



**ANTHONY
MIKA**

**20
17**

GRAPHIC DESIGN PORTFOLIO

PORCUPINE PRESS
BRANDING & BOOK
SERIES DESIGN

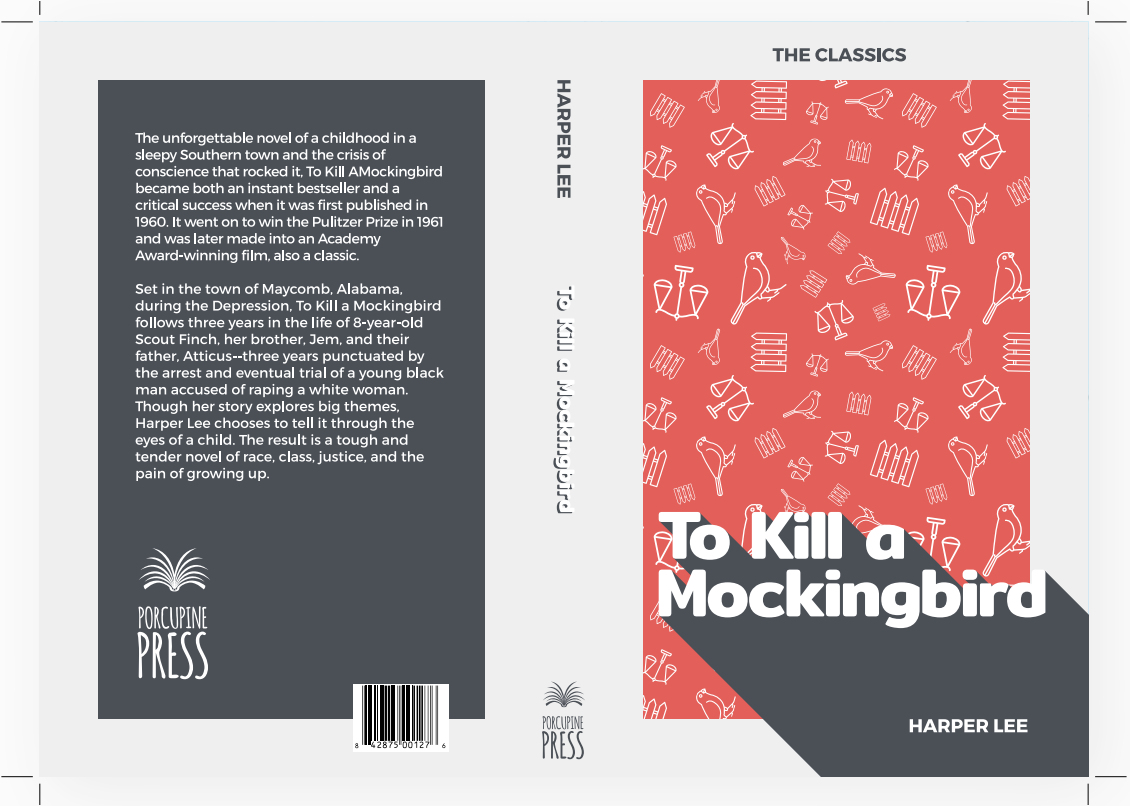
A series of book covers for elementary/
high school students that highlight
“The Classics” by the Porcupine Press
Publishing Company. This design
solution is meant to compete with
digital publishing by incorporating
modern flat colours, web safe Google
fonts, & digital iconography.

IN THIS I CREATED:

- The Porcupine Press logo/branding.
- Icon Pattern.
- Design Layout.

ITEMS:

- 1) A Book Cover Design Layout.
- 2) Book Cover Series Mock-up.



ODYSSEY DESIGN
STUDIO JOB
APPLICATION TASK

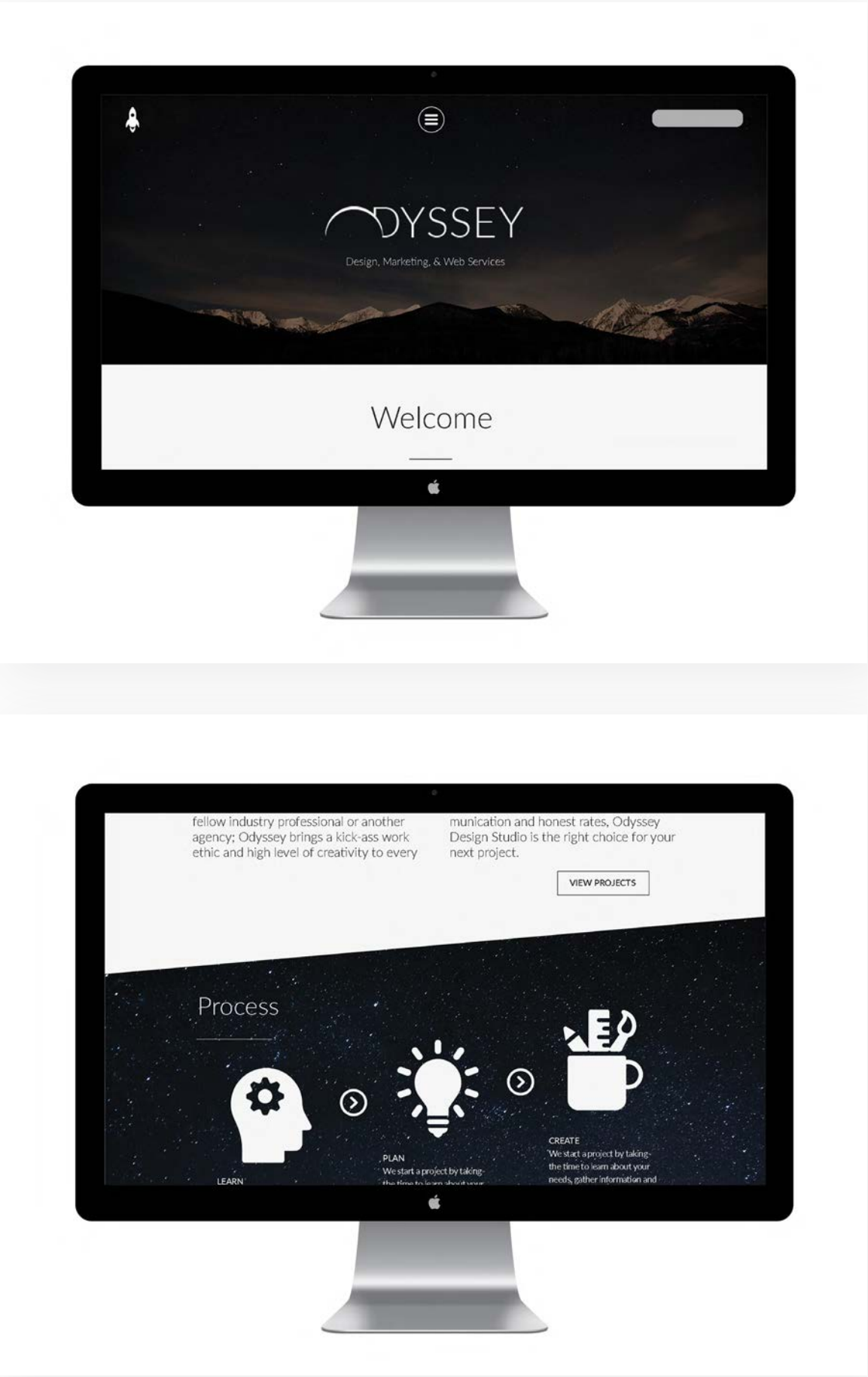
These home & service desktop pages were designed for a Graphic Designer position at a Barrie Design Studio. The objective was to create the 2 page layouts using the information from the existing site as required content. The timeline given to complete the task was 3 hours. After completion I had received a 5 month contract as a freelance designer with the studio.

IN THIS I CREATED:

- The website page design layouts.
- Custom space scene hero images.

ITEMS:

- 1) Desktop Home Page Layout.
- 2) Desktop Services Page Layout.
- 3) Home Page Hero Image In Apple Monitor Mock-up.
- 4) Service Page Process Icons In Apple Monitor Mock-up.



2017 DVA SCHOLARSHIP SHOW POSTER CONCEPT

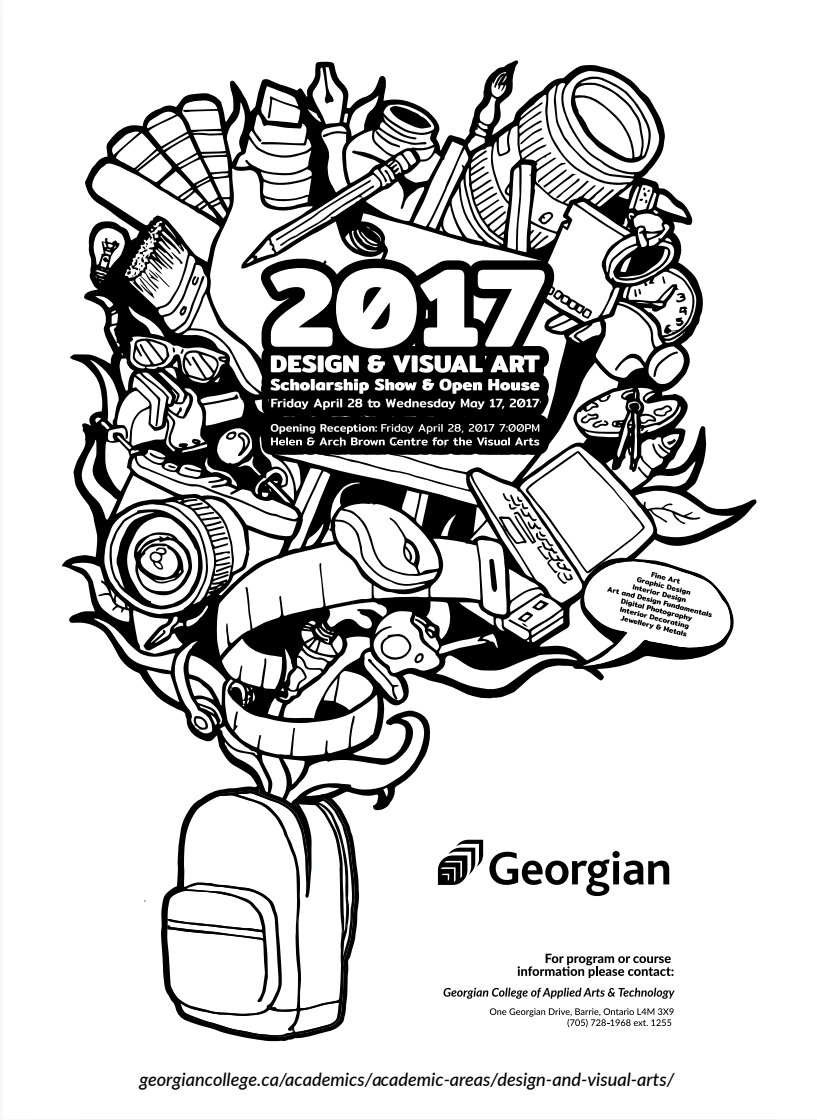
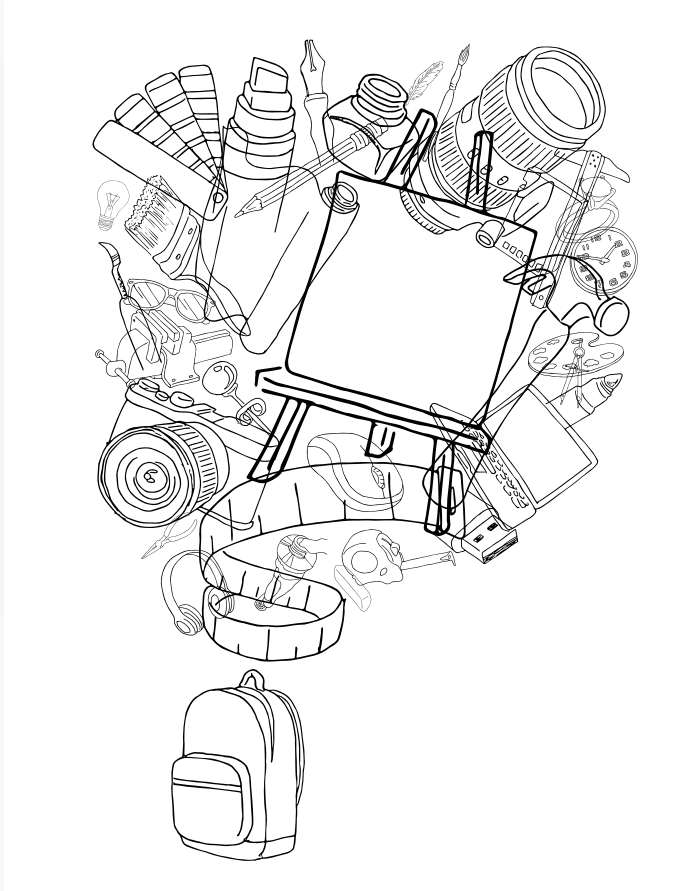
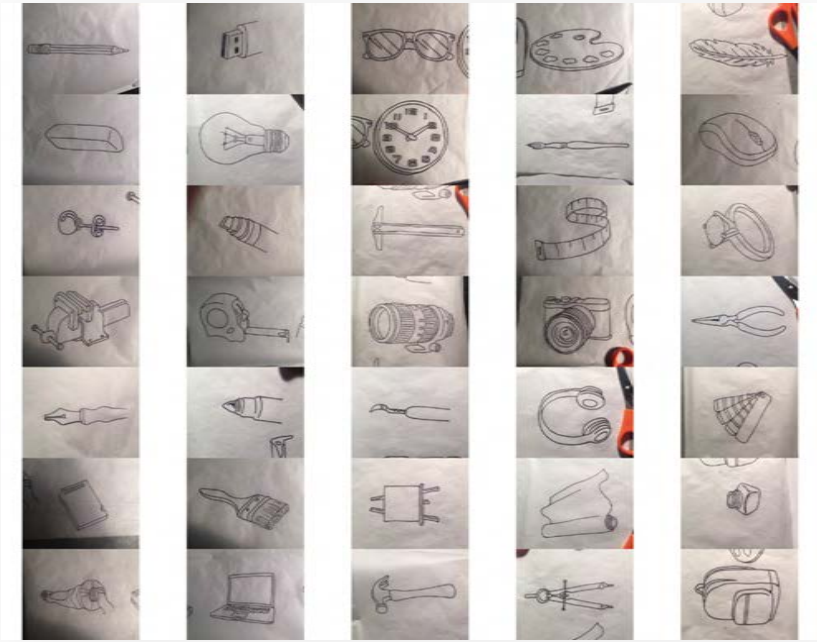
Concept design submission for the Georgian College 2016 DVA Scholarship Show. This design is tailored to a teenage market and inspired by a colouring book/Sharpie art style. The overall design should invoke creative inspiration to the viewer. It is meant to replicate the busyness of a creative mind while incorporating commonly used items from the programs being showcased within the show.

IN THIS I CREATED:

- The individual item drawings.
- Sharpie composite outline of the hand drawn objects.
- Vector digitization of the Sharpie mural.
- Poster type setting & overall design.

ITEMS:

- 1) Individual Pictures of Each Drawing Used Within the Design Collage.
- 2) Vectorized Drawings Compiled for Final Layout Balance.
- 3) Hand Traced Item Collage in Sharpie Art Style
- 4) Final 2017 DVA Scholarship Show Poster Design.
- 5) Poster Within Mock-up.



VISUAL ADVOCACY AWARENESS DESIGN

This public awareness advertisement was created to reflect personal interests. This design is meant to communicate the vulgarity of washroom handles due to impolite actions of individuals who do not wash their hands after using restroom facilities. The subject matter is created using creative commons imagery with photo manipulation techniques in Adobe Photoshop.



IN THIS I CREATED:

- The entire image compiled design.
- Informative label.
- Washroom urinal mock-up.

ITEMS:

- 1) Creative Commons Handle Image.
- 2) Creative Commons Blood Drip Image.
- 3) Creative Commons Skin Infection Image.
- 4) Creative Commons Blood Splatter Image.
- 5) Creative Commons Metal Handle Image.
- 6) Complete Visual Advocacy Design.
- 7) Urinal Mock-up with Advertisement.



HIP HAVEN CAFE BRANDING & MENU

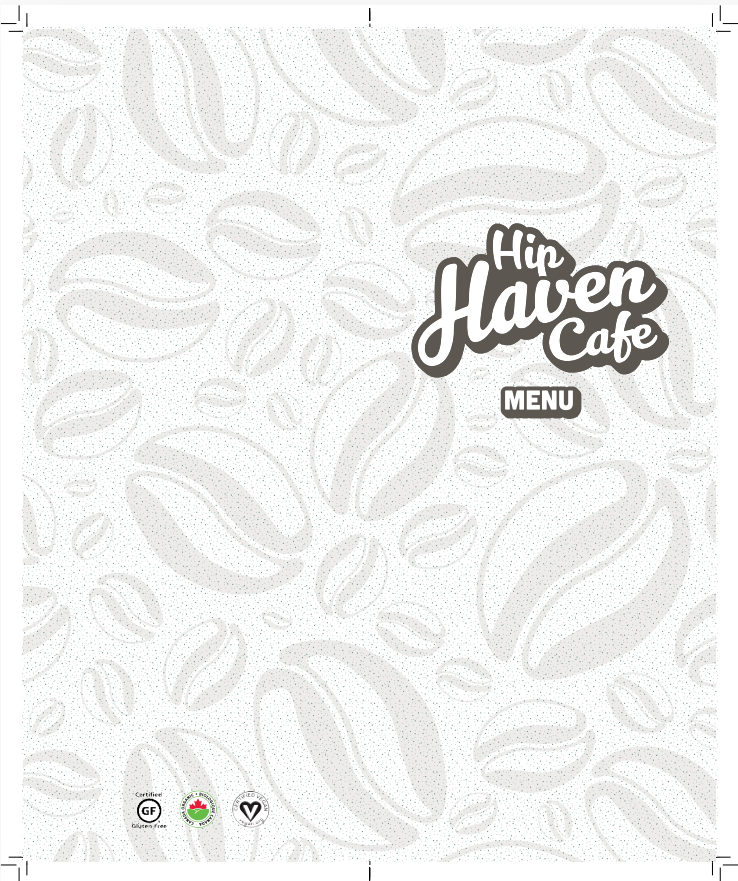
Hip Haven Cafe is modern hipster cafe that is vegan, 100% Gluten free & Organic. This menu design mixes organic colours & typography with a modern yet clean minimalistic style.

IN THIS I CREATED:

- The Hip Haven Cafe name, logo & brand.
- Coffee bean pattern background.
- Hip Haven Cafe Menu Design.
- Information text provided on the menu.

ITEMS:

- 1) Take-out Bag.
- 2) Outdoor Sign.
- 3) Inside Menu Design.
- 4) Inside Menu Mock-up.
- 5) Outside Menu Design.
- 6) Outside Menu Mock-up.



GEORGIAN COLLEGE MAP & SIGN-AGE SYSTEM DESIGN CONCEPT

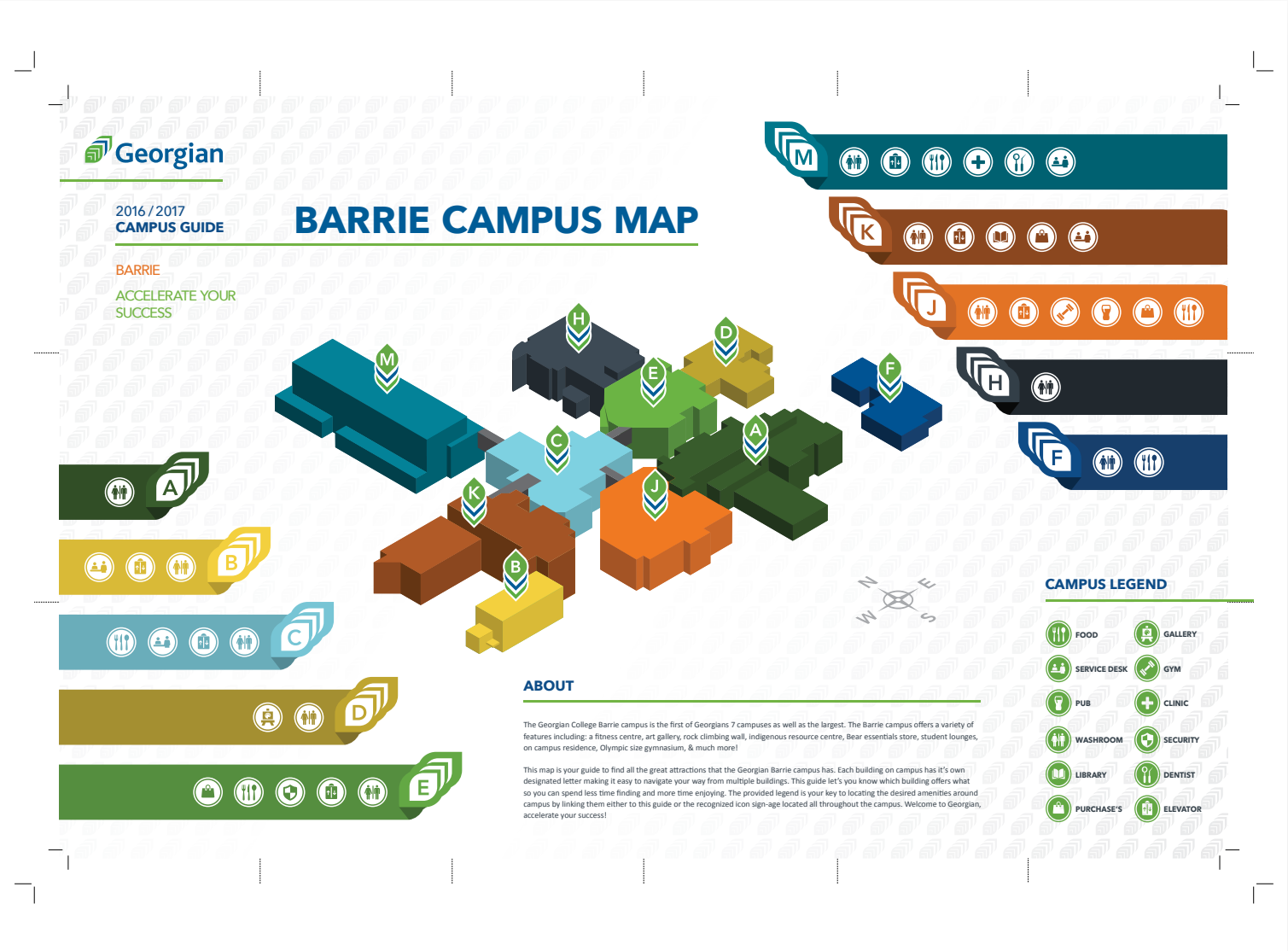
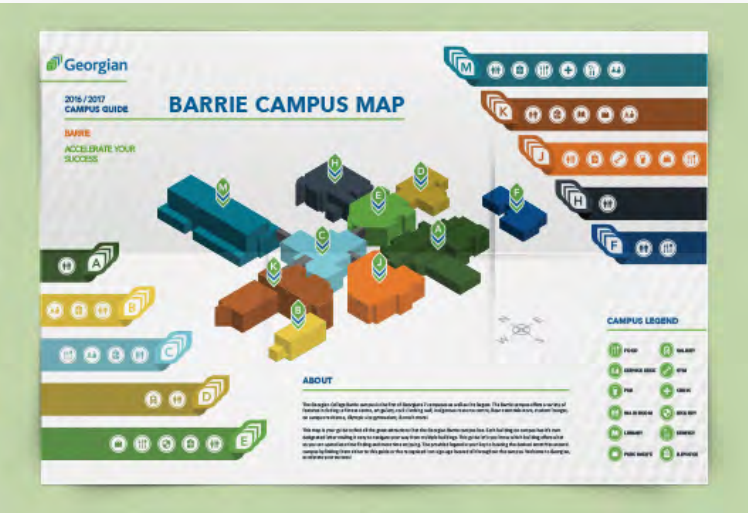
A fun and modern way for students and visitors to navigate through the Barrie campus. Incorporates modern iconography and an expanded colour palette that compliments the existing Georgian College brand.

IN THIS I CREATED:

- The outdoor sign illustration & concept.
- Outdoor & indoor sign visual mock-ups.
- Isometric campus map illustration.
- 11x17 Zeddie pack fold layout.
- Map layout design.
- Map perspective popping banners to fit the Georgian leaf logo.
- Fading Georgian leaf pattern background.
- Campus 'About' text.
- Personally produced campus photography.
- Folded Zeddie pack mock-up.

ITEMS:

- 1) Outdoor Sign Concept Illustration.
- 2) Campus Map Design Layout.
- 3) Campus Map Design Mock-up.
- 4) Zeddie Style Folded Mock-ups.
- 5) Indoor Signage Barrie Campus Mock-up.
- 6) Outdoor Sign Barrie Campus Mock-up.



REZZ REMIX TRACK
COVER ART

(CONTEST SUBMISSION)

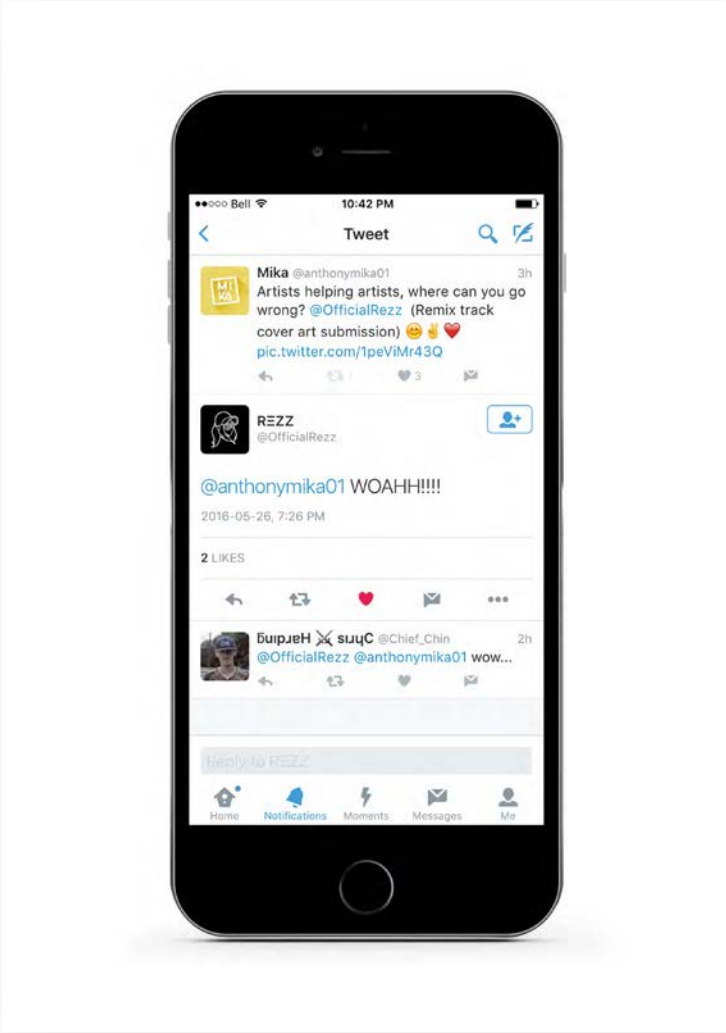
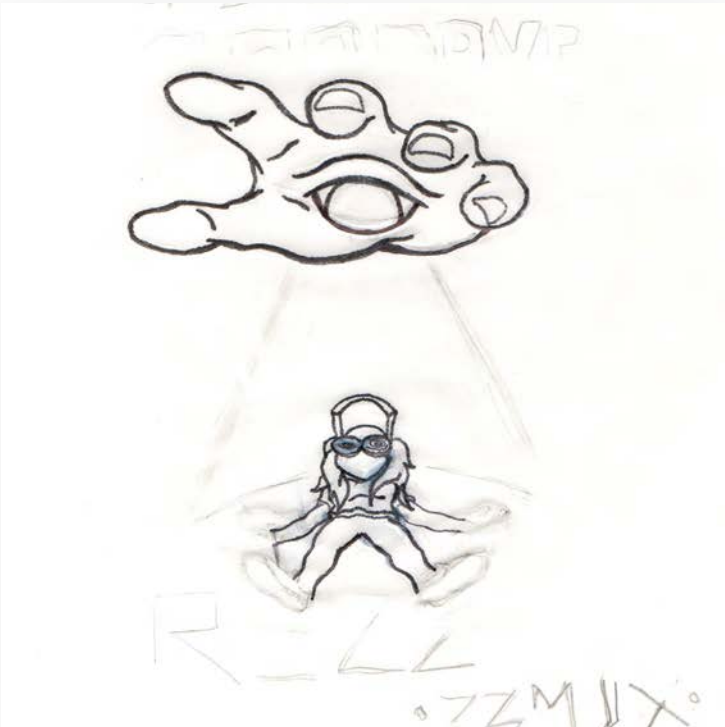
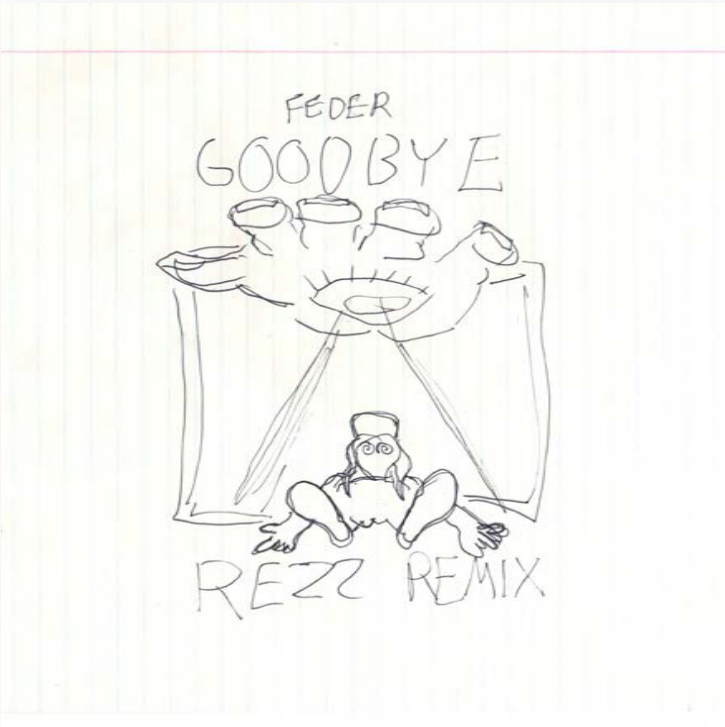
This cover art design was created for a Toronto electronic music artist after posting to Twitter asking for fan produced artwork. Design Brief asked for “something trippy” and included the track name and artist. The timeline given to complete was 48 hours. The overall concept incorporates iconic pieces used within the artists branding such as a baseball cap, spiral lens glasses, & a hand with an eye on the palm. This solution uses these elements and ties it into the track titled Goodbye. The hand acts as a spacecraft taking the remix artist (REZZ) away on a trip. After submitting the piece I had received recognition from REZZ over Twitter however the track has yet to be released.

IN THIS I CREATED:

- The cover art design & concept.
- Hand & character illustrations.

ITEMS:

- 1) Original Thumbnail Concept.
- 2) Hand Illustrated Cover Elements.
- 3) Computer Generated Cover Illustration.
- 4) Final Cover Artwork Mock-up.
- 5) Twitter Recognition In iPhone Mock-up.



FARM BOY BRANDING & DIRECT MAIL CAMPAIGN

Brand design concept for Farm Boy Organic Grocery Market Chain. This design is created to stand out from competitors such as Whole Foods, The Big Carrot, & Nature’s Emporium. The solution is quirky to add to the natural presence, animated so it reaches a younger audience, & earthy in colourful tones to communicate the corporation’s organic values. Farm Boy incorporates old school farm brand elements but separates from the competitors by using modern flat colours and simplified flat illustration elements to create a clean yet organic modern presence.

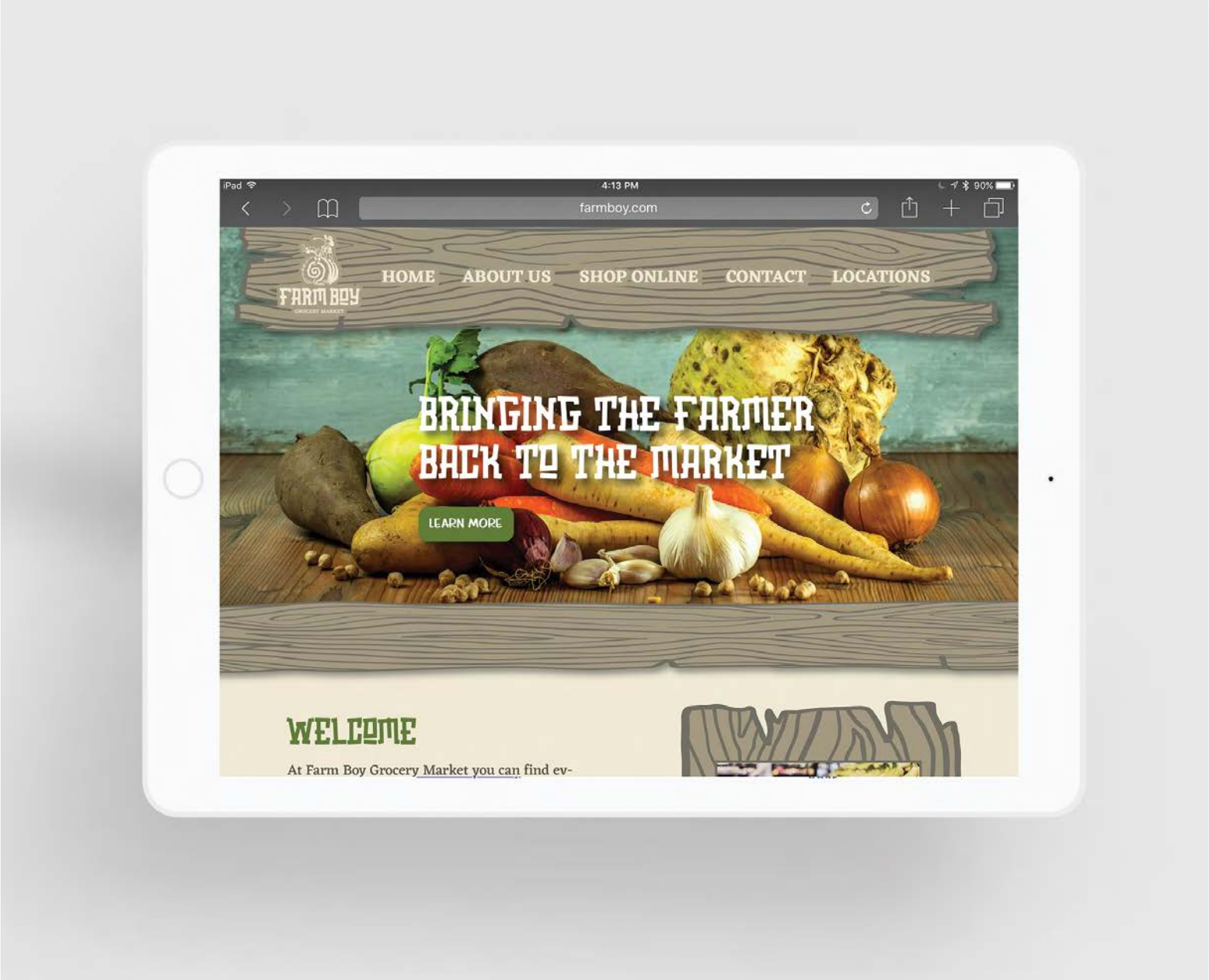


IN THIS I CREATED:

- The Farm Boy logo & brand.
- Tablet website page layout.
- Bus shelter advertisement design.
- Portrait & landscape grand opening direct mailer designs.

ITEMS:

- 1) Farm Boy Logo.
- 2) Farm Boy Website Home Tablet Page Mock-up.
- 3) Farm Boy Bus Shelter Advertisement Campaign Mock-up.
- 4) Grand Opening Direct Mailer Frontal Designs Mock-up.
- 5) Grand Opening Direct Mailer Rear Designs Mock-up.



SPROUT WISE
MEDIA BRANDING

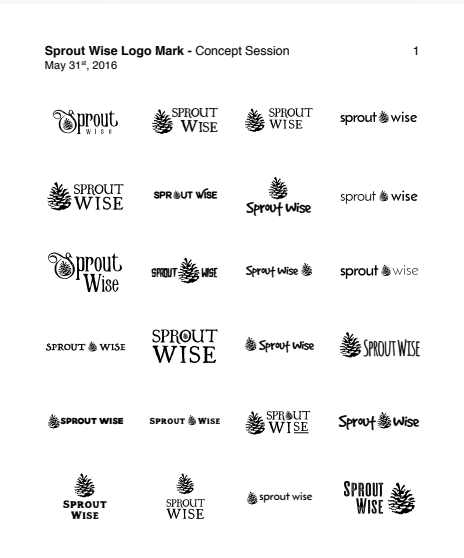
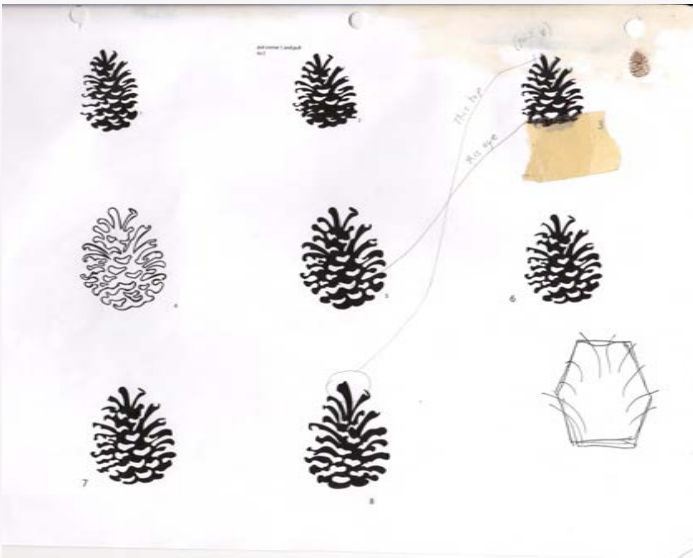
Brand & logo design for local media company. This design mixes young with old by playing upon serif with sans serif typography. The pine cone icon uses a closed Gestalt style logo to allow a easily legible appearance at any size.

IN THIS I CREATED:

- The Sprout Wise logo/branding.
- Pine cone illustration.
- Pine cone thumbnail sketches.
- Wordmark concepts.

ITEMS:

- 1) Sprout Wise Wordmark with Variations.
- 2) Website Home Page Mock-up.
- 3) Pine Cone Concept Sketches.
- 4) Pine Cone Detail Revisions.
- 5) Wordmark Concepts.
- 6) Client Printed Business Card.



BED & BREAKFAST CORPORATE BRANDING

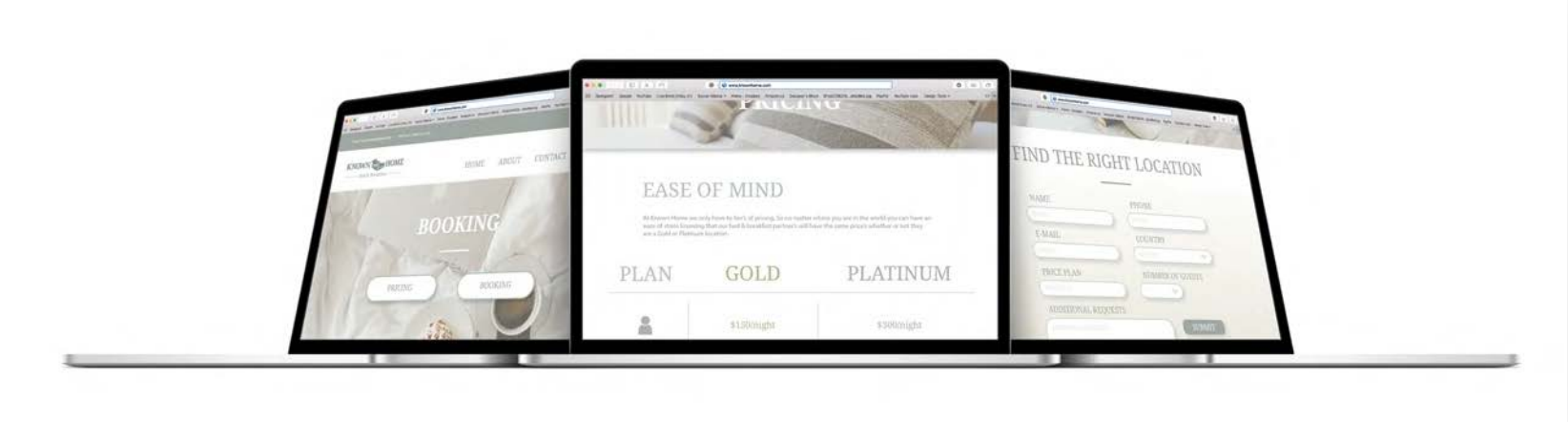
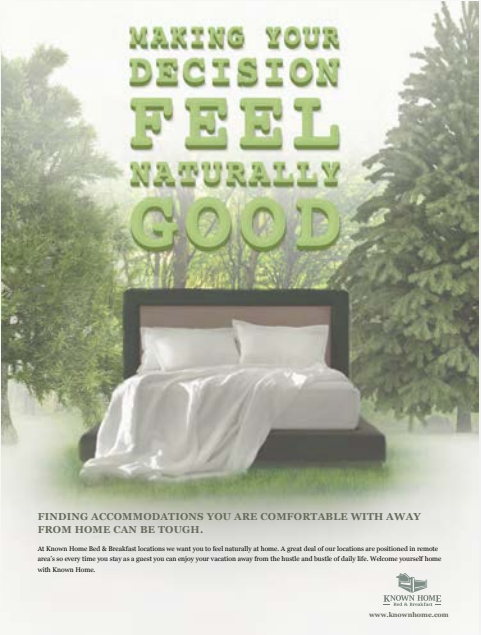
Brand & marketing applications created for a high end Bed & Breakfast chain concept . The Known Home company gives professional branding and marketing outlets to small local B&B's throughout the world to give visitors a pleasant & seamless experience. The brand is tailored towards a mature audience ages 40-60 who travel and stay at local B&B's. The gender neutral colours and home like bed logo gives consumer's the feeling of natural known comfort when choosing Known Home Bed & Breakfast.

IN THIS I CREATED:

- The Known Home name, brand and logo.
- Newspaper advertisement & content.
- Full page magazine advertisement concept & content.
- Corporate brand elements.
- Desktop & Mobile website design.

ITEMS:

- 1) Known Home Logo & Variations.
- 2) Newspaper Advertisement.
- 3) Newspaper Advertisement Mock-up.
- 4) Corporate brand elements.
- 5) Magazine Advertisement.
- 6) Magazine Advertisement Mock-up.
- 7) Desktop & Mobile Home Page Mock-up.
- 8) Multiple Desktop Pages Mock-up.



MARIO DESIGN 2016 PROMO CAR WRAP COMPETITION CONCEPT

(WINNING DESIGN)

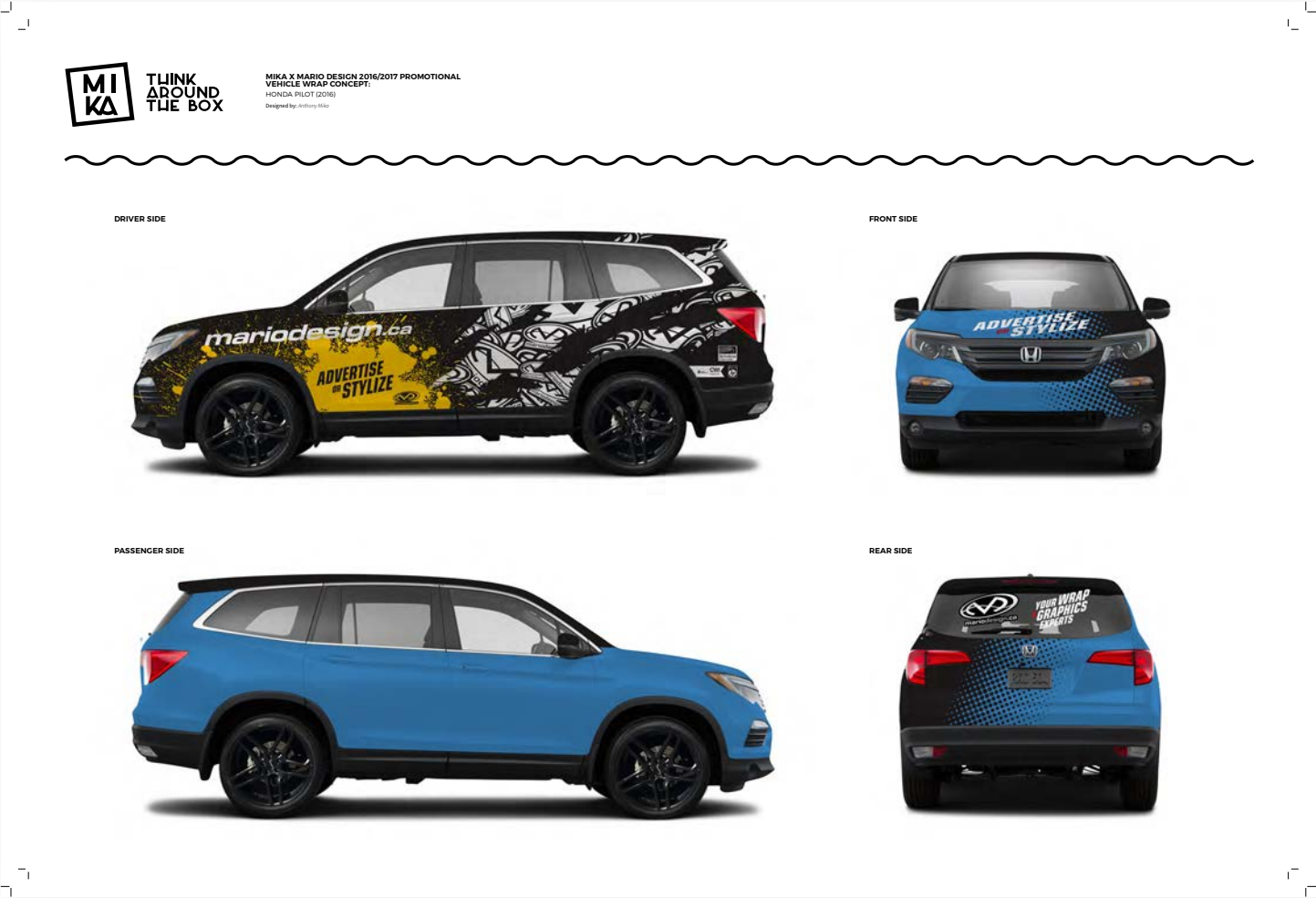
Concept & winning design submission for the 2016 car wrap competition produced by Mario Design in association with the 3rd year Georgian College graphic design program. Design shows off how the services the company provides can stylize or advertise separate halves of your car.

IN THIS I CREATED:

- The driver side graphic solution with provided company logos & text.
- The vehicle visual concept layout.

ITEMS:

- 1) Car Wrap Design Layout.
- 2) Physical Car Wrap Application.



LOGOFOLIO



THANK YOU!

I HOPE YOU TOOK INTEREST OR HAVE BEEN INSPIRED BY MY BRIEF
PDF DESIGN PORTFOLIO.

If you have any further questions or would like to arrange a meeting, below I have supplied you
with links to my personal **e-mail**, **cell phone**, **resumé**, & **portfolio website**.

I look forward to hearing from you.



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