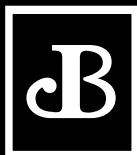


JUSTIN BAIRD

# THE CLASSICS

The goal of my design direction was to create cover art that would retain the look of a classic novel, utilize a simplistic, minor minimalistic layout, but also stand out from modern minimalist covers that tend to be in many bookstores. After this, I made sure to illustrate a unique scenes from the book, had the scenes accompanied by a famous quote from the work.

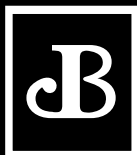


SUBJECT 2:

# LOTUS CAFE

The goal of this project was to create a logo, identity, menu and bag design for a small and trendy cafe. The cafe I did this for was The Lotus Cafe. You can see the logo and branding on the left. To see the menu design, visit my website (link on the front page)

I chose to make a minimalist logo based off of a Lotus Flower, symbolizing the name of the cafe. A Lotus itself is a symbol of peace and relaxation, which is what the atmosphere of The Lotus Cafe is. To counter the bright green colour of the logo itself I chose a dark grey and black colouring to use on the logos.



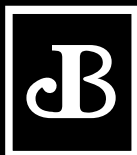


### SUBJECT 3:

# WINE BRANDING

The purpose of this project was to create a package design for a brand of wine. The name of the wine is Riserva di Ritoro, which means The Ritoro's Reserve in Italian, to give off that the wine is a vintage Italian import reserve wine. I wanted to not only make the package feel like a classic vintage wine, but meld that feeling with a modern minimalist design that is very structured and simple.

The logo design for Riserva Di Ritoro came from many iterations building off of the common style of minimalist logos, but I wanted it to still feel more like a seal or stamp of approval on the box, similar to those you would see on classic shipping crates.



SUBJECT 4:

# DIRTY BOYS

This is a logo I had done for the graphic design company called Dirty Boys Graphics & Wraps. The original logo (shows top right) was too “street arty” and thuggish to them, and they wanted more of an official and clean logo. The original logo isn’t necessarily bad, but it is hard to stand out with a logo like this as a graphic design company when your name is Dirty Boys.

I opted to create a more clean logo that learned more towards being a seal of approval or a vintage inspired classic stamp, which leans more towards dirty boys and their style of design, as well as their personality.



ORIGINAL LOGO



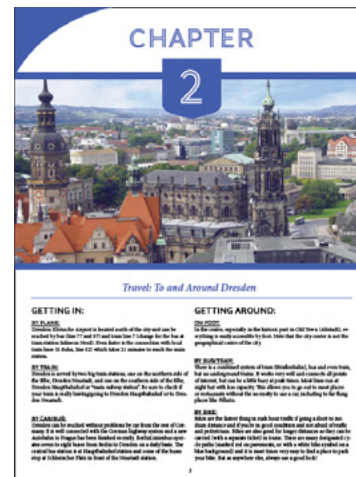
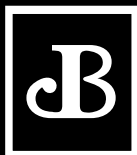
NEW LOGO



## SUBJECT 5:

# TRAVEL EBOOK

This piece is work I did creating a travel Ebook for Dresden, Germany. The Ebook lists different travel locations, Dresden's history, monuments, restaurants, hotels and much more. The design is modern yet stays traditional to Dresden and its crest. The Ebook shown is published for iPad but also was made to be used on android devices.



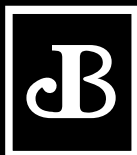


## SUBJECT 6:

# THE GRILL

This is a magazine design I did for "The Grill" magazine, a seasonal cooking magazine listing recipes, chef interviews and much more. This specific magazine layout was created to be used in both print and Epub format. An example of it's flexibility is the table of contents itself.

As you can see, the table of contents lists the pages with a description on the right side of the page, but also has an interactive piece to the left, shaped as a dish with different sections cut representing the different articles. For print, this acts as just a nice visual addition to the magazine, but in an interactive ePub format, allows the reader to click on each individual slice, which will send them to the article related to it.



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9 **10 WAYS TO EAT MORE GREEN VEGGIES:** Need more green foods in your diet? Here are 10 ways to add them to your diet.

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14 **RIZBERRO'S DEEP DISH ITALIAN PIZZA:** Italian Pizza expert Leo Rizerro teaches how to make the perfect deep dish pizza recipe.  
16 **BEEF FLANK STEAK: HOW IT SHOULD BE DONE:** Why be burnt cooking a wing all this time. Learn how it's done from Chef Luke Powell.

17 **FALL COOKING: CREEK STYLED CHICKEN BREAST RECIPE FOR TWO:** Need a break from holiday cooking? This classic Creek style chicken breast recipe is just for you!

19 **GREAT RECIPES FOR A ROMANTIC DINNER:** Need a great dinner for a date night? Try these recipes, ranging from surf and turf to veggie masterpieces.

21 **BUILD A FEAST FOR THANKSGIVING:** Take a look at The Grill's Thanksgiving feast for your family get together.

23 **INTERVIEW WITH FAMOUS CHEF JON ATHERTON:** Chef Atherton talks food and success with us.

## THANKSGIVING HOLIDAY FOOD AND TRADITIONS



Celebrate Thanksgiving right with some alternate recipes and great tips.

Author: Jeremy Wright

3: THE GRILL - FALL 2016

Today's recipe for **Bacon Wrapped Turkey Breast** is easy to cook and, as I always test my recipes, I can report that it was indeed perfect for the just the two of us last Sunday. I used a 900g turkey fillet, (sometimes called a saddle) although a small crown would be suitable too, and I served it with a smaller version of my very festive Sausage, Sage and Bacon Stuffing Loaf, fresh Brussels sprouts, carrots, steamed potatoes and gravy.

So, if you are spending Thanksgiving at home and there are only two of you this year, then this is the perfect recipe for a very special Thanksgiving dinner - you can freeze any leftovers if you wish.

You can also prepare this with chicken breasts, as a meal for one maybe, or for two individual bacon wrapped chicken breasts, again, just serve with seasonal trimmings and a glass of something boozy!

Bacon Wrapped Turkey Breast for two people (with leftovers) is the perfect recipe for small festive gatherings, an informal family Sunday dinner or mid-week meal; this easy to prepare and cook dish still has the "wow" factor and is wonderful for those ubiquitous turkey sandwiches later!

### DIRECTIONS:

**Step 1** - Pre-heat oven to **180C/375F**/Gas mark 5. Butter a baking tray or dish that will accommodate the turkey breast/filet/saddle.

**Step 2** - Season the turkey all over with salt (be aware that the bacon may be salty) and freshly ground black pepper. Rub a generous amount of softened butter all over the joint.

**Step 3** - Stretch the streaky bacon with the back of a knife - this stops the bacon from shrinking during cooking.

**Step 4** - Wrap the rashers of bacon around the turkey joint, making sure that the ends are tucked underneath.

**Step 5** - Place the turkey into the prepared tray and add about **100mls of water**. Loosely wrap some foil over the tray and cook in the pre-heated oven for **40 minutes** per kilo plus **20 minutes** - a kilo weight joint will take 1 hour (60 minutes) Unwrap the turkey for the last 15 minutes of cooking to allow the bacon to crisp.

**Step 6** - Allow to stand for **15 minutes** after cooking is finished.

**Step 7** - **Gravy:** Drain the juices from the pan/tray and use them to make gravy by adding a little cornflour that has been mixed with water to them; add some water and/or white wine, about 300mls and season to taste. Serve the warm gravy in a jug alongside the turkey.

**Step 8** - Serve the bacon wrapped turkey in slices alongside stuffing, sprouts, carrots, potatoes and all the usual dinner trimmings.

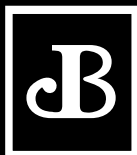


4: THE GRILL - FALL 2016

SUBJECT 7:

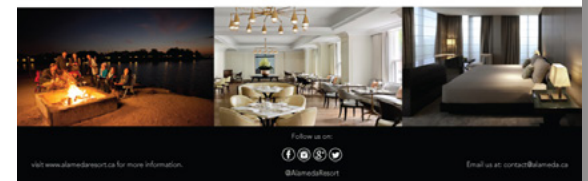
# ALAMEDA

The purpose of this project was to create a logo, mini brochure, and advertisement for a resort called Alameda, based in Haliburton, Ontario. The hotel's design is meant to establish the feeling of lavish and quality living.



## WELCOME TO ALAMEDA

Alameda Resort is an award winning, all season resort hotel nestled within the quiet yet beautiful countryside of Haliburton, Ontario. We offer a relaxing place for families and vacation traveller's to getaway as well as extensive meeting and reception rooms. Whether you're planning your wedding, celebrating a milestone party, throwing a birthday bash, or hosting a family reunion, your event with us will be a memorable occasion. Alameda was made for you. Come stay with us and see for yourself what Alameda has to offer.

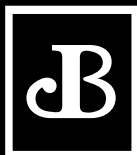




SUBJECT 8:

# IRON GIANT

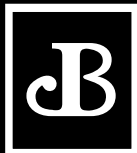
The Iron Giant is an award winning 1996 animated film created by Warner Bros. and Directed by Brad Bird. The purpose of this design was to create a poster for the movie in the Art Deco style as it reflects the time period and mood in which the movie takes place, and creates an interesting visual for people to see. I also designed this with a slight minimalist approach inspired by designers such as Olly Moss and Levente Szabo. The main challenge of this piece was creating the mood of the movie with minimal detailing.



SUBJECT 9:

# ***BAIRD'S WHISKEY***

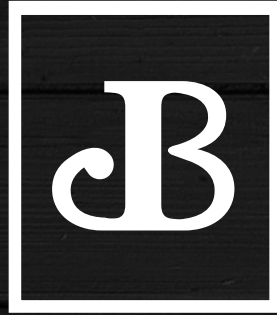
This is a branding project I had done for Baird's Scottish Whiskey. The logo is a clean escutcheon design to form a Scottish flag within the shield, to show the strength of the whiskey, as well as to represent where it comes from.



ORIGINAL SCOTLAND WHISKEY







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THE LINKS BELOW**