom illustrations and informational graphics.

MY ROLE IN THE PROJECT

Scenic Exhibit Displays | Fixture Design | Artifact Displays
Graphic Design + Illustrations | Designing Hands-on + Digital Interactives
Print Production | Project Management



EARLY FLORIDA EXPLORERS

LOS PRIMEROS EXPLORADORES DE LA

JOURNEY TO THE NEW WORLD

OUTFITTING THE SHIP

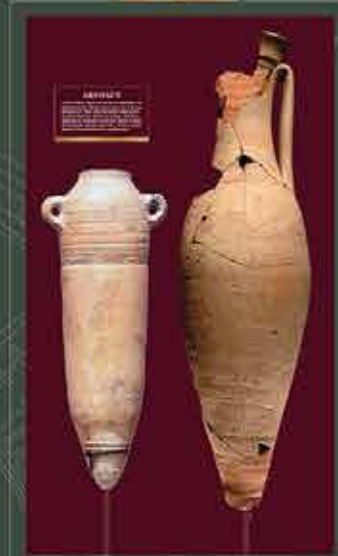


SHIP CARDSKEY

Navigation was a challenge for early explorers. They used a device called a cardskey to help them find their way. The cardskey was a wooden board with a grid of lines. Explorers would use the cardskey to keep track of their position and direction.

MASTHEAD

The masthead was the top of the ship's mast. It was where the sails were attached. Explorers used the masthead to look for land and to signal other ships.



Fun Fact

Explorers used a device called a cardskey to help them find their way. The cardskey was a wooden board with a grid of lines. Explorers would use the cardskey to keep track of their position and direction.

Be an Early Explorer or a Pirate!



1492

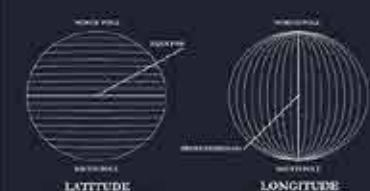
1498

1499

FOLLOW THE STARS

SIGA LAS ESTRELLAS

LONGITUDE & LATITUDE




LATITUDE

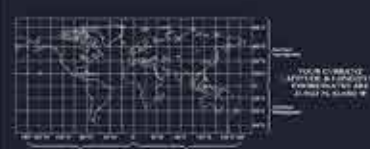
Latitude is the distance north or south of the equator. It is measured in degrees. Latitude lines are parallel to the equator.

LONGITUDE

Longitude is the distance east or west of the prime meridian. It is measured in degrees. Longitude lines are perpendicular to the equator.



KNOWING LATITUDE AND LONGITUDE HELPS EXPLORERS FIND THEIR WAY.



PUSH **PUSH** **PUSH**

KNOWING LATITUDE HELPS EXPLORERS FIND THEIR WAY.

MAPS AND CHARTS



EARLY MAP & CHART MAKING

Early maps and charts were made by hand. They were often made of parchment or paper. Explorers used maps and charts to keep track of their position and direction.



TOOLS OF THE TRADE

KNOWING THE STARS & NAVIGATION TOOLS

Explorers used a variety of tools to help them navigate. These tools included the compass, the astrolabe, and the sextant.



KNOWING THE STARS



TELESCOPE

The telescope was used to look at distant objects. It was made of two lenses. Explorers used telescopes to look for land and to signal other ships.



COMPASS

The compass was used to find direction. It was made of a magnetized needle. Explorers used compasses to keep track of their direction.



Learn to Read a Compass



Fun Fact

The compass was used to find direction. It was made of a magnetized needle. Explorers used compasses to keep track of their direction.

What Direction is the Ship Going?



Fun Fact

The compass was used to find direction. It was made of a magnetized needle. Explorers used compasses to keep track of their direction.

ADOBE ILLUSTRATOR



TREASURE SEEKERS

CONQUISTADORS, PIRATES AND SHIPWRECKS



FLORIDA SHIPWRECKS LOCATIONS					
SHIP NAME HENRIETTA MARIE 1700	SHIP NAME TERRA FIRME FLEET 1632	SHIP NAME HMS LOO 1741	SHIP NAME SPANISH PLATE FLEET 1733	SHIP NAME SAN MIGUEL DE ARCHANGEL 1669	SHIP NAME SPANISH PLATE FLEET 1717
SHIP NAME DON TRISTÁN DE LUNA Y ARELLANO 1559	SHIP NAME NUEVA ESPARZA FLOTA 1648	SHIP NAMESANTO CRISTO DE MARACAIBO 1796	SHIP NAME TRINITE 1566	SHIP NAME HERNANDO DE ESCALANTE FONTANEDA'S SHIPWRECK ca. 1517	SHIP NAME HMS LOO 1741



FINAL PHOTOS





MARCO ISLAND MUSEUM

Collaborating with other designers at CAU, we designed 5+ areas of this museum, Calusa Exhibit, Cushing Exhibit, Pioneer Era Exhibit, Modern Marco Exhibit and the Main Lobby Exhibits. These areas feature custom fixtures + artifact displays, digital + hands-on interactives, graphics + illustrations, and custom animated projections.

MY ROLE IN THE PROJECT

Fixture Design | Artifact Displays | Graphic Design + Illustrations
Designing Hands-on + Digital Interactives | Animated Projections
Scenic Exhibit Displays | Print Production | Project Management

MODERN MARCO ISLAND

1962

Island Fashion
The Marco Sari

Vision of Paradise
Dellona Corporation

"I couldn't believe Marco the first time I saw it." - Frank Marcho, Jr.

The Dellona Team

The Challenges

1963

The Master Plan

Marco Island

Mapping Marco

Market Savings

The Dellona Revs Up

Marco Island

Marco Island 1962

1964

Building Marco Island
An Epic Undertaking

MARCO ISLAND DECIDES YOU

Building Marco Island
An Epic Undertaking

Reshaping Marco Island

Race Against Time

Opening Day: January 31, 1965

MARCO ISLAND OPENS \$500 Million Development

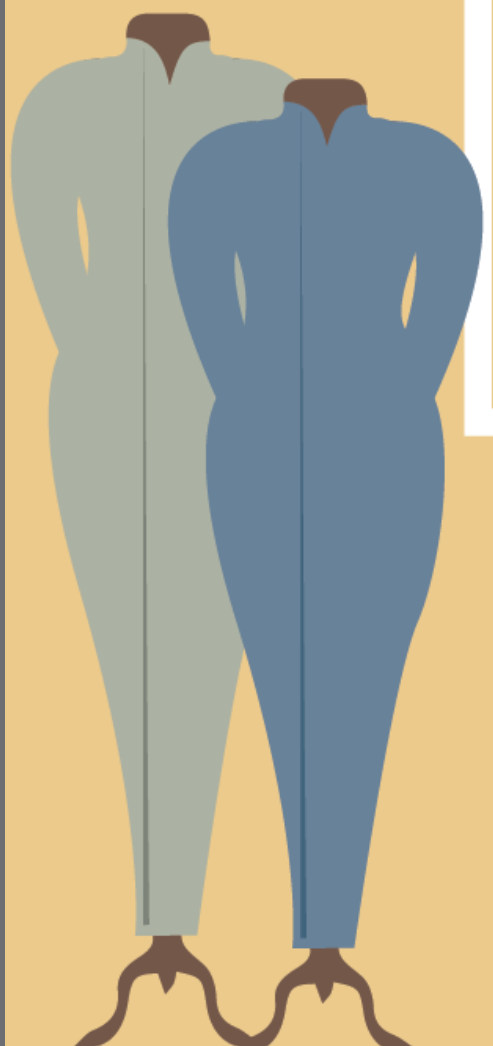
1965

Selling Marco Island
Marketing Paradise

Marco Island



ADOBE ILLUSTRATOR



LIFESTYLES

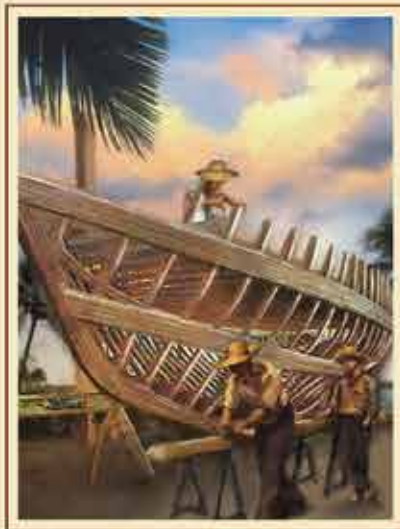
Marco Island's Allure

- Community
- Culture
- Glamour
- Hospitality
- Nature
- Recreation





SPORT FISHING
— MARCO —



BOAT BUILDING
— MARCO —



TRADING POST
— MARCO —

MARCO
EST. 1870



COLLIER'S PLACE

The Collier Family Marco's First Settlers

Capt. Bill Collier



CHANGING TERRITORY
— SEABOARD - CAXAMBAN —



CAXAMBAN
— EST. 1870'S —

PLAN YOUR VISIT
CAXAMBAN & MARCO

GETTING THERE

PLACES TO STAY

THINGS TO DO

HISTORIC HURRICANES
PIONEER ERA 1870-1960

FAMOUS STORMS



Reality Check

Historical records show that the area around Marco Island has been hit by several major hurricanes...



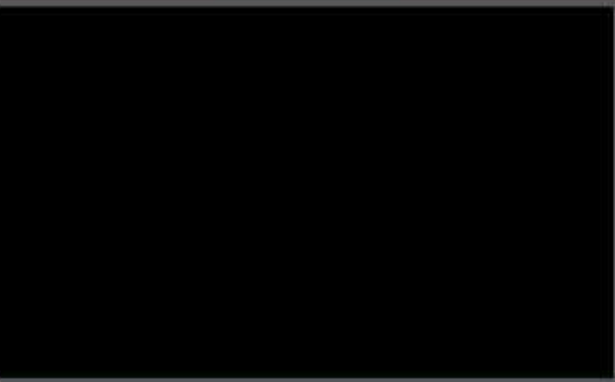
1910 Hurricane

This hurricane struck the area in 1910, causing significant damage to buildings and infrastructure.



Hurricane Donna

Hurricane Donna hit the area in 1960, one of the most powerful storms to strike the region.



STORM FORECAST

Hurricane Donna



The Saffir-Simpson Scale

Category 1	Category 4
Category 2	Category 5
Category 3	

FINAL PHOTOS





UF HEALTH ARTWORK

Collaborating with other designers at CAU, we designed beautiful and interactive artwork + games for their lobby, corridors and rooms. Using a print on wood technique and watercolor textures, these pieces are one of a kind works of art.

MY ROLE IN THE PROJECT

Graphic Design + Illustrations | Designing Hands-on Interactives
Print Production | Project Management





FINAL PHOTOS

