



Graphic Designer
Portfolio



ADVERTISING

Design a poster informing the public of a social issue and how they can make a difference. BEE POPULATION AWARENESS. The chain effect of picking flowers in which bees depend on for food effects their survival as well impacts food for humans ... Visual representation

created using...

- Illustrator
- Photoshop
- InDesign





ILLUSTRATION

Design a series of fictional character Stamps using only Pen tool. Mimicking of shapes, layers and colour use. American Horror Story Edition Stamps

created using...

- Illustrator





ADVERTISING

Design a poster visual explaining how Barrie Bingo proceeds help fund the community. Some Barrie Bingo proceeds are donated to On Stage Performance Group to help pay for plays, musicals and other performances.

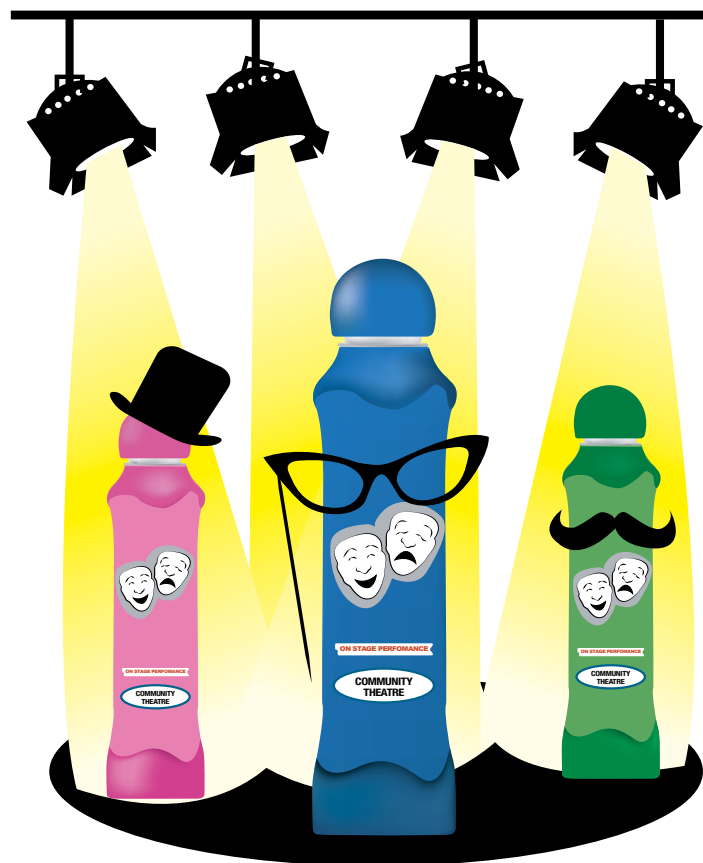
created using...

- Illustrator
- InDesign

This peice won and was selected to be printed and displayed at Barrie Bingo Hall! (November 16 2016)

Bingo Makes a Difference

CHANGING LIVES. IMPROVING LIFE.



ONSTAGE PERFORMANCE GROUP

has been creating theatrical productions in the Barrie Community for over 10 years. This groups allows any interested individual to opportunity to be a part of the theatrical presentation, whether it be acting or as part of the support staff behind the scenes. Their annual productions are subsidized in part through their participation at the Delta Bingo and Gaming Centre Barrie. Funds raised through their partnership here are used to pay for theatre rentals, costumes and props. In the future, the Group hopes to use these funds to expand their programs to offer acting and directing workshops for their members and others in the community. Thanks to our players for their ongoing support!





CORPORATE

create a fictional character and designs branding guide for designated logo.
Enviroman: here to protect our earth, he uses his green target to eliminate pollution and make the environment more green!

created using...

- Photoshop
- InDesign

ENVIROMAN GRAPHICS STANDARD GUIDE

With the headlines reading 'Global Warming more and more', 'Polls only are expensive and there that can truly save our world' and 'The world... Enviroman, Enviroman works to protect and enhance the quality of nature on our beautiful earth. His mission is to 'target and eliminate pollution'. With his green target eyes, Enviroman can pick up the smallest of them and eliminate the environmental friendly way.

LOGO USAGE COMPONENTS

The Enviroman logo should be used in its entirety with no alterations or additional elements added. Variation of logos used:



Variation of Logo misuse:



SAFE ZONE



COLOUR



TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Enviroman's typography reflects the strength and clarity of the brand. Helvetica is the chosen font for the logo. For any other text, a clean, sans-serif font is the chosen font.

HELVETICA

Designer: Max Miedinger

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAVITY

Designer: Vincenzo Vucaro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



CORPORATE & EDITORIAL

re-design "The Classics" Moby Dick, 1984,
The Wizard of Oz, The Lord of the Flies.
Create book covers to captivate new
readers to rediscover classic stories.

created using...

- Photoshop
- InDesign



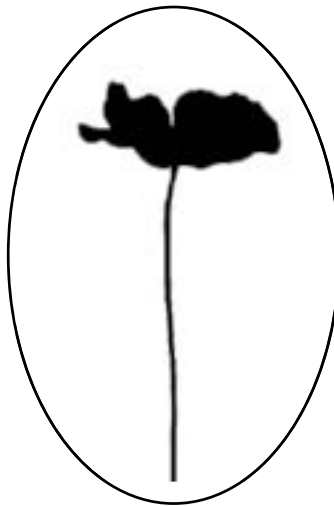


CORPORATE BRANDING

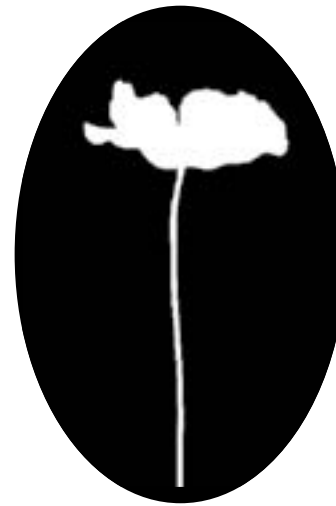
Create an identity for a fictional company, reflecting the tone and quality of the company. Logo reflects the "Essence" of this florist company giving a modern fresh, soft & simplistic look.

created using...

- Photoshop
- InDesign



Essence
Florist Designer



Essence
Florist Designer



Essence
Florist Designer



EDITORIAL

Develop a nameplate and create a fictional magazine. COUTURE: Canadian Fashion Magazine, Typography focus design.

created using...

- Photoshop
- Illustrator
- InDesign





Brand Build Out

Two Print Pieces for GOODWOOD. How To Tie: The Half Windsor Knot , promotional mailing 4x6 print piece. Hanging Your Tie Box; print hanging instructions. (Tape paper to wall for exact alignment of nail holes to hang Tie Box).

created using...

- Illustrator
- InDesign





CORPORATE & EDITORIAL

Redesign a pre-existing Annual Report, goal is to be more visually appealing, easier to navigate through.

created using...

- Photoshop
- InDesign
- * Illustrator

