

An underwater photograph showing a diver in the upper left quadrant, swimming horizontally. The scene is dominated by a large, diagonal pile of driftwood in the foreground and middle ground. The water is clear and blue, with light rays filtering through. The diver is wearing a black wetsuit and yellow fins. The driftwood consists of numerous long, thin logs and branches, some partially covered in algae or coral.

JENNIFER IDOL

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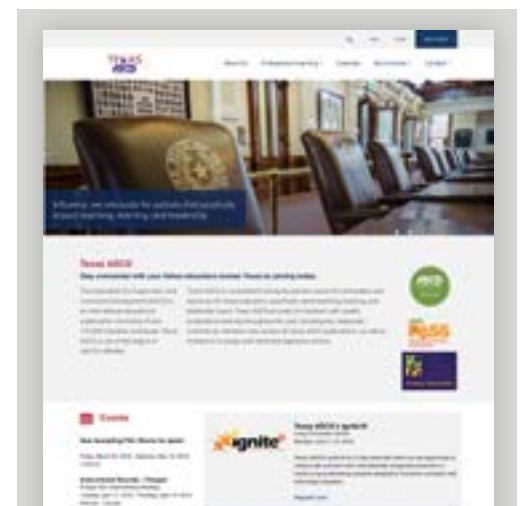
THE UNDERWATER DESIGNER
PHOTOGRAPHY & DESIGN

Jennifer Idol

is the first woman to dive 50 states, author of *An American Immersion*, and a PADI Ambassador. She is a member of the Ocean Artist's Society and a graphic designer.

Her award-winning photography and articles have been widely published in periodicals such as *DIVER*, *SCUBA Diving*, *Alert Diver* and *Sport Diver*. She has been diving for 25 years and earned more than 29 certifications.

She is an accomplished designer with more than a decade of experience creating print, web, logo, and three-dimensional work for a variety of clients. The Lake Murray Wildlife Museum, Jacob's Well Natural Area, and Texas Association of REALTORS® feature her work in permanent installations.



Blue Ring

bluering.blue

Blue Ring is a company created by Alex Rose that creates a community of ocean advocates through a donation to Mery™ the Ocean. Proceeds fund scientific research beginning with submarines for Mission Blue with Dr. Sylvia Earle.

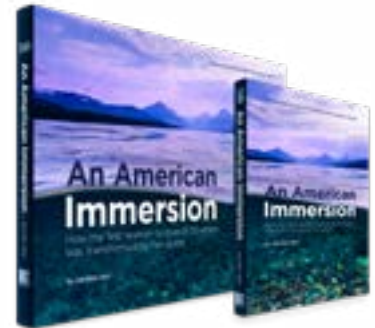
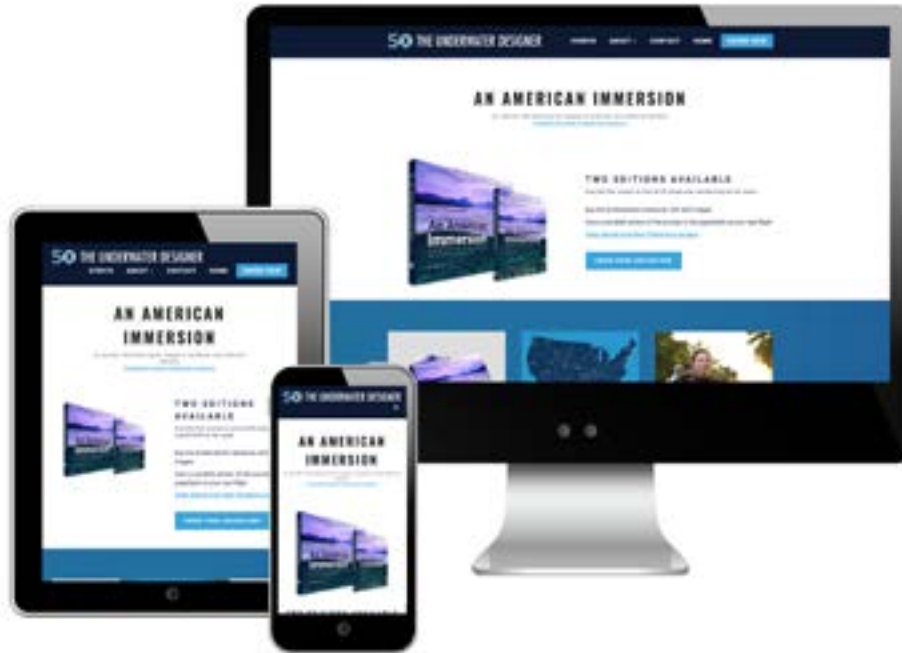
I created the logo, print materials, and website to help Blue Ring communicate their goals. For their Sea Change event, I painted a 5'x5' oil canvas as part of their live auction.



An American Immersion

AnAmericanImmersion.com

I authored *An American Immersion*, a 232 page visual narrative on my journey becoming the first woman to dive all 50 states. I designed pages to correlate with the story chronologically. I not only designed the book, but also the collateral materials.



AnAmericanImmersion.com

Discover how an oil spill inspired a woman to undertake a quest to become the first woman to dive all 50 states. Explore vivid underwater landscapes in this revealing book.



Author's Note: This book is dedicated to the 50 states that have inspired me to become the first woman to dive all 50 states. It is a visual narrative of my journey and the challenges I faced along the way. I hope it inspires others to explore the world's oceans and the beauty of our planet.



Logos

To design effective logos, it is important to create a dialogue centered on the purpose for the company, what the company hopes to communicate, and what the company would like to achieve with it's identity.

I chose a style for each logo or symbol to represent the company best after I determined what the company represented. I illustrated each of these logos.



Logos

Every logo was designed with vertical and horizontal variations as needed.

The Matagorda Adventure Company needed a logo to represent water-related sports adventure for a woman-owned business on the Texas coast. The mark I created was applied to paddle boards, car signs, digital assets, and building signage.



Logos

I created logos, including my own, to work as part of larger systems. Whether designated for products, identity materials, or video, the logos reduce to black and white or reversed versions so they can accommodate any background.



Texas REALTORS® Conference site

TexasREALTORSConference.com

The Texas Association of REALTORS® was finding it difficult to engage new attendees to their annual conference and to encourage registrations.

I created this responsive design, which in its first week saw 3,004 distinct visitors with over 22,140 views. Each visitor spent an average of five minutes on the site. One-third of the visitors viewed the site on mobile devices.

With each conference, I also produced all the event photography and later used those images in marketing materials and *Texas REALTOR*®.



Texas REALTORS® Conference site

TexasREALTORSConference.com

They experienced the highest registration numbers that they had historically seen at this point in the process. The site was so successful, they commissioned an updated design the following year.

I also developed interactive features like personalized tokens to share through social media, a type of gamification.

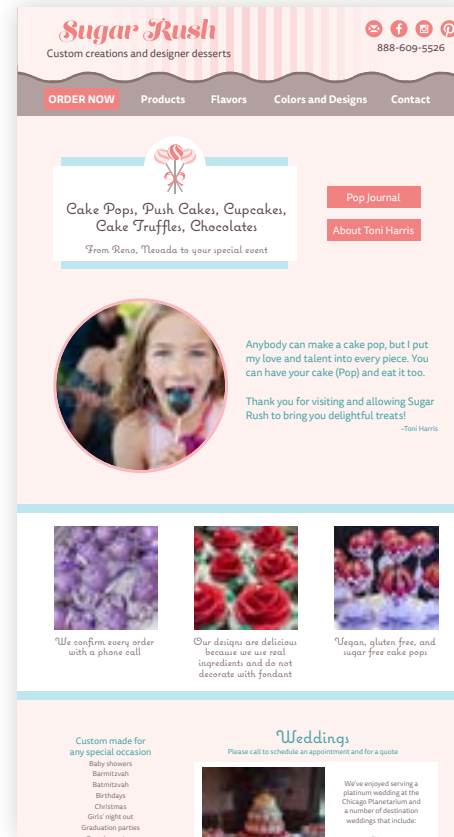


Websites

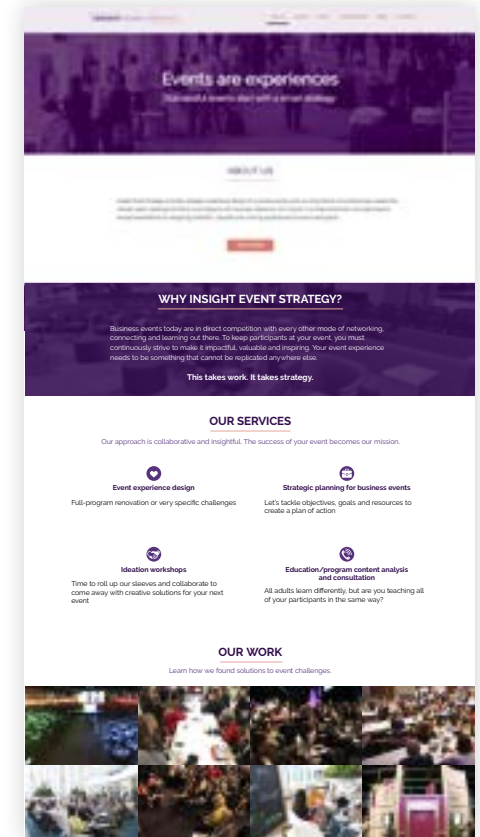
All websites are created from concept to completion. I create custom coded sites and often create additional assets such as the logos and photography.



Texas ASCD
TxASCD.org



Sugar Rush
SugarRushCo.com



Insight Event Strategy
InsightEventStrategy.com

Websites

The clients I serve represent a variety of industries. My SCUBA expertise brings particular insight into companies that are conservation related, charter businesses, dive shops, and other dive industry related businesses. My corporate background helps me build communication materials that are brand and user focused.



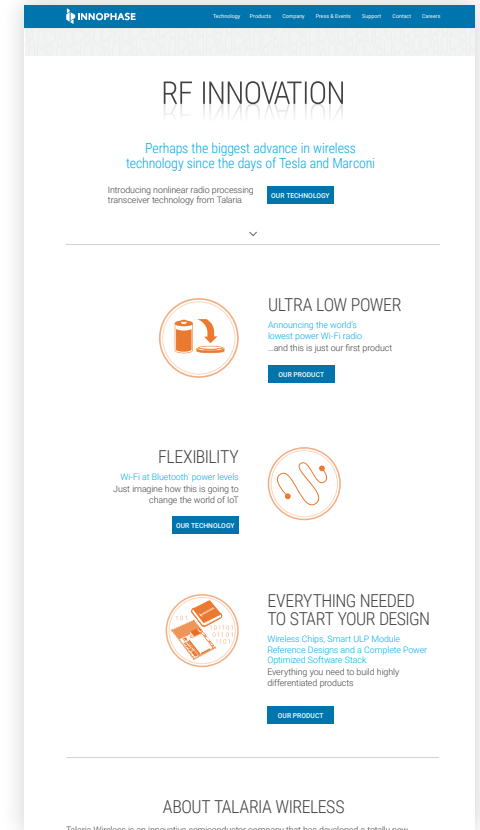
Aventas Inc.

AventasInc.com



Osprey Cruises

OspreyCruises.com



Innophase

InnophaseInc.com

Travel and Adventure

Every logo was designed with vertical and horizontal variations as needed.

The Matagorda Adventure Company needed a logo to represent water-related sports adventure for a woman-owned business on the Texas coast. The mark I created was applied to paddle boards, car signs, digital assets, and building signage.

Before

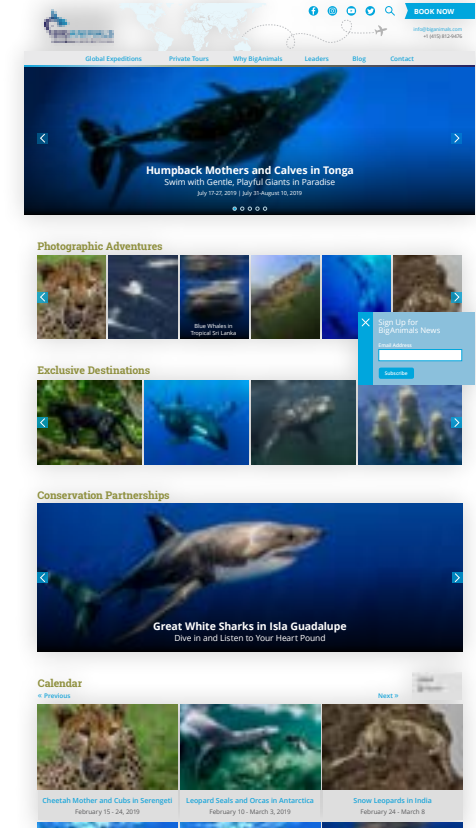


After



Big Fish Expeditions

BigFishExpeditions.com



Big Animals Global Expeditions

BigAnimals.com

Red Dragon Pirate Cruises site, photos and logo

RedDragonPirateCruises.com

This pirate ship entertainment company wanted a themed experience that helped guests feel “piratey” in Port Aransas. The fun website engagement converted site visits into ticket sales.

The site needed a strong hierarchy that answered all guest questions, set appropriate expectations, and was easy to navigate and complete a purchase. I provided all the photography for the site, including the gold bullion and ship deck background for realism.



Discover the Oceans

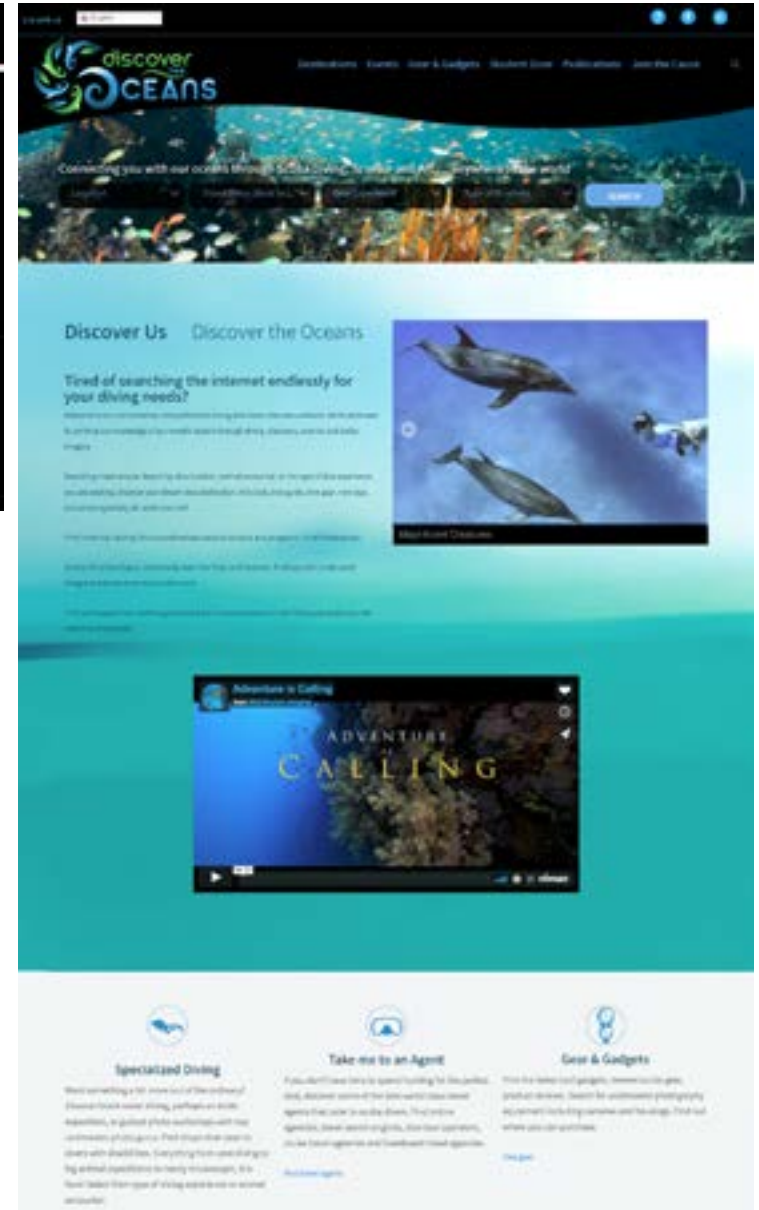
DiscoverTheOceans.com

Conceptualized by Suzan Meldonian, Discover the Oceans is a complex and comprehensive listing site that helps users find services and businesses in the diving industry. I provided structure to the site and a hierarchy to help users know where to navigate.

Before



After



Jacob's Well kiosk

Created for Jacob's Well, this educational kiosk will help visitors understand the history, ecological importance, and beauty of Jacob's Well Natural Area in Wimberly, Texas. For these panels, I designed the logo, conducted dives and created the photography, wrote and edited the copy, and designed the structure.



Lake Murray Wildlife Museum exhibit

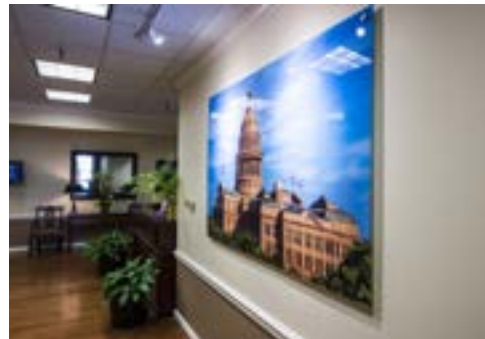
I created photos of Lake Murray, Oklahoma for their wildlife museum to show visitors the life in the lake. Asked to create photos that resembled the lake, I decided depicting the actual lake was more authentic.

I worked with an exhibit company to create two wallpaper murals that span the full wall and two sets of smaller photos, one in a panoramic viewfinder and another depicting invasive species in the lake.



Distinctly Texas **permanent exhibit**

To modernize the Texas Association of REALTORS® office, I created 23 large 6'x4' plexiglass pieces showcasing my photography from around Texas. The material choice contributed to the modern look, reinforced by my photo choices.



Immerse Yourself exhibit

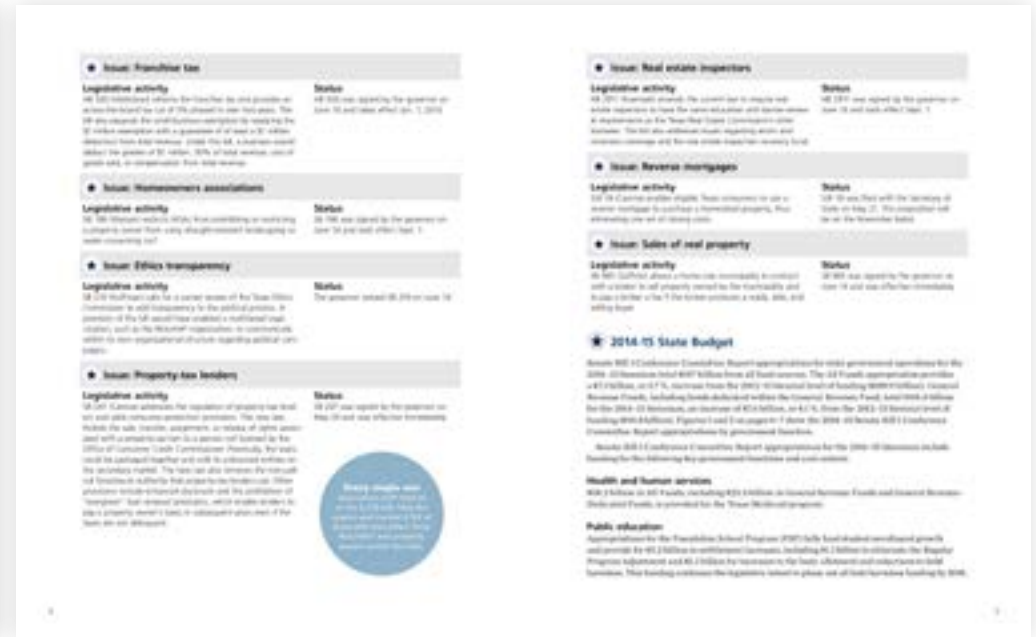
Immerse Yourself emerged from three years of photography expeditions. This first exhibit highlighted the most memorable moments, from underwater cave exploration to historic dive equipment usually only found in museums.

I created this 23 piece exhibit, print collateral, social media campaign, promotional card, and accompanying gallery book. I also created a feature 8'x5' oil painting of an historic U.S. Navy Mark V diver I photographed in Pennsylvania.



Legislative booklet

After each legislative session, I designed a booklet that recaps legislative issues pertinent to real estate. For this booklet, I provided all the photography and unified the piece with distinct headlines.

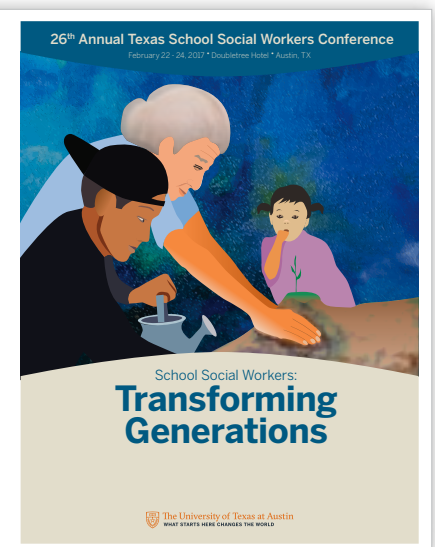
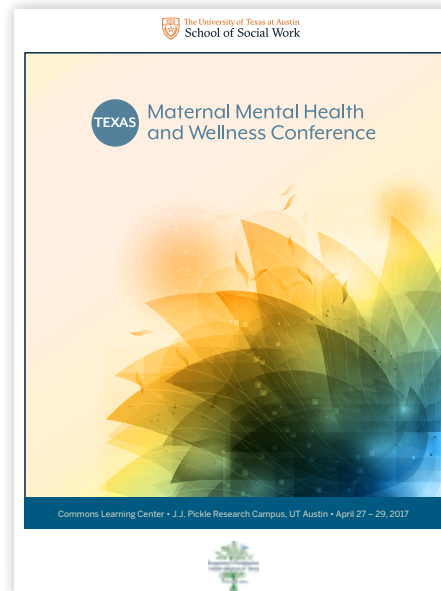
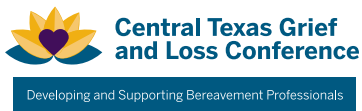


Steve Hicks School of Social Work

I fulfill design needs for the Steve Hicks School of Social work that include brochure, booklet, and logo design.

As part of these projects, I developed the new template for the Continuing Education Program and laid out the issues for this quarterly 28-36 page publication.

I created logos for two of their annual conferences.



Texas REALTOR®

Having designed over 100 issues of *Texas REALTOR®*, I redesigned and updated this trade publication to keep it engaging. I designed the entire publication. I created original photography, such as the chairman's photo and photo essays, and illustrations for feature articles.



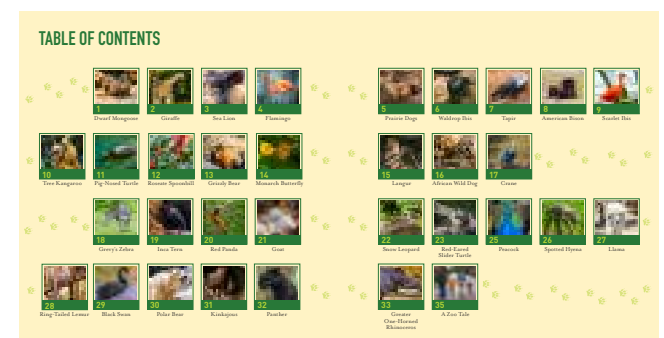
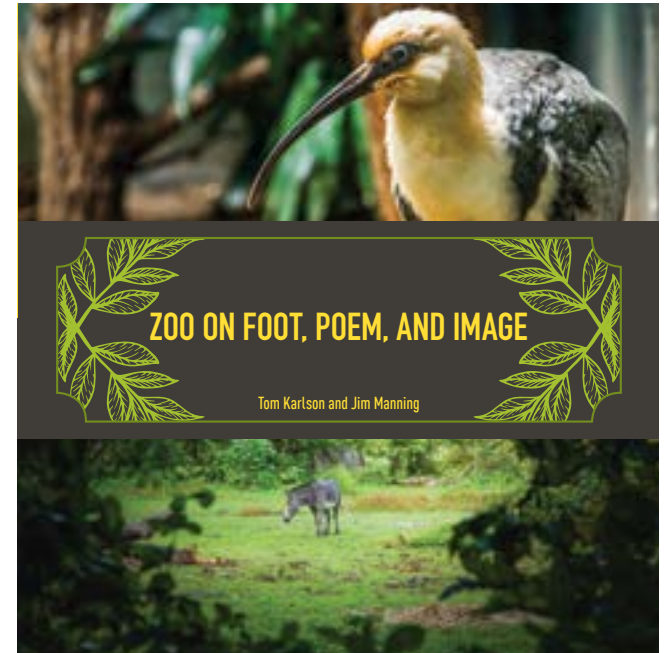
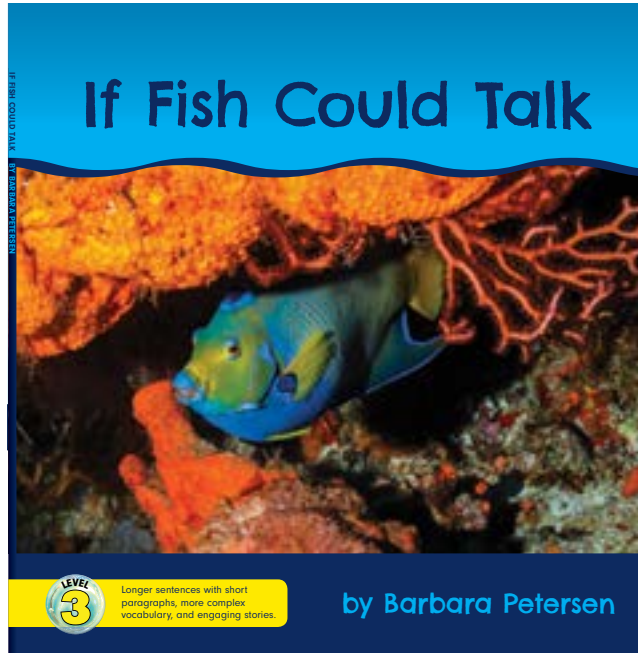
Calendar

I created photography from around Texas to depict diversity in the landscape, from urban centers to rural areas. For this cover, I created a still life with my boots and belt buckle, giving it a little personal character.



Books

Designing books for children helps to engage them in stories about our natural world. A different design style is required to reach each age group. These books were created for two different publishers.



Books

Part of the publication design includes work such as *The Fountains of Saint Mark* for Ron Coley, an award-winning filmmaker, innovator of SCUBA equipment, and former Director of the Aquarena Center. This package included a website design and logo.





Contact information

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