



# new\_blood

Cambrian College of Applied Arts & Technology  
Graduating Graphic Design Class of 2005

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Cambrian College of Applied Arts & Technology  
Graduating Graphic Design Class of 2005

melissa\_billings

marcus\_gilroy

mandy\_pickard

gary\_smith

john\_bourguignon

tyah\_hlohinec

matthew\_quesnel

leah\_swatko

joel\_chartrand

ryan\_judd

jarael\_sackaney

trevor\_wylie

kevin\_dodds

mark\_mcallister

vince\_scarfone

alina\_yanta

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melissa\_billings

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### Objective Statement:

Highly self motivated and goal orientated professional committed to pursuing experience in Graphic Design. With my strong analytical and problem solving skills, computer proficiency and ability to follow through with projects from inception to completion, I want to further my knowledge and experience in this field through full time employment.

### Skills/Accomplishment:

In-depth experience applying graphic design principles  
MS Windows 95/98/XP operating system

Ability to learn quickly and apply new technologies

Newsletters

Logos

Brochures

CD covers

Stationery

Retail packaging

Corporate Identity

Websites

QuarkXpress

Illustrator CS

Photoshop CS

Freehand MX

InDesign CS

Exceptionally well organized

Strong work ethics

Willingness to work hard to achieve employer objectives.

Finalist in logo design competition for The Busy Beader, Sudbury, ON, 2004

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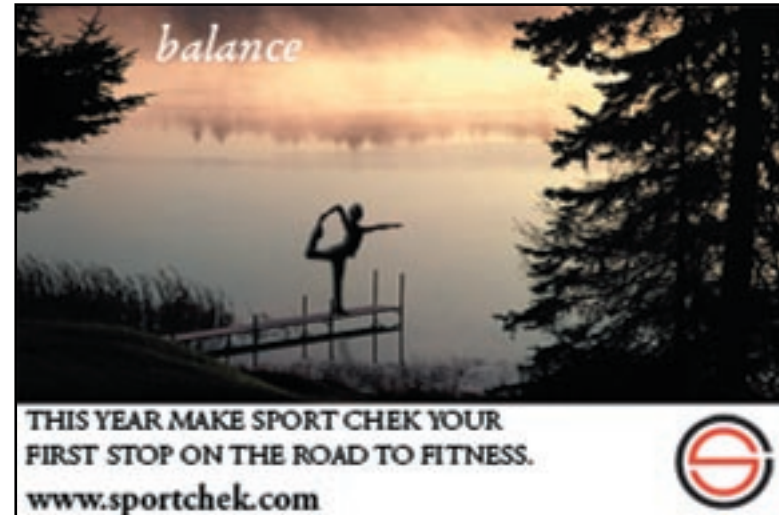
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**Challenge:** Redesign a poster for an Anti Drinking and Driving charitable organization.

**Solution:** I abstractly combined a bottle and a key. The spilled beer is shaped as a key, to imply the effects of drinking and driving. It is an odd image that grabs your attention and makes you wonder.



**Challenge:** Create new Corporate Identity for Sport Chek

**Solution:** I made a campaign that keeps continuity throughout every ad. I created a relaxed and calming feeling towards Sport Chek.

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### Objective Statement:

To be employed in the Graphic Design field, that uses my skills in corporate identity as well as to gain further experience and hone my skills in the workplace

### Skills / Accomplishments:

Adobe Creative Suite Programs  
Macromedia MX Programs  
Mac and PC Competent

john\_patrick\_bourguignon

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Cartier, Ontario

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reallyevilgenius@hotmail.com

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**Challenge:** Create a new logo for British Airways  
Give them an up to date look and generate more visual interest

**Solution:** I modified the bottom quarter of the union jack flag. It creates an arrow that represents travel or an airplane in motion



**Challenge:** Scholarships Canada Poster, Design a creative visual that will show the price of a post secondary school education

**Solution:** The tassel on a graduation cap mimics the way a price tag is attached to an item.

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joel\_chartrand

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joel426@sympatico.ca

### Objective Statement:

To obtain a full time entry-level position where I can put my creative energy to good use

### Skills/Accomplishments:

Adobe Photoshop CS  
Adobe PageMaker 7.0  
Adobe Illustrator CS  
Adobe InDesign CS  
Adobe Acrobat Professional 6.0  
Macromedia FreeHand MX  
Microsoft Word  
Macromedia FreeHand MX  
Adobe Photoshop CS  
Adobe InDesign CS  
Drawing  
Sketching  
Sculpting  
Photography

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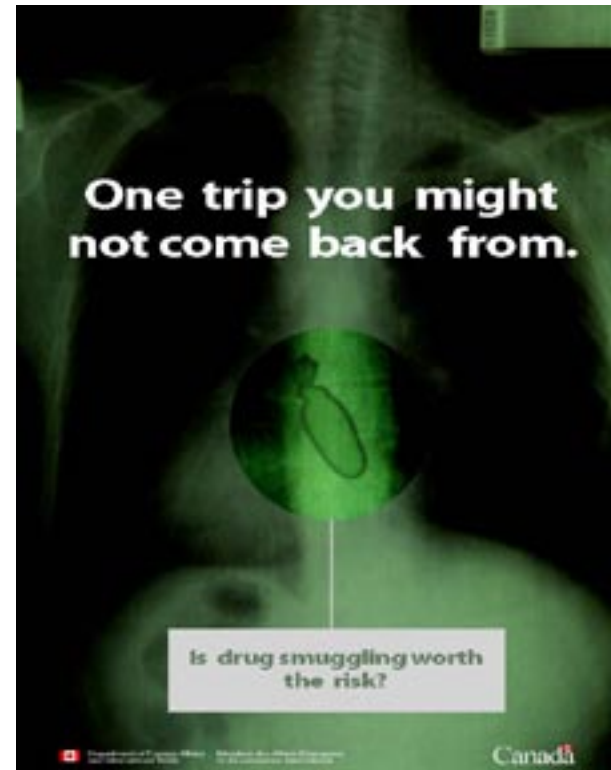
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**Challenge:** Needed a picture showing some sort of extreme activity related to freestyle biking and finding a catch phrase for it as well.

**Solution:** I took a jump off a ledge with a bike while someone took a picture and for the catch phrase I brainstormed around the idea of freestyle.



**Challenge:** Finding a provocative picture showing the idea of drug smuggling.

**Solution:** My parents work at a hospital with permission they got an x-ray for me.

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**Objective Statement:**

Seeking employment within the Graphic Design field

**Skills/Accomplishments:**

Windows XP  
Mac OSX  
Adobe Photoshop CS  
Adobe Illustrator CS  
Adobe Indesign CS  
Adobe Golive CS  
Adobe Acrobat 6  
Internet Explorer  
Macromedia Freehand  
Macromedia Flash  
Microsoft Word  
QuarkXpress  
Digital Illustration  
Page Layout  
Copy writing  
Corporate Identity  
Package Layout  
Editorial Layout  
2005 Cambrian College Music Student Self Promo Package

kevin\_dodds

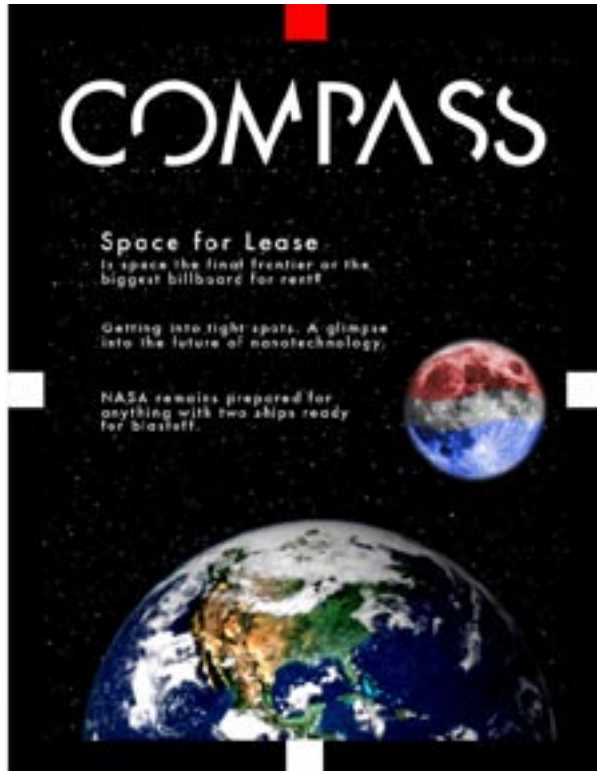
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**Challenge:** Pocket Books Logo

**Solution:** To use quotation marks to represent the b and p from Pocket Books. The quotations are enclosed in a box with rounded corners to provide more stability. The font I chose is Futura Std Medium for it's rounded look that complements the roundness of the quotations.



**Challenge:** Compass Magazine Masthead

**Solution:** Using two meanings of Compass, navigation and completing ones understanding or knowledge. The missing elements in the word compass states that something must be completed. The border around the edge of the cover shows navigation with the red at the top meaning north.



### Objective Statement:

Full-time employment to further develop my experience in the design and publication industry.

### Skills/Accomplishments:

Creative/Innovative Thinking  
Extensive Teamwork Experience  
Critical Problem Solving Skills  
Positive and Enthusiastic Work Attitude  
Mac & PC:  
Highly Proficient in Photoshop CS, Illustrator CS, InDesign CS, QuarkXpress 5  
General Capabilities in: Flash MX, GoLive MX  
Corporate ID, Advertising, Poster Design, Editorial Layout  
Newspaper and Ad Layout  
Commendable English and Writing Skills  
2005 Bursary for Most Improved 3rd Year Graphic Design Student:  
Printing &  
Writing Papers Association - Pulp & Paper Products Council Award  
OAC Art Subject Award  
Ontario Scholar Award  
Grade 12 Communications & CO-OP Subject Awards

marcus\_gilroy

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**Challenge:** Busy Beader Logo, create a corporate logo for a new jewelry company operated by Irene Nizzero.

**Solution:** A slick, elegant and refined image that remains corporate yet keeps the essence of femininity.



**Challenge:** Quake Magazine Ad, producing a fictional branding campaign to promote Microsoft's new MP3 Player called QUAKE.

**Solution:** Clean design that draws the eye. Using a fun image that will become an icon for the new QUAKE.

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**Objective Statement:**

Preparing to enter Sheridan for their new Media Design Program.

**Skills/Accomplishments:**

Design/Original Art  
Site Construction  
35 mm and Digital Photography  
Search Engine Strategies  
Macromedia Flash MX  
Illustrator 9, 10 and CS  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
Microsoft Access  
Website Database Design & Management  
HTML  
Project Management  
Message Development  
Photoshop 5,9 and CS  
GO Live 6  
Corel Word  
Corel Draw

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**Challenge:** Masthead and Cover producing a masthead based on a word choice.

**Solution:** a representative type logo which symbolizes the embodiment of sewing. The stitch lettering is edgy and unique.



**Challenge:** Persona Logo, to recreate a logo that would showcase the personality and philosophy of the Persona company.

**Solution:** A symbol representing "People Communicating Together"

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### Objective Statement:

To advance my skills in as many design facets as possible

### Skills/Accomplishments:

Adobe Photoshop CS  
Adobe InDesign CS  
Adobe Illustrator CS  
Adobe GoLive CS  
Acrobat Professional 6.0  
Macromedia Flash MX  
Macromedia Freehand MX  
Word Processing

Inco: Health and Safety Field Manual (illustrations and layout)  
J.C.G Total Yard Care: Logo, business card, letterhead, flyer, and web site.

Chris Proudly: Poster, resume, and pamphlet design for self-promotion.

Old Virgins: Logo design for a hockey jersey.

Bossa Nova: Logo design for restaurant signage.

CarryMeBabies inc.: Responsible for the design of T-shirt and doll artwork and all promotional design such as posters, pamphlets, presentations, etc.

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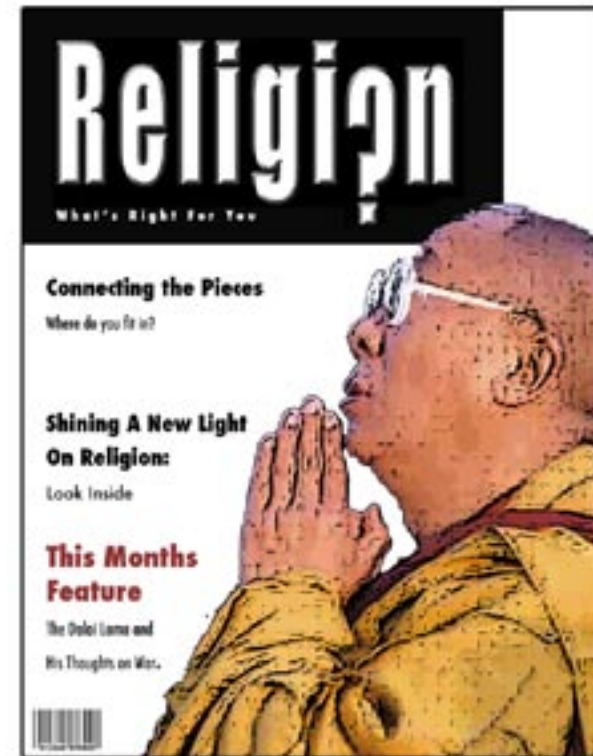
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**Challenge:** To effectively symbolize the personality and traits of a Japanese automobile company that has yet to find its grounds in North America.

**Solution:** By utilizing the image of a dragon, both the Eastern and Western philosophies of dragons are applied to the automobile company and its products, showing that they are both aggressive in their styling and performance, and protective and wise in their technology and implementation.



**Challenge:** To effectively symbolize the essence of religion in a masthead format.

**Solution:** Apply a question mark in place of the "O" in "Religion", and utilize unclear images to symbolize the uncertain nature of the subject matter, as well as confrontational headings to involve the viewer.

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### Objective Statement:

To contribute my skills in design to a group setting and expand my knowledge of Graphic Design by utilizing the experiences of others.

### Skills/Accomplishments:

Able to work independently or in a team environment  
Creative and unorthodox  
Able to work under stress and meet tight deadlines  
Strong work ethic  
High attention to detail  
Strong interpersonal skills  
Able to follow strict instructions  
Skilled in 2D Print Design, as well as New Media and Web Design  
Exceptional copy-writing skills  
Capable with administrative and organizational tasks  
2005 Northern Life Newspaper Scholarship (Highest GPA in the Graphic Design program)  
2004 Cambrian College Honorarium Recipient

mark\_mcallister

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**Challenge:** To create a unique brand for a Northern Ontario construction company.

**Solution:** A winding road knocked out of a circle to reflect Pioneer's focus on road construction. This winding road also serves as an implied letter "P".



**Challenge:** To create a classic brand for a major junior hockey league that avoided the use of stereotypical hockey imagery.

**Solution:** A circular shape was created using a mesh pattern to show an abstract view of a hockey puck. This design gives the OHL an "old time" feel without relying on silhouettes of hockey players or stereotypical swooshes.

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mandy\_pickard

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mandypickard@excite.com

### Objective Statement:

My short term objectives are to gain experience and increase my skill set. My long term objective is to work in a Graphic Design position on a full-time employment basis.

### Skills/Accomplishments:

Good Communicator  
Work Independently  
Excellent writing skills  
Experience with design concepts for packaging and advertising  
Experience with layouts and spreads for magazines and advertisements  
Experience with designing of logo concepts  
Photography  
Familiar with print preparation and production  
Experience in Photoshop CS  
QuarkXpress  
FreeHand  
PageMaker  
Illustrator CS  
InDesign CS  
Flash Mx (Graphics)  
MS Word  
3 year membership in RGD  
Awarded Art Bursary and Art Gift Award

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**Challenge:** To create a poster and masthead advertising to jazz music artists and fans.

**Solution:** Uniquely posed photography of saxophone and background. Edgy "SAX" masthead. Used vibrant colours to stand out and catch attention.



**Challenge:** To effectively communicate with an athletic target group, advertising that there is No Life "Without Water". We need water on earth to survive.

**Solution:** Used images of water and water droplet, representing the earth. Depicts the importance the water. Water images create thirst.

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### Objective Statement:

To contribute my unique design skills like no other designer  
To produce a growth of knowledge in the field of Graphic Design (RGD)

### Skills / Accomplishments:

Independent worker and able to work with others  
Able to work under stress and meet tight deadlines  
Able to listen well and follow strict instructions  
Strong work ethic  
Excellent artistic ability  
Very organized  
Adobe CS (Photoshop, Illustrator, Indesign, ImageReady)  
Macromedia (Freehand)  
Maintained a 3.6 GPA  
Recreation of Philips light bulb packaging  
Drum masthead and magazine cover  
Finalist for "Rainbow Routes"  
Finalist for "Organic Bodies"

matthew\_quesnel

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Sudbury, Ontario, Canada  
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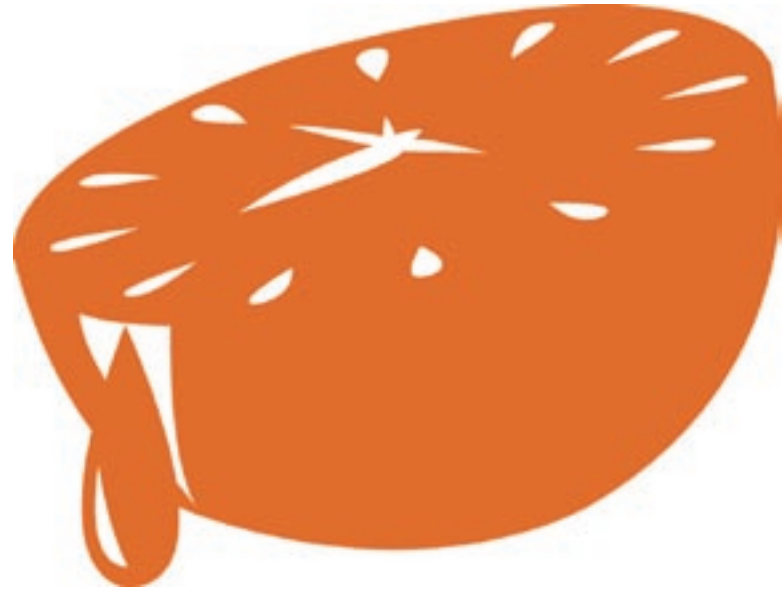
matt\_temper@hotmail.com  
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**DRUM** MONTHLY



**Challenge:** Giving some type of drumming movement/motion to relate to the masthead

**Solution:** Making the letter "U" have an arm movement/motion as most drummers drumming in a picture do CDC (Centers of Disease Control)

**Challenge:** Making a logo with a clock and an orange together.

**Solution:** Cutting an orange in half, with a friendly juice drop falling off the side and using orange seeds as stop watch needles to represent time.

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jarrael\_sackaney

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**Objective Statement:**

In search of a long-term career within the Design field

**Skills/Accomplishments:**

Training and experience in programs such as Adobe Photoshop CS

Adobe Illustrator CS

Adobe InDesign CS

Adobe GoLive

Adobe Image Ready

Acrobat 6.0 Professional

Flash MX 2004

Freehand MX

Microsoft Office X

QuarkXpress 8.0

Product packaging

Design layout

Drawing

Vector art

Photography

Photo manipulation and enhancement

Original insight

Strategist

Mapping original business visions

Group collaborations, solution

Brainstorming and problem solving

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**Challenge:** To redesign the Much Music Logo to make it stand out and be unique from competitors

**Solution:** With this logo I wanted it to represent what the company stood for, which is music. Using the two M's from Much Music I put them mirrored from each other in the middle with sound waves coming out of each side.



**Challenge:** To design a advertisement that stands out from other competitors.

**Solution:** For this advertisement I wanted to show how the water was fresh and purified. How I achieved this was by blending the water bottle in the waterfall and highlighting the water to a glowing blue.

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**Objective Statement:**

To secure full-time employment that will utilize my present graphic design skills and provide me with the opportunity to learn new ones

**Skills/Accomplishments:**

President of Vision, the Student Graphic Design Association  
(Sept. 2003 - Dec. 2003)

Vice President Internal of Vision the Student Graphic Design  
Association (Jan. 2004 -Apr. 2004)

Photography  
Sculpting  
Photo Manipulation  
Annual Report  
Corporate Identity  
Package Design  
Editorial Layout  
Advertisements  
Illustration  
Typography Manipulation  
Adobe Photoshop CS  
InDesign CS  
Illustrator CS  
GoLive CS  
Image Ready CS  
PageMaker 7.0

vince\_santino\_scarfone

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**Challenge:** AstraZeneca Logo, to create a corporate identity that is approachable and friendly but still maintains the seriousness of a pharmaceutical company.

**Solution:** I used an illustrated leaf knocked out of green, with silver as the secondary colour. I used the leaf since pharmaceuticals have their start with plants.



**Challenge:** Cinefest Poster, to recreate the 2004 Cinefest poster .

**Solution:** Used a medical approach with the bottle and label to create a memorable poster.

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### **Objective Statement:**

After leaving the college experience I plan to enter an Advertising/Graphic Design firm and establish myself, from there I will as a part time endeavor, pursue the field of graphic novel design.

### **Skills/Accomplishments:**

Adobe CS (Illustrator, Photoshop, Indesign, Golive)  
Macromedia (Flash and Freehand)  
QuarkXpress  
Mac and PC environments  
Design Skills  
Poster design, editorial design, branding, logo design, corporate identity,  
Advertising (print and billboard), Web design, wood working, metal shop, 3-D design.

gary\_smith

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Gsschoolcontact@hotmail.com

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**Challenge:** Mustang poster, for this project we were required to select a poster to redesign.

**Solution:** From the original design smattered with logos and a cliché photo, I combined two off the wall ideas, of crop circles and the Mustang as a main visual and the hot cool colour scheme with the vehicle shots.



**Challenge:** NECA Logo, as an independent project we needed to find a companies image to redesign, I had chosen the National Entertainment Collectable Association (NECA) and specifically a part that required redesign was their logo which had no symbolism and was simply a boring logo type.

**Solution:** From the original straight text gradated logo, I used the concept of a toy's ball joint for limbs ad such and made it into one solid colour.

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**Objective Statement:**

The development of a home based independent Design Company

**Skills/Accomplishments:**

Accomplished on PC and MAC platforms

Adobe Photoshop CS

Adobe Illustrator CS

Adobe InDesign CS

Adobe GoLive

Macromedia Flash MX

Quark Xpress

Microsoft Office Tools

Acrobat Pro 6.0

Dragon Naturally Speaking

Research utilizing Online Libraries and resources such as Ebsco Host

Acrylic painting, pen and ink with washes, 3D in clay, metal, and plaster

Mold making.

People Skills in communication, and public presentation

Experience in management positions.

Cambridge Cavaliers

Boar Goat Breeders Assoc. of Michigan

Sudbury and District Kennel Club

J + S Construction

CKCSCC donation of a painting for fund raising efforts

leah\_swatko

7404 Hwy. 17 West  
RR#1  
Worthington, Ontario  
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ministik@vianet.on.ca

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**Challenge:** Sudbury and District Kennel Club, design a logo and stationery that was identifiable with a Kennel Club yet friendly and approachable.

**Solution:** The logo I developed used a dog nose print, was generic enough to satisfy the need for instant public recognition and association with dogs, and yet retained a professional, refined, and mature persona.



**Challenge:** Elissa Gallery event, develop an invitation package to an Art Gallery opening featuring the works of an artist.

**Solution:** Developed a professional esthetic invitation package that incorporated my own works.

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### Objective Statement:

To obtain a position in the design field, with emphasis on continuing development of technical and computer skills

### Skills/Accomplishments:

Photoshop CS  
Illustrator CS  
InDesign CS  
GoLive CS  
Freehand  
Flash MX  
Microsoft Word  
QuarkXpress  
PageMaker  
Windows XP operating system  
Macintosh operating system  
Student member of RGD Ontario for three years

trevor\_wylie

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trevjennwylie@hotmail.com

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**Challenge:** Hanover Logo

To redesign the Corporate Identity for the town of Hanover.

**Solution:** Hanover Logo

I designed the logo to represent a growing community by illustrating a tree, which shows growth and shelter, then becoming the letter H.



**Challenge:** Activision Logo

To design a logo for an existing company.

**Solution:** Activision Logo

I wanted a harder, rough looking logo for Activision. I used flames to emphasize activity and integrated the small letter "a" into the logo.

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alina\_yanta

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Sudbury, ON

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705. 566.7243 (May 2005)  
alinayanta@hotmail.com

### Object Statement:

To obtain a full time position or freelance experience within a creative, team oriented company. Willing to relocate

### Skills / Accomplishments:

Fluent in PC and MAC platforms  
Adobe Photoshop CS  
Adobe Illustrator CS  
Adobe InDesign 2.0  
Adobe GoLive  
Macromedia Flash MX  
Freehand 10

Academic award for highest GPA of 3 year graduate class, "Printing and Writing Papers Association - Pulp and Paper Products Council Award" 2005

Academic award for highest GPA of 2002 class, "Printing and Writing Papers Association - Pulp and Papers Award for Academic Excellence" 2003

President's Honors List 2005  
Dean's Honors List 2002-2005

Finalist in Logo Design Contest for 'Northern Organic Research and Development Inc.'

Finalist in Logo Design Contest for 'Rainbow Routes', 2005

Won Logo Design Contest for 'Speaking School', 2005

Won Logo Design Contest for 'Organic Bodies', 2005

Won brochure Design Contest for 'Fight Club Olympic Boxing Sudbury', 2004

Finalist in 3M Post-it Notes "Note-able Art Contest and Exhibition" 2003, featured in the 'Globe and Mail'

Winner of the Catholic School Board "Parent and Teachers' Coalition" Logo Contest 1997, featured in 'Sudbury Star'

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**Challenge:** To design a masthead and implement it to a series of monthly magazine covers.

**Solution:** By modifying the Times Roman 'B' to become a bra and adding the lace texture, the masthead becomes a powerful visual message. The photography was carefully taken to enhance the provocative message of the modern feminist magazine. Monthly visuals are bra related and the masthead color changes monthly to better match the overall composition and scheme.



**Challenge:** To redesign a currently used poster into a more effective communication tool.

**Solution:** By using a metaphorical and humorous twist on movie theater candy, this new design becomes very provocative and eye catching.