



LET MY CREATIVITY INSPIRE YOU.



14 Harwood Drive
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ENCHANTING BEAUTY

This was a brand identity for my Graphic Design - 02 class, redesigned after my . The requirements of this project was to investigate a company of our choosing, develop the logo and brand identity, and products that would suit it.

Included in this design is stationary products, makeup products with the company identity on them, and a shopping bag and exclusive t-shirt offer.





ENCHANTING BEAUTY

The target audience I was addressing was a young adult and older client, that can easily relate to the calming, environmentally friendly product.

With the design of the logo, I was combining three forms to create a logo that can identify beauty to the viewer.

What can you see?



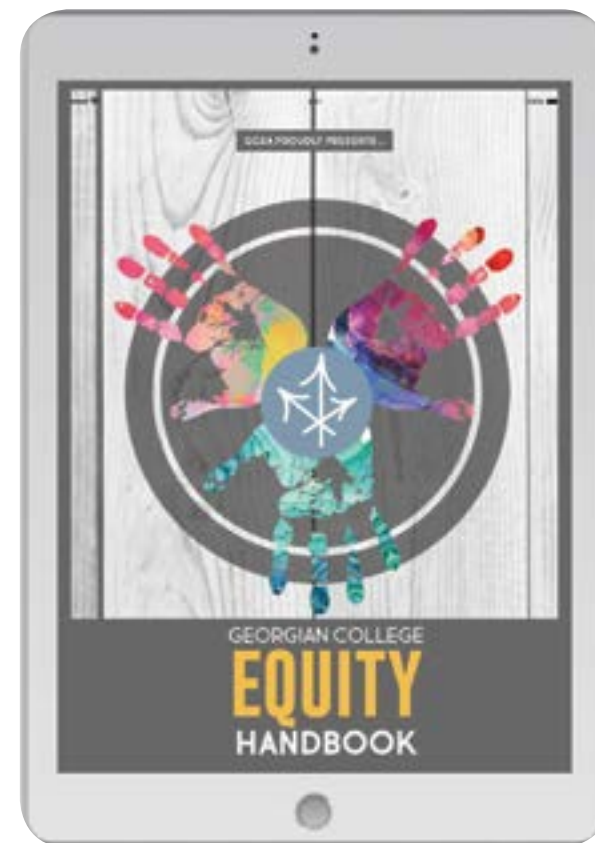


GROWING GEORGIAN - ADVERTISEMENT

During my field placement with Georgian College Students' Association, I was requested to become the Graphic Specialist for a new campaign coming to Georgian College: Growing Georgian.

One of the challenges with this piece was working with the already formed logo. The unique solution was to use it as a seed, and allow it to grow within the hand: inspiring students to become involved with this program.





GEORGIAN EQUITY HANDBOOK

Included in my experience with Georgian College Students' Association, I was requested to aid with a handbook that covered the terminology of equality for Georgian College students. One of the key elements that I found challenging with this piece was representing a diverse culture, into one piece. It came to me when I had done my Fine Arts diploma: I would use of colours and water to represent a bold statement for the handbook. It is still a work in progress.





PRIDE VINEYARDS

For my Portfolio Development class, we were given the option to develop a wine company for its identity and packaging. I developed it as a tribute to the African culture.

The focus on this brand was to bring it to life with vibrant patterns, a regal elephant to define an upper class audience, and the use of bold coloring and typography. As for the package, I chose to put it in a crate to give it a sense of adventure, and the imagery of quality goods being shipped in.



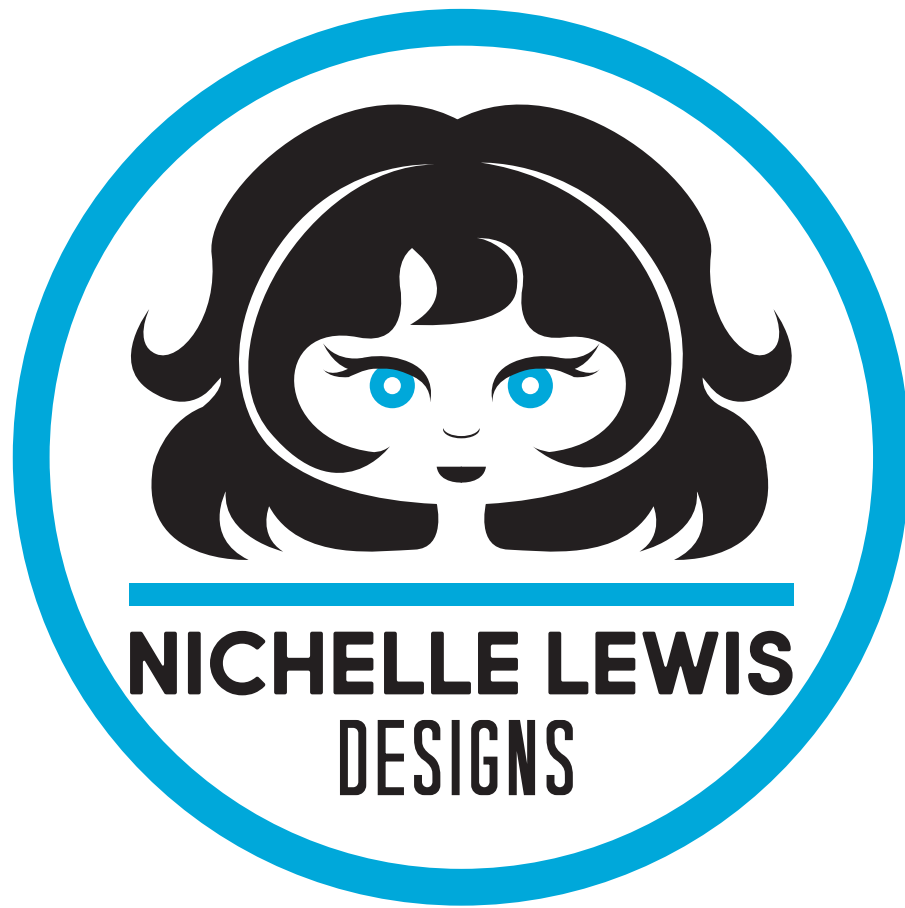


PURPLE & GREEN LANDSCAPE

This was my final project for my Portfolio Development class, where I had chosen to develop a landscaping company called Purple & Green Landscape.

One of the key challenges was developing an identity with a company called 'Purple & Green'. With plenty of rough sketches, I managed to play off with the look of the P and G, where I had a leaf grow out from the P to form the G. The main focus for this was a web design that fit the company.





PERSONAL BRANDING

For personal development, I always found myself pushing the grounds in regards to my personal identity. One of the challenges that I had was choosing which logo to use, and which would best define my skill set.

The first logo I developed was an icon project I had originally used, which is being used now for my comic strip website. Meanwhile, the new logo I developed is a combination of my hand drawn initials: N and L.





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