

Select a Sweet





Joelle Beaulieu

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Objective:

To obtain a position in the graphic design field and to further my technical skills and advance my software skills while being a positive addition to a company.

Summary:

Born and raised in Sudbury, Ontario. I've always been interested in the arts, but also wanted to pursue an aspect of business. That's how I got into graphic design. I'm a very sociable person, interested in sports and many other recreational activities.

Strengths:

- Corporate Identity
- Illustration
- Layout
- Photography
- Web Design

Accomplishments:

- Executive & Member, Vision, Graphic Design Student Association, 2005-2008
- Dean's List 3 semesters
- Art displayed in the Art Gallery of Sudbury

Experience:

Graphic Designer (summer 2007)
Laurentian Publishing / Northern Life Newspaper

- Created ads for local and national companies.
- Worked well in a professional studio setting.
- Liaised with printers and sales representatives.
- Understood the importance of deadlines.

Product Consultant, 2004-2008
M&M Meat Shops, Sudbury, ON

- Attended to clients' needs and questions.
- Open and close responsibilities.
- Handled daily finances.

Attended Design Thinkers, RGD Ontario's Graphic Design Conference, 2006-2007, as well as Design Thinkers, RGD Ontario's Graphic Design Seminar, 2005-2006.

Event Promotion

Client Name:
International Typographic
Symposium

Technique/Software:
Photoshop, InDesign,
Photography

Challenge:
To create an event look
complete with poster, program
and website.

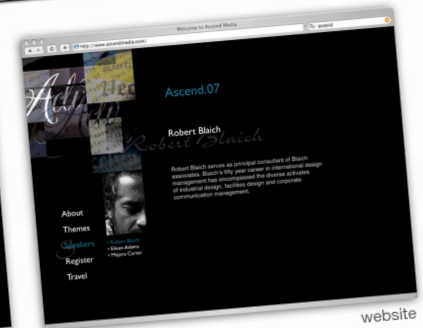
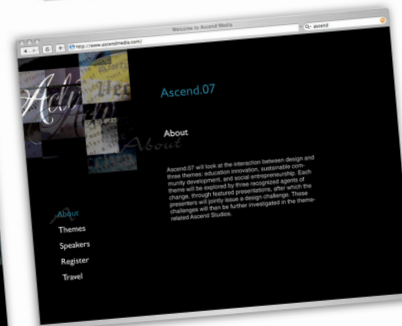
Solution:
Using different type styles,
created a collage with a grid
look. The grid represents
everything about type from
the way it's laid out to how it's
created.



poster



program



website

Magazine

Client Name:
Talk Magazine

Technique/Software:
Photoshop, Illustrator, InDesign,
Illustration/Photography

Challenge:
To develop a masthead, cover
and interior spread for a
Q&A magazine about up and
coming fine artists to showcase
themselves and their work.

Solution:
To represent communication,
the masthead uses the speech
bubble because it is a symbol
of speech in print. The
magazine adopted a style
that has a pop art look that is
fun and playful because the
magazine is targeted towards
a younger audience.



cover



spread

Corporate Identity

Client Name:
Land Rover

Technique/Software:
Photoshop, Illustrator, InDesign

Challenge:
To redesign and re-brand the company to better represent and distinguish itself in the market.

Solution:
Based on their exploration and off-road capabilities, created an abstract look of a mountain and sun, or even a wheel going uphill using their initials 'L' and 'R'. The colours are earth toned to complement a natural feeling. The campaign is completed with full stationery system, signage and vehicle graphics.



8 Indell Lane
Bramalea, ON
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T - 1 416 346 3493
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www.landrover.com



Andrew Smith
President, CEO
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www.landrover.com



8 Indell Lane
Bramalea, ON
L6T 4H3

Commemorative stamp

Client Name:

Canada Post – International Year of Planet Earth

Technique/Software:

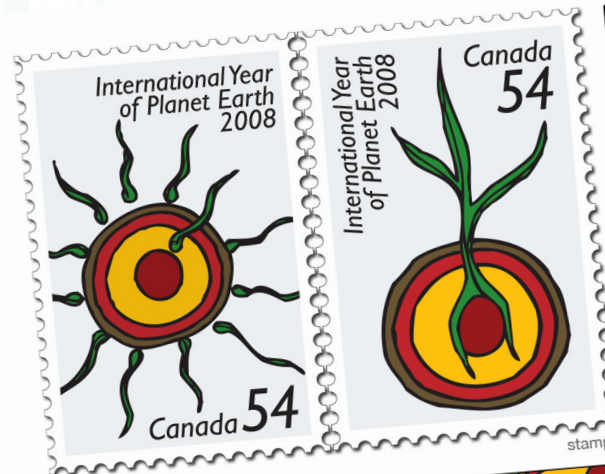
Photoshop, Illustrator, InDesign, Illustration

Challenge:

To create a commemorative stamp, first day cover, postmark, as well as an event poster and environmental graphics.

Solution:

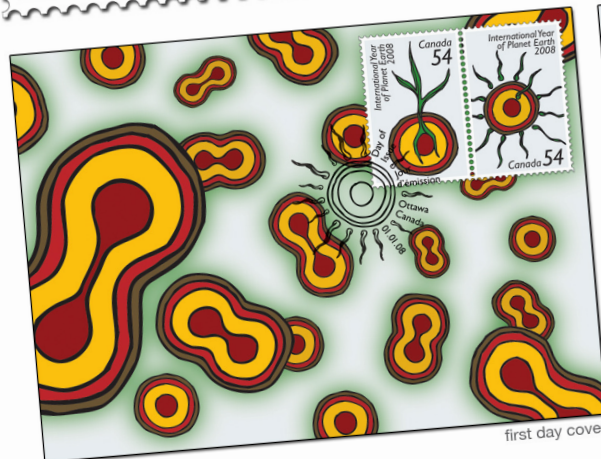
Represented the Earth from its core to the crust as a seed. The seed is what makes up every element on the planet, including plant, animal and cellular life. The look is organic and primitive to represent simplicity from a multi-levelled subject.



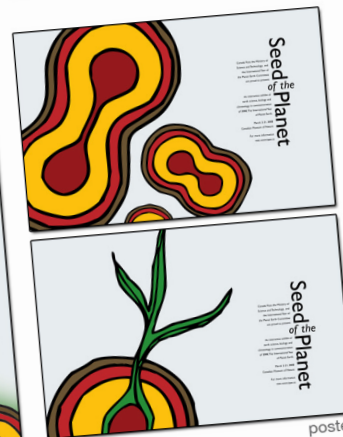
stamp



poster



first day cover



poster



environmental graphics



Nadia Bergeron

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Objective:

To be happy and design for the love of it.

Summary:

I am 20 years old. I am a Mac user. My favorite fonts are Helvetica Neue, Futura, and Garamond. I love photography and illustration, designing layouts, magazines, posters, web sites and corporate identities. I've always wanted to combine my love for music, fashion, and design into one area. I found this in graphic design. I hope to carry my love and passion for beautiful design throughout my life.

Strengths:

- Strong work ethic
- Dedicated and eager to learn
- Great problem-solving skills
- Creative and artistic thinker
- Work well with others

Accomplishments:

- President's Honour Roll, Cambrian College, GPA 4.0, 2008
- Published in soap+water design magazine, March issue, 2008
- Heads of Media and Design (HOMAD) Logo Competition, 1st & 3rd place, 2008

Experience:

Freelance Graphic Designer, 2007-Present- Gougeon Insurance, Sudbury, ON.

- Creative input, exterior signage design, photography and mural design.

Peer Tutor, 2007-Present- Cambrian College, Sudbury, ON.

- Teaching computer technologies, art history, design, study methods and essay writing.

Art director and Counselor, 2005-2007- Gougeon Camp, Panage, ON.

- Organized activities and games, taught watercolor and acrylic painting to kids and adults, assistant lifeguard supervisor, instructed swimming, boating and water skiing.

The Sony Experience

Client Name:
Sony

Technique/Software:
Photoshop

Challenge:

To advertise Sony high-performance LCD and rear-projection televisions in a new refreshing way. The goal was to create a sense of experience; to reproduce the sensation of the high-quality visual clarity provided by Sony's products.

Solution:

The outcome is a simple two-page ad campaign with image and copywriting. The message is humorous and memorable. The idea is that the image is so impeccable that it's mistaken for reality.



Fluid Magazine

Client Name:
Fluid Fashions

Technique/Software:
Photoshop, Illustrator and
InDesign

Challenge:

The challenge was to find a famous illustrator and create an illustration of them in their style - then create a magazine cover.

Solution:

I chose Renie Hanna, a New York based freelance fashion illustrator. She has been creating high-end fashion designs for over 20 years. Renie's style and main focus is the fashion figure used for draping the clothing, but she does more. She gives the figure a personality and attitude. To replicate her style I placed the figure in a dynamic pose using a gesture sketch look, and flowing lines on the clothing. This makes the figure appear as moving which are important characteristics of Renie's work.



Life Matters Poster

Client Name:
stayclean.ca

Technique/Software:
Photoshop and InDesign

Challenge:

The challenge was to come up with a poster design to inform expecting women that doing drugs will have serious effects on their unborn baby.

Solution:

The result is a provocative poster design with a statistic describing what will happen to your baby when you inject drugs, such as cocaine, when you're pregnant. The image gets your attention and shows the seriousness of this important matter.



Lingerie Magazine

Client Name:
Lingerie Inc.

Technique/Software:
Photoshop, Illustrator and
InDesign

Challenge:

The challenge was to create an effective magazine name and masthead design that explores expressive typography, then to apply it to a cover which will create a design that stands out from the competition.

Solution:

The end result was a creative looping masthead resembling lace. The style is fresh and fun. The looping flowers and hearts are there to unify the looping masthead. The typography is flushed left within the graphics' negative space making for an easy read. The photograph on the cover takes a different direction than most lingerie magazines, by having ordinary people modeling lingerie. The lingerie will be modeled on limbs, such as on the cover where her lingerie is resting at her calves. The design is playful, with a touch of humor.





Maxime Brazeau

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Objective:

The understanding and application of visual communication with the purpose of working with entrepreneurs to promote new creative ideas and solutions.

Summary:

I approach every project with a passion for the avant-garde and with good humor. I like to blur the lines between art and graphic design, an artist with graphic design as a medium.

Strengths:

- Oral, electronic presentation
- Visualization of the project
- Analysis
- Research
- Magic

Accomplishments:

- A+ in Art History for defecating on the Mona Lisa.
- Getting away with Cooper Black in Corporate Identity.
- All the times Max went in, nervous about an idea, and walked away feeling like a hero.

Experience:

- Design Thinkers
- Jamie's drawing class
- Hearing Ron Beltrame speak

The Laughing Buddha

Client Name:
The Laughing Buddha

Technique/Software:
Minimalism

Challenge:
Branding and Corporate Identity, along with advertisements and a branded event.

Solution:
Three rings were combined to shape a playful and smiling Buddha. This, along with the absence of color is symbolic of the divinity of the namesake of the restaurant. The typeface Cooper Black was selected because of its history with humor flavored entertainment.

(gär-bän'zō)



T.A.G. & Film / The Lookout

Client Name:
T.A.G. & Film / The Lookout

Technique/Software:
Modernism

Challenge:
Client required complete re-branding, including a new name, logo, stationery, signage, website, advertisements, public event and annual report.

Solution:
Named after the historical art film theater de uitkijk, the project was solved in a Swiss-ish modern style. The logo is symbolic of the process of selection. The brand was also designed around this concept.



the **lookout**
art&film



the **lookout**
art&film

Hookah Magazine

Client Name:
Hookah Magazine

Technique/Software:
Minimalism / Post-Modernism

Challenge:
Full magazine design with masthead, consistent cover theme and layout spreads. The magazine is intended to be used as conversation material at hookah bars across Canada.

Solution:
The masthead was solved by adding the bowl of a hookah to the stem of the 'h'. For the cover, a smoke ring theme will be kept consistent, adapting a circular object reflective of the theme of the issue.

Hookah
Your Smoke Lounge Companion



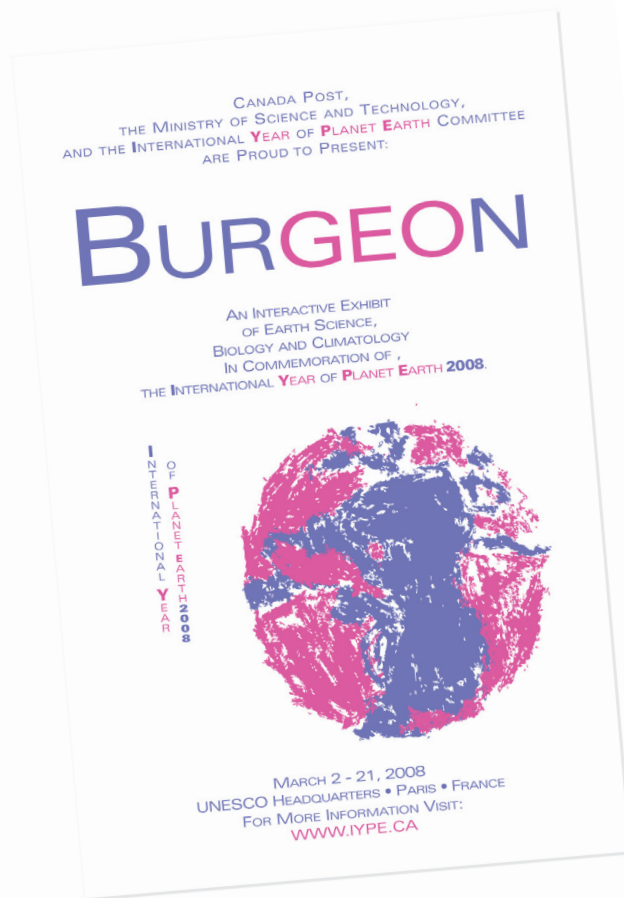
International Year of the Planet 2008

Client Name:
International Year of the Planet
2008

Technique/Software:
Metaphorical, vectorized
crayon drawing.

Challenge:
To design a series of
stamps and promote an
exhibit commemorating the
International Year of the Planet.

Solution:
The project was approached
with the intention of making a
connection between the Earth
and a child in development.
The designer leaves it to you
to decide if this solution was
successful.





Frank Chartrand

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Objective:

To contribute my design skills in a group setting and expand my present graphic design knowledge by building team experiences.

Summary:

"Never play the same thing twice." – Louie Armstrong
I am a member of Sudbury-based design collective Research & Destroy. It is a collaborative blog, launched in January 2008, to locate, collect, and share nice things within the creative world. Visit the blog at www.researchdestroy.com.

Strengths:

- Layout: poster, magazine, brochure, editorial, and annual report
- High level of attention to detail
- Hand-drawn typography
- Corporate branding & identity
- Illustration

Accomplishments:

- May 21st 2005: 1st place CRISE 2005 @ Collège Boréal / Web Design
- Selected for Cambrian College showcase display:
- January 2007 - Ascend: Typographic Symposium
- January 2008 - Ostara corporate identity & stationery
- January 2008 - Canada Post: International Year of the Planet stamp set

Experience:

50 Carleton & Associates / Graphic Designer
November 2007 - present

- Design and assembly of proposals/brochures/ads
- Meeting deadlines
- Project management & archiving on accounts such as NorthernTel Wireless, and Sandvik Engineering Group

Freelance Graphic Designer:

frank chartrand / design + illustration
January 2006 - present

- Clients include: Conseil Scolaire Public du Grand-Nord de l'Ontario; Laurentian University; aila galleri; Over The Atlantic Interactive; Northern Print Brokers; WGTM Concerts Toronto; various Canadian music groups

Attended Four Years Deep - the typography and design of DOUBLENAUT at Arts and Letters Club in Toronto, ON, on March 27 2008.

Ostara - Corporate ID

Client Name:
Ostara Web Casting Studios

Technique/Software:
Adobe Illustrator

Challenge:
Creating an effective ID for
Sudbury-based web casting
studio, Ostara.

Solution:
An "anti-corporate" ID of sorts,
but still acts as an identity.
Combination of television
set + broadcasting signal to
encompass everything that
Ostara does. Offset print
and rendering style chosen
to appeal to a younger
demographic.



ostara

Ladyhawk - Event Poster

Client Name:
The Realness PR

Technique/Software:
Adobe Illustrator CS3

Challenge:

To capture the essence of the Vancouver-based musical group Ladyhawk in a fashion that caters to an audience interested in independent music.

Solution:

Using geometric shapes to illustrate a hawk carrying a beaver (representing the band and Canadian heritage). 11x17" prints were made and wheat pasted around the city, as well as digital Facebook/MySpace ads. Small run of 50 hand-numbered 18x24" 3-colour silk-screened prints on 24lb cream stock were made and sold at the event.



BTBAM Poster

Client Name:
WGTM Concerts Toronto

Technique/Software:
Adobe Illustrator CS3

Challenge/Solution:
Trying to stray from the typical metal band poster, a 3-colour piece was created to help promote BTBAM's concert at the Reverb hall in Toronto, ON.

The event was a success and 300+ spectators attended.

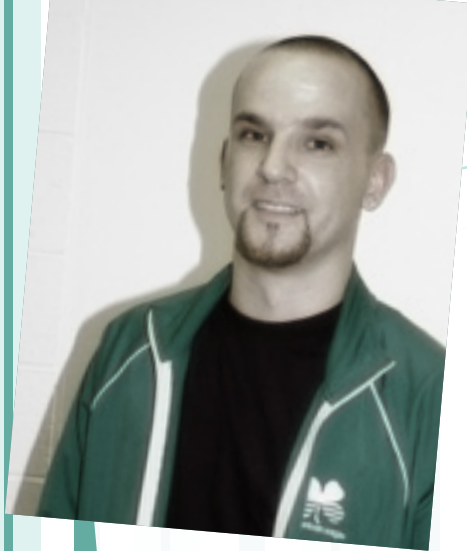


*Helvetica in various
surroundings*

Technique/Software:
paper+glue

Challenge:
This is an ongoing typographic
experiment.





James Cramer

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Objective:

To become a significant member of the graphic design community, and develop my skills more each day.

Summary:

I'm 27, from Timmins Ontario. I love snowboarding, photography, illustration, and painting in my spare time.

Strengths:

- Photography
- Digital illustration
- Illustration
- Print advertisement
- Corporate identity

Accomplishments:

- Hosted a half hour instructional Celtic Drawing program on the Cogeco preview channel in North Bay.
- Won a skateboard-designing contest promoted by Unit 51 Sports.

Experience:

Designed exterior signage for Nails To Perfection in Timmins, Ontario.
Completed a logo and stationery design for the Wildflower Horseriding team in Timmins.
Painted a mural for Groulx Renovations in Timmins.
Painted a mural for Bambi's Castle Daycare in Timmins.

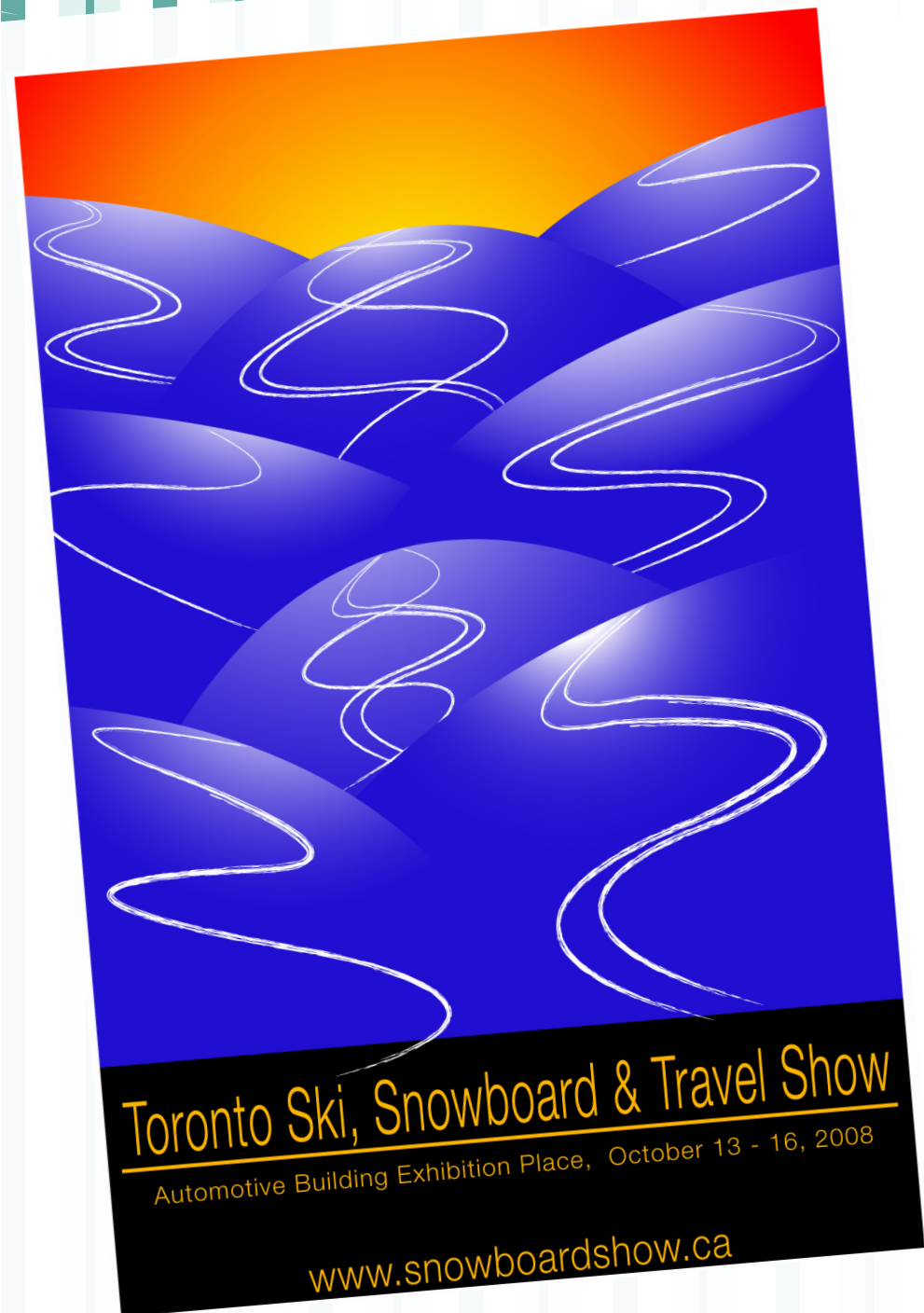
Ski and Snowboard Travel Show

Client Name:
Ski and Snowboard
Travel Show

Technique/Software:
Adobe Illustrator CS3

Challenge:
To create a poster that would
promote a ski and snowboard
show in Toronto, while
avoiding literal and cliché
pictorials or themes.

Solution:
A complementary design that
delivers the message in a more
subtle but interesting manner.



Chrysler Logo

Client Name:
Chrysler

Technique/Software:
Adobe Illustrator CS3,
InDesign CS3

Challenge:
To design an aggressive and bold logo, along with a stationery package for Chrysler, while making the design more uniform with the sister-company Dodge.

Solution:
The side view of the ram head and the vibrant blue allow for an interesting and strong composition.



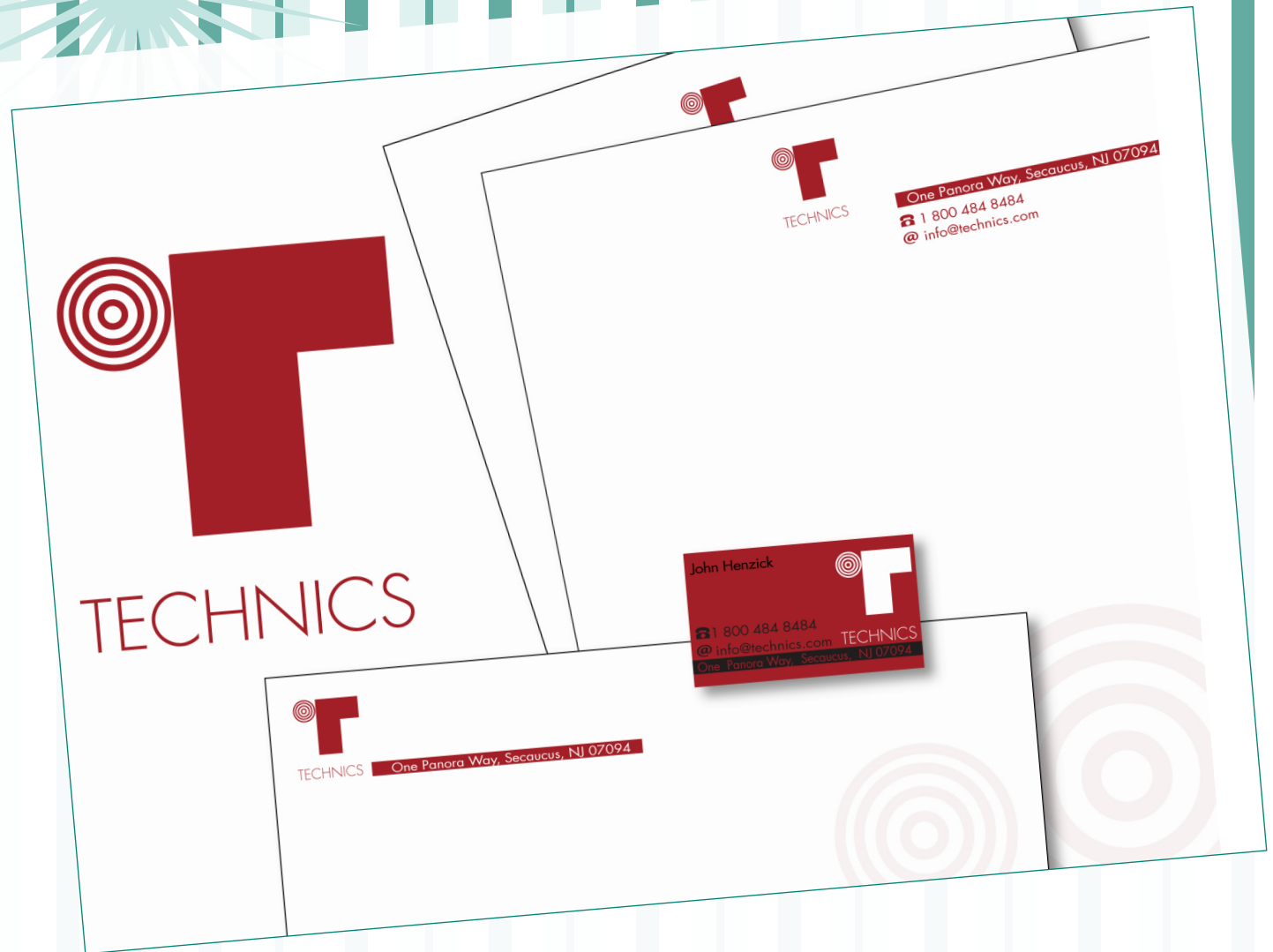
Technics Logo and Stationery Design

Client Name:
Technics

Technique/Software:
Adobe Illustrator CS3, Adobe
InDesign CS3

Challenge:
To produce a clean logo for the
company that would symbolize
sound and precision.

Solution:
A clean, one-coloured
rendering that incorporates
sound waves and a stylish but
basic font.



Kabin Fever

Client Name:
Kabin Lounge

Technique/Software:
Adobe Photoshop CS3,
InDesign CS3.

Challenge:
To create a unique event flyer
for a charity party at a club in
Toronto. This was interesting
enough to use as a poster
within the club afterwards.

Solution:
Used a visual depiction of
the word "fever", a creative
heading, and a warm colour
theme.





Julie Duchesne

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Objective:

To obtain a position in the graphic design or photography field and to continue developing skills and experiences.

Summary:

I am a junior designer, graduated in April 2008, from a Graphic Design program. I love every aspect of photography and drawing, ranging from painting to sculpting. I believe you can achieve anything with design if you set your goals. I also plan on writing the Registered Graphic Designers of Ontario examination.

Strengths:

- Photography
- Illustration
- Drawing
- Attention to detail
- Communication

Accomplishments:

- 3 year R.G.D student member
- 3.39 GPA
- Vision member

Experience:

- Design Thinkers 2007 Conference in Toronto
- 2008 Valley East Lions Magazine: Editorial layouts, interactive game pages
- Customer Service

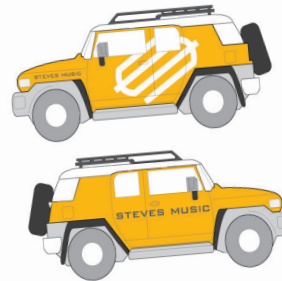
Music

Client Name:
Steve's Music

Technique/Software:
InDesign, Photoshop, Illustrator

Challenge:
To effectively re-design a corporate identity including logo, stationery, products, website and branded campaign. Our task was to design applications for communication pieces that would allow the promotion of themselves as a new brand.

Solution:
By researching different aspects of the music industry, every part has one thing in common: a tune. The logo is made from 2 tuning forks fitted together and also representing the 'S'. Placing it on different products is effective and clear.



Surf

Client Name:
RonJon Surf Shop

Technique/Software:
InDesign, Photoshop, Illustrator

Challenge:

To re-develop and re-design a new visual corporate identity, in order to appeal to its market. This corporate identity also included full stationery, product packaging, website, and an annual report.

Solution:

Keeping with the ocean/surfing theme, I decided to make the logo into a wave to represent RonJon to the market.



Apparel

Client Name:
Canadian Apparel

Technique/Software:
Photoshop

Challenge:
To promote a new chain of clothing stores in Canada, using a poster campaign that would be advertised in various places.

Solution:
Incorporating the red and white sweater in every piece of the campaign. The designs keep the same sleek and simple look, which is aesthetically pleasing to the eye.

Canadian Apparel





Alex Gagnon

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Objective:

To further develop my performance and technique within a constructive environment and to be a positive asset to an organization through my knowledge and skill of design and art.

Summary:

I'm a 21 year old designer, graduating from Cambrian College of Applied Arts and Technology, in a three year graphic design program. I have a strong background in art and enjoy applying my creativity to my designs. I enjoy investigating many different approaches to develop the most creative solutions. I'm a confident designer, who stands behind his work. I have purposeful reasons for everything, and always try to achieve the best possible conclusion.

Strengths:

- Strong Illustrator capabilities
- Unique creative thinker
- Solid copywriting skills
- Excellent people skills
- Extensive art and art history education

Accomplishments:

- Received award from Sudbury Catholic District School Board for development of a logo for the Ontario Youth Apprenticeship Program.
- Three year active RGD member.
- Won art award from the Sudbury Art Gallery.

Experience:

- Placement at TCC Advertising
- Volunteer work within the College
- Attended two RGD Design Thinkers Conferences

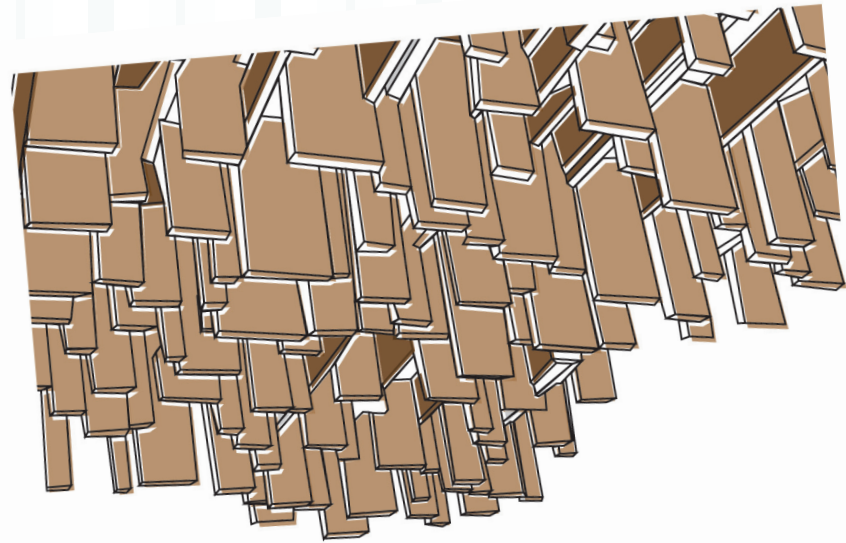
Contrast Poster

Client Name:
Symposium on Architecture
and Design

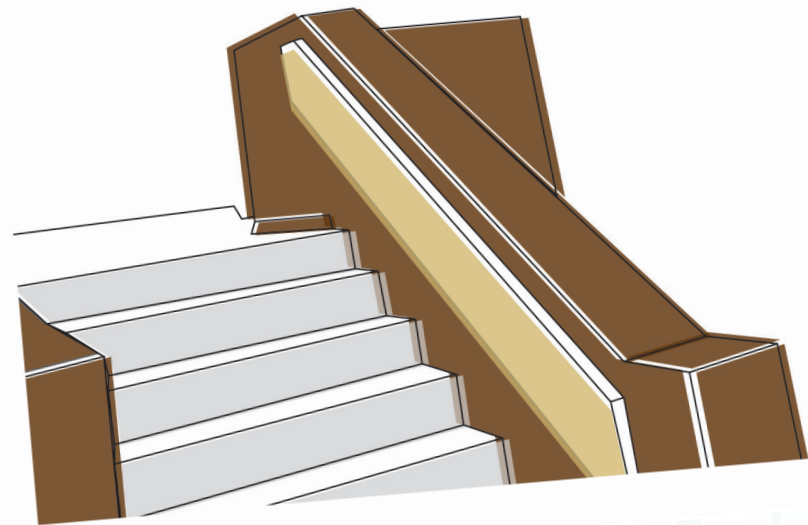
Technique/Software:
Illustrator

Challenge:
To develop a promotional
poster for a symposium on
architecture and design.

Solution:
To show an illustrator style
of a piece of complicated
and simple architecture to
demonstrate contrast.



C O N T R A S T S
An International Symposium on Architecture and Design
Milan, Italy, July 2006



David Hanna Music Poster

Client Name:
David Hanna

Technique/Software:
InDesign and Illustrator with
own water colour.

Challenge:
To develop a promotional
poster for a music student that
reflected classical music with
an edge.

Solution:
An illustrative approach that
demonstrates the emotion
behind the music. Warm
soft colours used to create a
positive feeling and bold black
lines to really emphasize the
message.



Interac Logo

Client Name:
Interac

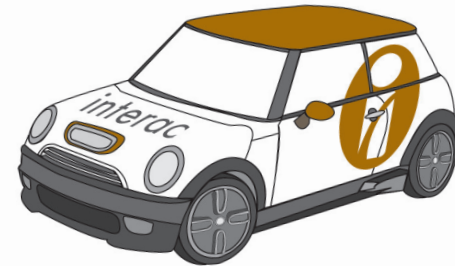
Technique/Software:
Illustrator

Challenge:

To develop an identity for the #1 payment method that doesn't show a form of technology within the identity.

Solution:

A strong corporate identity symbolizing the user, interacting, done in a simple form and through the implied letter 'I' within the logo.



Sharpie Logo and Packaging

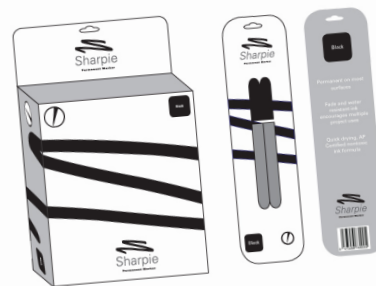
Client Name:
Sharpie Markers

Technique/Software:
Illustrator

Challenge:
To develop a new identity that was more than just a typeface and still represent the product well.

Solution:
To create an identity that was humanistic but still represent the product well and hold the #1 permanent marker reputation.

sharpie





Patrick Gervais

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Objective:

To continue learning from practical experience and interaction with other design professionals and clients by obtaining secure long term employment.

Summary:

Growing up, art was my life. I spent almost all my spare time drawing. Once I graduated from high school, I took some time off and found myself playing with image editing software to perfect my art and Dreamweaver to build a website. I enjoyed the experience quite a bit and soon found out there is a career that involves this and much more. Now, design is my life.

Strengths:

- Unquenchable hunger for knowledge and experience.
- Dynamic Web Design and Flash
- Illustration
- Animation
- Photography

Accomplishments:

- Found a career I enjoy and realized my purpose in life.
- Completed many online courses and tutorials in various scripting languages.
- Managed to influence or inspire people with my ideas by selling many prints of my art from several small stores and vendor arrangements.

Experience:

- Designed over a dozen websites and manage the server they are hosted on.
- Tutored over a dozen students in web design and flash.
- Worked as an event photographer and web designer for Cambrian SAC.

Ink Magazine

Client Name:
Ink Magazine

Technique/Software:
Photography edited in
Photoshop, masthead created
in Illustrator and content laid
out InDesign.

Challenge:
To create an edgy style design
that fits the target audience
aesthetics and reflects the
nature of the content.

Solution:
The style was achieved by a
combination of alternative text
alignment, rough looking fonts
for a header and images with
high contrast and abstract
elements.



Innovative Guitar Ideas Corporate Identity

Client Name:
Innovative Guitar Ideas

Technique/Software:
Text manipulation in illustrator
and signage application in
Photoshop.

Challenge:
To create a simple and
memorable logo that
represents the company.

Solution:
The solution was by making
minor modifications to the 'G'
on guitar and the dot on the 'I'
of innovative, make a guitar
become clearly visible with the
text still maintaining legibility



cambriansac.com

Client Name:
Cambrian Students'
Administrative Council.

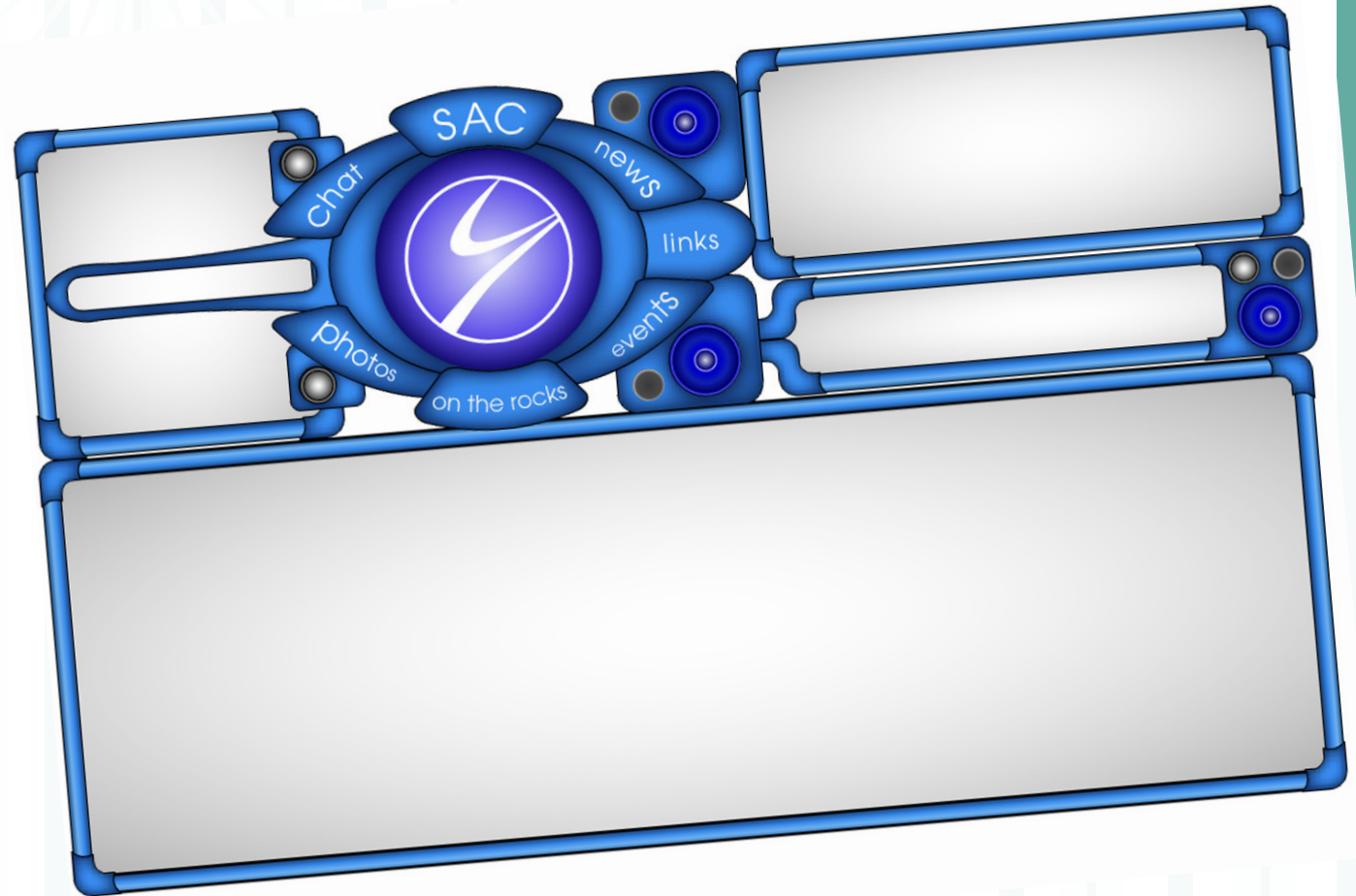
Technique/Software:
Layout elements created in
Illustrator, images edited
in Photoshop, animation
and functionality created
through Photoshop. Dynamic
interaction is made possible
through the use of asp.net and
a Microsoft access database.

Challenge:

To create a website that is
able to be easily edited by
people with no web design
knowledge. The look of the site
must be able change yearly to
fit the school year theme.

Solution:

Using Flash to create the entire interface gives the users a smoothly animated and interactive experience. However this alone is not enough. The Students' Administrative Council must be able to edit the content at any point in order to keep students aware of current events. This is made possible by a control panel created with the use of asp.net which allows administrative individuals to easily edit any of the text on the site and add or replace any images including the entire background to fit the school theme. Also students are able to chat and leave comments about events which allows sac to receive feedback.



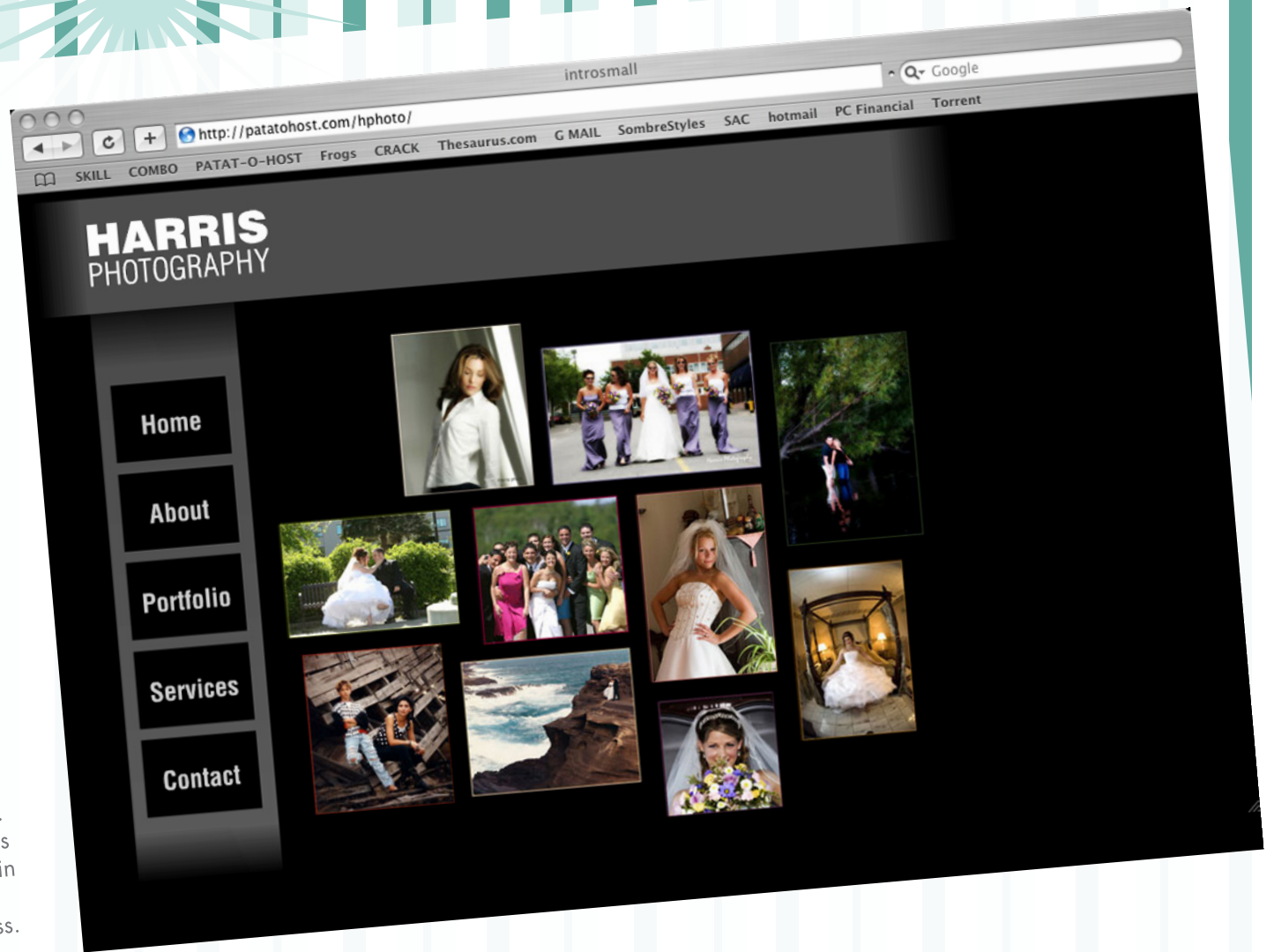
HarrisPhotography.org

Client Name:
Walter Harris

Technique/Software:
All functionality and animation was created in Flash but many of the elements have been created in Illustrator or edited in Photoshop.

Challenge:
To create a professional and elegant portfolio to showcase the work of international award winning photographer Walter Harris.

Solution:
Thoughtful planning and organization allowed content to be displayed without clutter. The use of animated transitions and loading external content in Flash allowed a smooth and captivating navigation process.





Stephanie Gervais

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Sudbury
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Objective:

To obtain a full time position in the design field, with emphasis on continuing development of technical and computer skills and after four years experience to write the Registered Graphic Designers of Ontario's examination.

Summary:

I am a cooperative and goal-oriented person. I am dedicated and used to deadlines.

Strengths:

- Illustration
- Corporate identity
- Poster/Print design
- Photography
- Advertising

Accomplishments:

- Three year member of RGD (Registered Graphic Designers of Ontario)
- Deans list
- Volunteered for peer tutoring

Experience:

Castec Inc. Sudbury Ontario, winter 2008

- Worked with owner to design new corporate logo
- Applied logo to stationery, such as letterhead, business card, and no. 10 envelope
- Created promotional items such as hats, mugs, and pens

Revkal Inc. Honolulu, Hawaii, May 2007

- Developed web site
- Created link to other web sites and informational PDF's

Corporate Identity

Client Name:
Apple Cart Collectables

Technique/Software:
Illustrator, InDesign

Challenge:
To design a new corporate identity for Apple Cart Collectables.

Solution:
The logo was designed for a home accessory store. The design of the logo is done in an ornate style to give it elegance. The design incorporates the 'A' and 'C' to create a graceful look.



Software Design

Client Name:
Sugar Art- Cake decorating

Technique/Software:
Illustrator, illustration

Challenge:
To design a software program for a cake decorating company.

Solution:
The name "Sugar Art" was picked due to its meaning. Cake decorating uses icing and other edible decorative elements to make otherwise plain cakes more visually interesting. The logo was designed to create awareness in the consumer's mind. It was then applied to package design and promotional items. The software program is easy to access and navigate through.

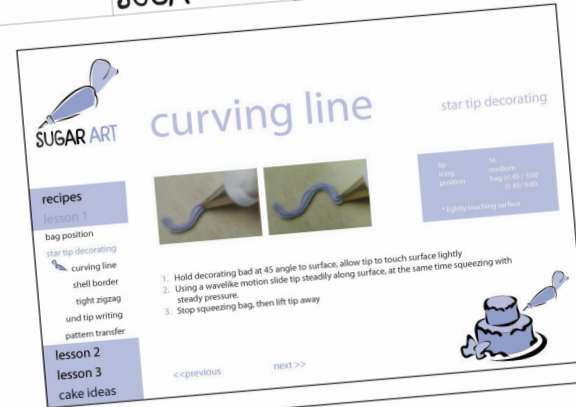


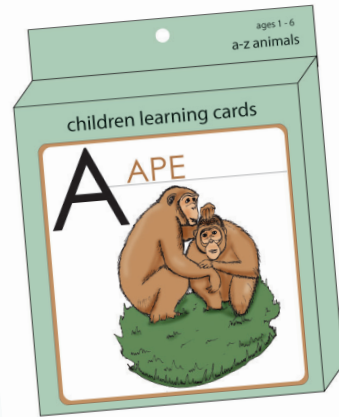
Illustration children learning cards

Client Name:
a-z animal card

Technique/Software:
Illustrator

Challenge:
To design children learning cards

Solution:
Created and illustrated animals to represent the letters of the alphabet in a fun and colorful way



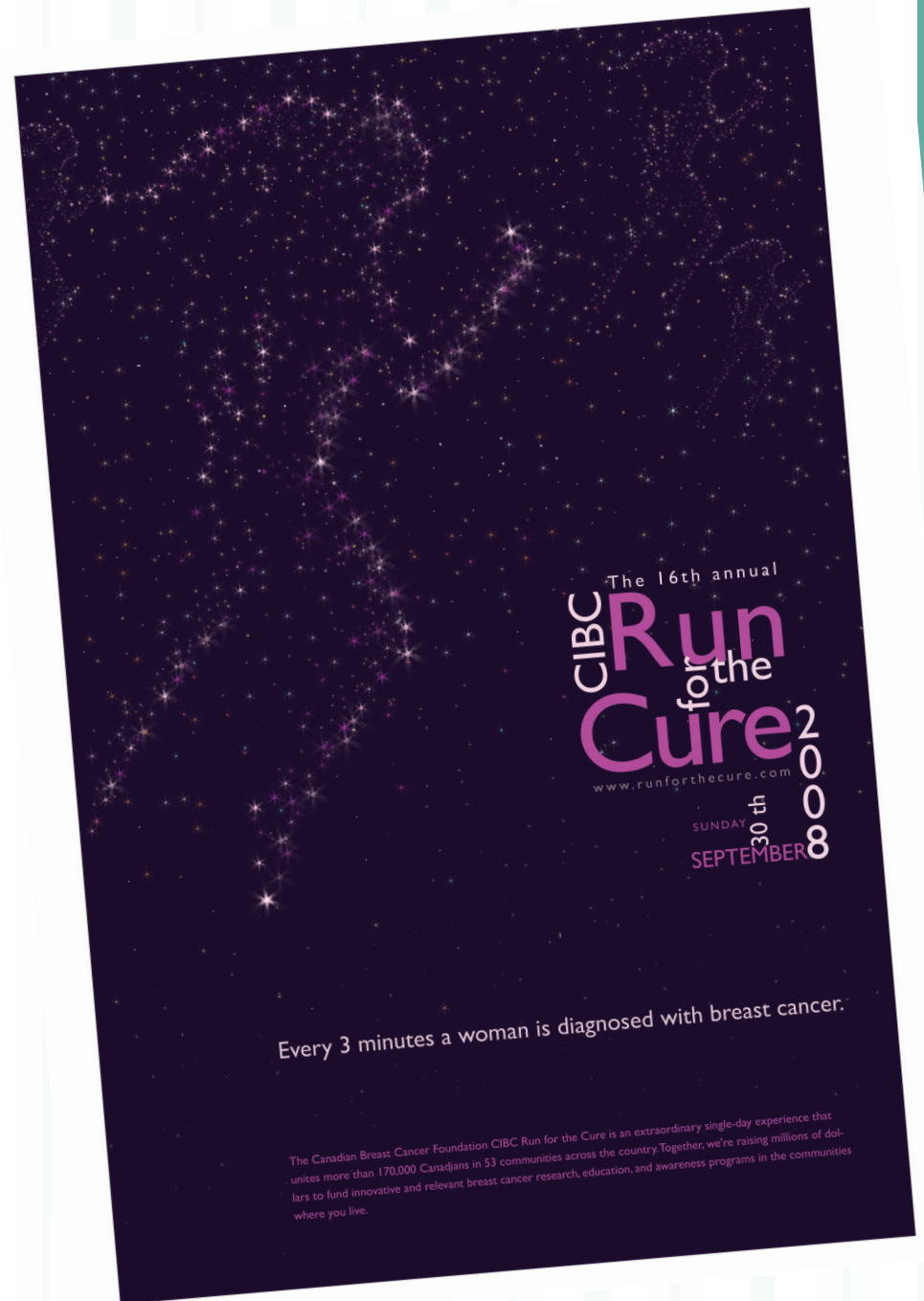
Poster design

Client Name:
CIBC's Run for the Cure

Technique/Software:
Photoshop and InDesign

Challenge:
To design a new poster

Solution:
Took wishing on a star idea to create a constellation for a women running for visual interest. The use of free form typography to imply a path they are following





Mark Gibeault

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Objective:

To continue my education at the university level, while working in the field part time in order to further develop my skills as a designer.

Summary:

I was born and raised in the South End of Sudbury, Ontario. This is where I developed my love for mountain biking, with various trails only minutes away from my back yard. I am an avid hockey player who enjoys poster and package design along with digital illustrations and photography.

Strengths:

- Corporate identity
- Digital illustration
- Layout designs
- Photography
- Advertising

Accomplishments:

- Dean's List 2007
- Program GPA over 3.0
- 3 year RGD student member

Experience:

Collective Initiatives (summer 2007 - present)

- Created new logo, stationery and web site templates

E-CO CANADA (summer 2008 - present)

- Responsible for creating a new corporate identity including signage, uniform and brochure designs

Sudbury Police Association Logo Competition

- Competition called for the creation of a logo to promote the Police Association union.

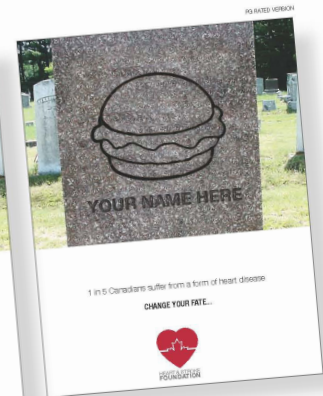
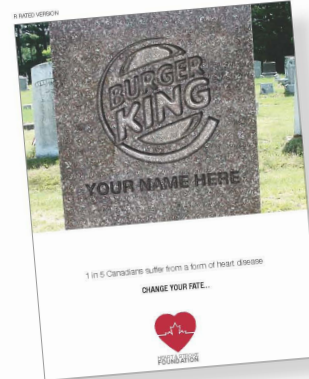
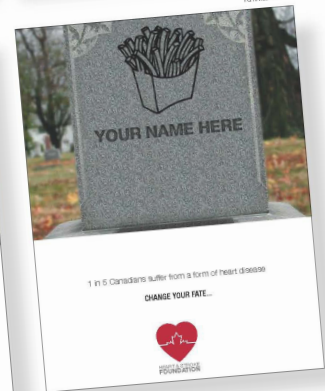
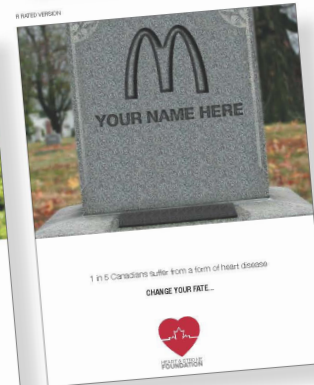
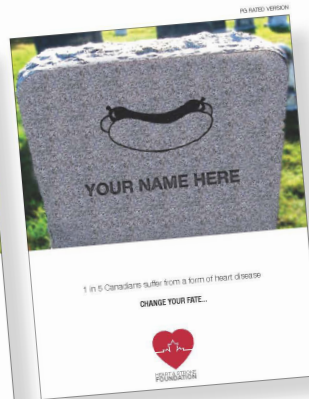
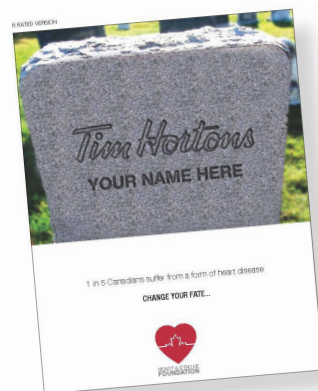
Heart and Stroke Foundation Logo and Brand

Client Name:
Heart and Stroke Foundation

Technique/Software:
Photoshop, Illustrator, InDesign

Challenge:
To develop a more simplified logo, and a brand to appeal to a younger demographic.

Solution:
By taking the lifeline in the shape of the top half portion of a maple leaf, we were able to create a unique and simple logo to represent the Heart and Stroke Foundation of Canada.



Movixperts Logo and Annual Report

Client Name:
Movixperts

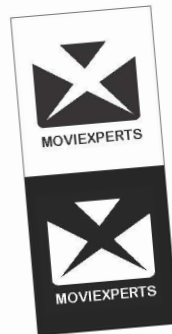
Technique/Software:
Photoshop, Illustrator, InDesign

Challenge:

To create a unique and simplified identity to better compete against the competition such as Blockbuster and Bianco's.

Solution:

By taking a rounded square to represent a television, we were able to place two spot lights going through the logo creating a giant X to play up the X in the name Movixperts. An added bonus is the giant play button on top which was created by having both spotlights intersecting at the middle.



Seismo

Client Name:

Canada Post (International Year of Planet Earth stamp series)

Technique/Software:

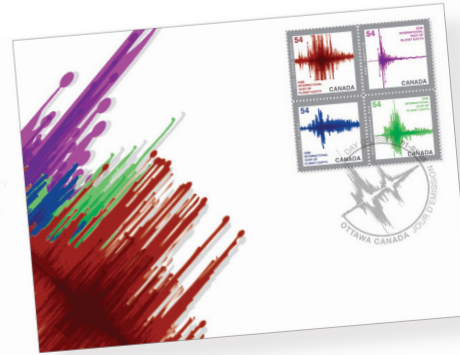
Photoshop, Illustrator, InDesign

Challenge:

To design a series of stamps to represent earth sciences to promote the International Year of Planet Earth.

Solution:

By taking four seismographic earthquake readings from some of the biggest earthquakes in the Earth's history, we were able to create a unique and colourful symbol to represent earth science from around the world.



Sudbury Wolves Corporate Identity and Branding

Client Name:
Sudbury Wolves

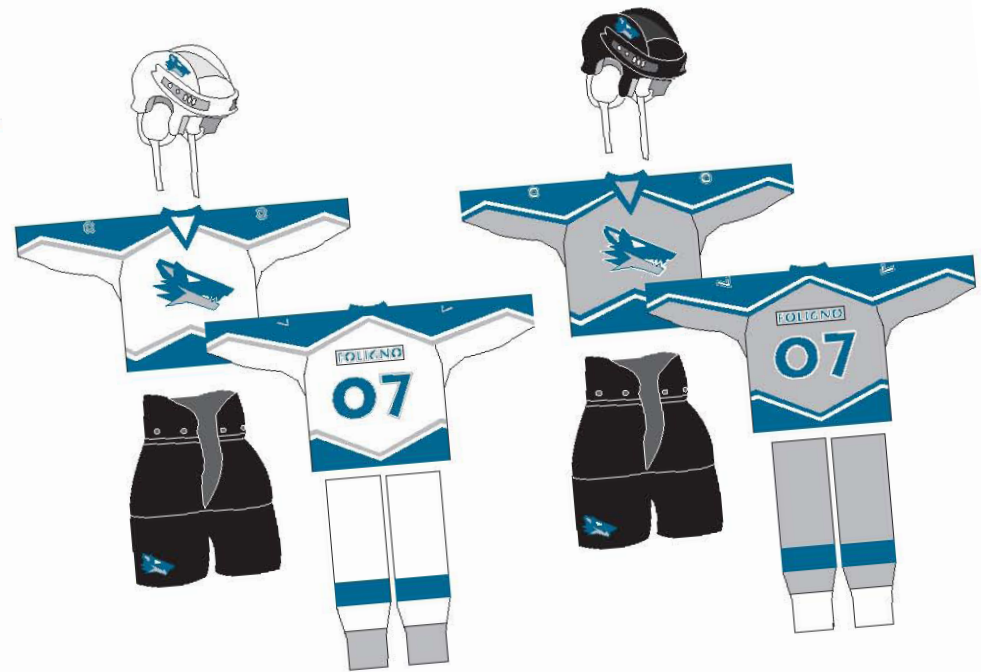
Technique/Software:
Photoshop, Illustrator, InDesign

Challenge:
To create a more aggressive
identity that competes in the
OHL market.

Solution:
Using sharp straight edges
with triangular eyes gives
this logo a new clean and
aggressive look which stands
out against the competition.



S U D B U R Y
W O L V E S





Tara Hawkes

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Sudbury
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E: tarahawkes@live.com

Objective:

My goal is to obtain employment in any facet of the Graphic Design field. I want to be a part of a team where I can contribute my talents and also continue to learn.

Summary:

"Work like you don't need the money, love like you've never been hurt and dance like no one's looking."

Strengths:

- Heart
- Personality
- Dedication
- Determination
- Eagerness

Experience:

- An amazing, eye-opening first three years of graphic design with talented individuals and teachers.
- Being able to take part in conferences and teleconferences with top designers.
- Making life-long friendships with people who share similar passions.

IYPE Stamps

Client Name:

Canada Post/International
Year of Planet Earth

Technique/Software:

Photoshop, Illustrator

Challenge:

The challenge was to create a set of stamps that would represent 2008's International Year of Planet Earth effectively.

Solution:

In order to portray the message of keeping our planet healthy for future generations, the faces of four children representing the races (Caucasian, African American, Native and Asian) were used in conjunction with the face of the Earth.



Dance

Client Name:

Project Dance (Performing Arts Studio)

Technique/Software:

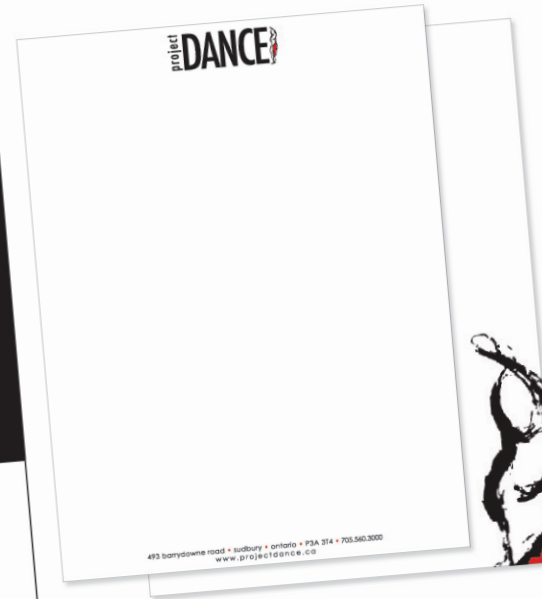
Photoshop/Illustrator

Challenge:

The challenge was to create an identity that separated Project Dance from the competition. How do you still incorporate a dancer, without resorting to the typical silhouette?

Solution:

The solution was a gesture drawing. The gesture better represents the movement and art of dance, whatever the discipline.



Button

Client Name:
Button Magazine

Technique/Software:
Photoshop/Illustrator

Challenge:
To create an effective masthead for a magazine cover. In this case, the word "Button" was the inspiration.

Solution:
Four small dots were placed in the middle of the 'O' to imitate an actual button on clothing. The magazine itself became one for children's clothing.

button

grass-stains not included



\$2.99 CAN

Lyrics to Life

Client Name:

Kailan Gough- vocalist

Technique/Software:

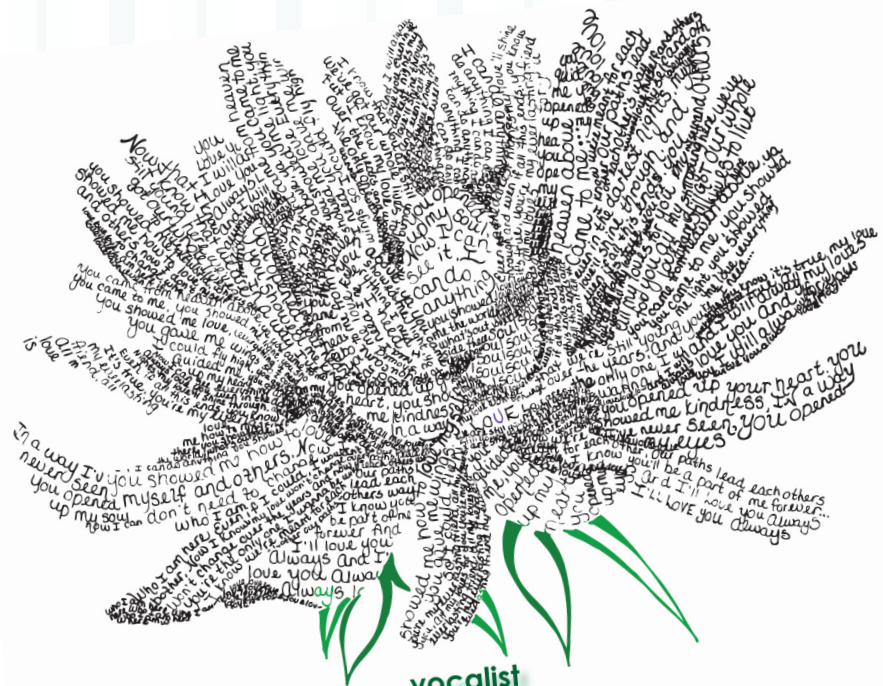
Illustrator and Black Marker
(hand rendering)

Challenge:

The challenge was to create a poster for self-promotion.

Solution:

Using the vocalist's own lyrics, a flower was rendered by hand to create a flower of lyrics. It represents giving life to a song with words.



vocalist
kailan
gough

live in
concert
friday
april
18th

2008
at 8:00 pm

tickets \$8.00
Cambrian's On The Rocks

LYRICS TO LIFE



Aysia Hayes

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Objective:

To contribute to the elimination of bad design.

Summary:

I strive to learn about anything and everything. Knowledge is the most effective weapon in life and design. Design is my life.

Strengths:

- Logo design
- Poster design
- Book layout
- Magazine covers and layout
- Web design

Accomplishments:

- Graduating from Cambrian College's graphic design program
- Obtaining a full time job in the graphic design field
- All of the experiences I've had with volunteering, such as being part of the team painting the meals on wheels mural.

Experience:

- Choosing to move to Sudbury to take graphic design
- Working at media concepts
- Doing freelance work including CD cover, cookbook and website

Starbucks

Client Name:
Starbucks

Technique/Software:
Illustrator, Photoshop, and
InDesign

Challenge:

To design and improve an entire corporate identity for an existing company where the identity doesn't properly represent the company to its fullest.

Solution:

I chose to change the identity of Starbucks. I felt their active involvement with the environment, and the connection of their products to the environment should be linked to their logo. It shows leaves coming together as people do at their franchises and represents the 'S' for Starbucks while showing coffee/tea mixing with the cream.



Healthy Community Initiative

Client Name:

Healthy Community Initiative
Greater Sudbury

Technique/Software:

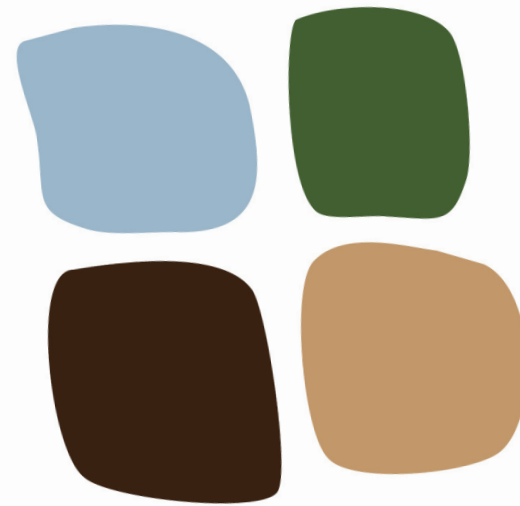
Illustrator, InDesign

Challenge:

The Healthy Community Initiative for the City of Greater Sudbury needed a logo to best represent them without being specific to only one area of concentration.

Solution:

I chose to design a window to represent a window of opportunity. It relates to our future generations and the opportunities we have to accomplish a healthier community. Regardless what area of healthy living they decide to focus on, it will function efficiently and effectively.



Healthy Community Initiative
City of Greater Sudbury

Toronto International Tango Festival

Client Name:

Toronto International Tango
Festival

Technique/Software:

Photography, Photoshop, and
InDesign

Challenge:

To create a poster for a tango
festival

Solution:

Coming up with a way that
would attract more than just
the usual target market to this
festival. Hot peppers are used
to represent the 'spiciness'
rather than the usual flames.
They are placed into different
tango poses to mimic the
poses of Tango dancers.



Unwind

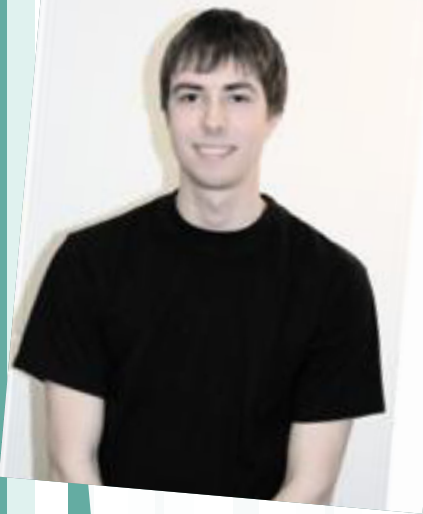
Client Name:
Nichol Massage Therapy

Technique/Software:
Illustrator, Photoshop, and
InDesign

Challenge:
To create a new corporate
identity for a massage therapy
company

Solution:
Giving a new name (unwind)
and look to the company,
which represents what
people want to do after
work or a stressful situation.
Incorporating the choku
rei symbol into the d of the
Unwind, to show a practice
called reiki that is performed
regularly here.





Ryan Kozicki

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Objective:

To pursue a full time position in the graphic design field, and continue to further my knowledge with computer and media skills. Coincide with a team to develop new and effective strategies for current and future design projects.

Summary:

From a young age I have developed dexterity with computers and design. As a musician, I find myself to be creative and intuitive which helps me to be inspired to compose for all types of media.

Strengths:

- Visual communication
- Editing
- Photography
- Animation
- Illustration

Accomplishments:

- Graduated from Cambrian College Applied Arts and Technology with an Advanced Graphic Design Diploma.
- Shot and edited two weddings with custom DVD menus
- Directed and edited two Cinefest films: Dark Morning - R&R Productions (2008); Minus Forty Winks - R&R Productions (2008)

Experience:

December 2007 to January 2008 - Marc Cyr
• Filmed and edited a music concert for l'Ecole Secondaire Catholique Champlain. Custom created Interactive DVD menus, titles, backgrounds and sounds.

October 2007 to November 2007 - Envision Entertainment
• In relation to film and media, I had a chance to work with a film crew on producing a transformation of an image, edited it to make it look like it was set from Berlin in the 1940's.

June 2007 to September 2007 - Jenna Dahl
• Designed a self-promoted web site for a textile designer; also included in the design was business card and brochure..

Paintball Park

Client Name:
Paintball Park

Technique/Software:
Adobe Illustrator, Photoshop
InDesign

Challenge:

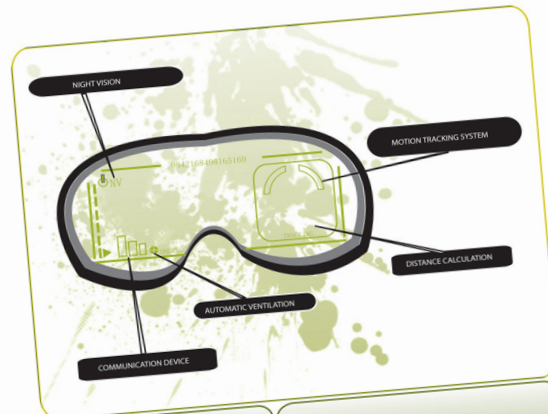
To create a unique logo and a series of ads to reflect a new product being introduced to paintball players.

Solution:

Created a logo based on a paintball in motion or paint dripping. Designed a set of ads for Paintball Park introducing a new mask for paintballs named the IR15, also known as the "Iris". The "5" represents five main features introduced to the mask.



PaintballPark



Paintball Park introduces a whole new way of playing paintball. The IR15 is a revolutionary innovative mask design that maximizes the ability to track and eliminate your targets.

IR15
Paintball Park



Beyond the range of vision



IR15
Paintball Park



Beyond the range of vision

Blackbird Studios

Client Name:
Jenna Dahl

Technique/Software:
Adobe Illustrator, Photoshop,
Flash, InDesign

Challenge:
To create a unique entity for a
textile designer opening her
own design studio for fabric
and fiber art.

Solution:
Designed a stylized bird to
represent a black bird in
motion. Created a brochure
and website to self-promote the
studio and display the work
they have done.

Blackbird Studios



Blackbird Studios



Biography

I grew up in a small town outside of Seattle. On one fine day in
Seattle by the water, I was inspired by the movement of the water and
the sound of the waves. I had heard that the water was beautiful and
I had heard that the water was beautiful and I had heard that the
water was beautiful and I had heard that the water was beautiful
as a person.



I will be graduating from the design program at the end of the year and
will be moving to Seattle to work for a design firm. I am currently
working as a design intern at a design firm. I am currently working
as a design intern at a design firm. I am currently working as a design
intern at a design firm.



I am currently working as a design intern at a design firm. I am currently
working as a design intern at a design firm. I am currently working
as a design intern at a design firm. I am currently working as a design
intern at a design firm.

Blackbird Studios



Contact

Jenna Dahl
Tel: 416-925-5120
designing@valmail.com
www.blackbirdstudios.ca



Feathers - 2007

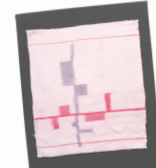
Wet felt feathers
Cotton/Linen blend and
fiber-reactive dye



Blackbird - 2007

Black bird
Blackbird singing in the dead of night
- Paul McCartney

A day of cooing crows - Adam Duttz
When I think of heaven, deliver me in a black
winged bird - Adam Duttz



Mondrian Grid - 2007

Wet felt
Silk and weak acid dye
Inspired by Mondrian's Broadway
Boogie Woogie



Berlin

Client Name:
Envision Entertainment

Technique/Software:
Adobe Photoshop

Challenge:
To transform a present picture of a building and mimic like it was set in Berlin in the year 1940.

Solution:
Replaced road with cobblestone, slight rotation on the building. Added swastika flags. Color correction was also done to the painting, and eliminated everything that was modern, and would not have been seen in the 1940's.



IPY Stamps and Poster

Client Name:
Canada Post

Technique/Software:
Adobe Illustrator, Photoshop,
InDesign

Challenge:

To design a set of stamps and a poster for the exhibit of polar science biology and climatology in commemoration of the 125th anniversary of "IPY".

Solution:

Used the title "Green ICE" on the poster to signify the effects of global warming upon the Earth, and changed fruit to appear as if the Earth and ice caps were melting, hence the title.





Chad Odnokon

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Sudbury
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Objective:

To accomplish power, wealth, and happiness

Summary:

I'll give you determined, dedicated, and focused. I'll even throw in a good sense of humor.

Strengths:

- Public speaking
- Print
- Photography
- Illustration
- Branding

Accomplishments:

- Graduating from Cambrian College as a graphic designer.
- Turning Matt Rocca into an egg.
- Receiving the Arts Excellence Award from secondary school.

Experience:

- Creating "the Chad Odnokon show"
- Attended Design Thinkers.
- Design assistant at The Shop Graphics.

Blindside

Client Name:
Blindside Skateboards

Technique/Software:
Illustrator/ Photoshop/
InDesign

Challenge:
To create an ad campaign for
Blindside skateboards.

Solution:
Used an edgy and aged
looking photo complemented
with strong copywriting.



Blood in the Water

Client Name:
Ontario Valley National 8-ball
Association

Technique/Software:
Illustrator/ InDesign

Challenge:
To re-design a poster for a pool
tournament.

Solution:
Used 'blood in the water' to
refer to the cash prize, and an
illustrated 'pool shark' circling
and attacking it.

Blood in the Water

13th annual Ontario 8-Ball Championships
\$70 000 In prize money based on full fields
presented by the Ontario Valley national 8-Ball Association
February 14-19, 2007 Hamilton convention centre Registration Deadline: January 16, 2007



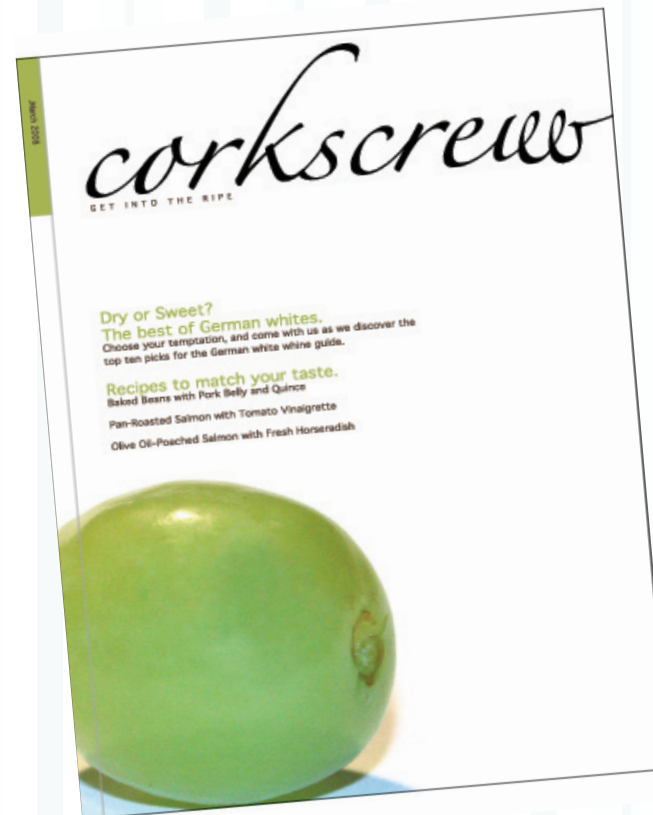
Corkscrew

Client Name:
Corkscrew Magazine

Technique/Software:
Illustrator/ Photoshop/
InDesign

Challenge:
Design a masthead, and apply
it to a fictitious magazine.

Solution:
Used calligraphy with the 'W'
that turns into a corkscrew
making a simple and crisp
execution for the cover of a
wine specialist magazine.



CVRD

Client Name:
CVRD

Technique/Software:
Illustrator/ InDesign

Challenge:
To re-brand CVRD

Solution:
A clean new logo that inspires the feeling of globalization. Created out of four 'C's, and using the colour red to correspond to the colours in ore body mapping; red shows up as a plentiful ore body. Both colours are also easy to turn into reflective applications for underground, and safety purposes.



CVRD



Normand Paquette

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Objective:

After graduation I would like to dedicate most of my time to the growth of my home-based design business.

Summary:

The older I get it seems the more beauty I see around me. Every day there is a new opportunity to capture some of that beauty. There are so many different media at our disposal; the possibilities are endless. I am blessed to be able to pursue my passion for creativity. To have the knowledge and resources to accomplish what I set out to do is so fulfilling. I am proficient in many forms of media: photography, graphic design and graphic arts. With all the tools and techniques available at my fingertips, I am able to create whatever you may need. No matter the size or complexity of a project I will rise to the challenge with excellence.

Strengths:

- Patience
- Finish what I start
- Organized
- Reliable
- Photography

Accomplishments:

- Buying my first house
- Graduating from Cambrian College's Graphic Design Program
- Finding the perfect woman to share my life with

Experience:

- Watching the birth of my children
- Stabbing myself in the leg with a utility knife
- Always back up your hard drive

1 in 50 Will Die

Client Name:

Canadian Centre on Substance Abuse

Technique/Software:

Photography, Photoshop, Illustrator, InDesign

Challenge:

Represent visually the dangers of inhalants.

Solution:

Poured liquid in a plastic bag and inserted a gun pointing upward towards the user's face, and having the subject pretend to inhale demonstrates the serious issue.



Huffing is Lethal

Client Name:

Canadian Centre on Substance Abuse

Technique/Software:

IPhotography, Photoshop, Illustrator, InDesign

Challenge:

Represent visually the dangers of "huffing" propellants

Solution:

Fabricated a gun out of a plastic handgun by cutting off the barrel and gluing on a small propellant can depicting the barrel.

Huffing is the 3rd most abused substance by teenagers



CCSA - CCLAT

Canadian Centre On Substance Abuse - 2007

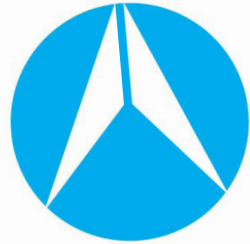
B + T Glass Logo

Client Name:
Bernie and Todd Glass

Technique/Software:
Illustrator, InDesign

Challenge:
This client has no logo.
Symbolize glass panes as well
as Bernie and Todd.

Solution:
Initialized the 2 names and
ad a plus sign to eliminate the
'and', and the use of 2 white
triangles to represent the glass
panes reflecting on a surface
'the Circle'.



B + T
GLASS



IYPE 2008 Stamp

Client Name:
Canada Post

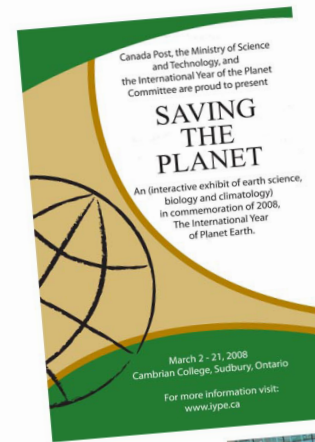
Technique/Software:
Illustrator, InDesign

Challenge:

Develop a theme for the International Year of Planet Earth that demonstrates Earth's disasters such as fires, tsunamis, soil erosions, air pollution, mudslides and a few others that need to be focused on.

Solution:

Make four symbols that represent at least four of these elements: air, water, earth and fire.





Jason Rainville

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Objective:

To be the best artist that I can be and to help anyone I can with the frustrating task of realizing their artistic potential.

Summary:

Who I am now will not be who I am a year from now. I understand how to change myself for the better and how to develop as an artist and communicator. But, at least for now, I suppose I'm Jason Rainville, a student of graphic design and a self-taught amateur illustrator. My influences include Baroque and Art Nouveau, and artists such as Andrew Loomis, George Bridgman, Glen Fabry and Andrew Jones. I detest artistic fads, unconstructive compliments and comfortable stagnation in place of challenging improvement.

Experience:

- Participated in the Massey Street Painting Festival of 2007. This festival helped me appreciate non-traditional ways of making art as well as helped me meet interesting artists from across the world.
- Worked for a small newspaper. There I realized how easily artistic integrity forged by years of study can be swept away by the almighty deadline. I learned how to work quickly so that the artistry in my designs didn't have to be sacrificed.

Strengths:

- Determined to improve artistically
- Strong at representational art and illustration
- Able to produce clean, communicative design as well as textured design
- Confident public speaker and copywriter
- Able to work quickly as well as thoughtfully conceptualize in a deadline-driven environment

Accomplishments:

- Entered in and passed the first round of conceptart.org's Last Man Standing illustration competition. Knowing that I was competing against and being judged by industry professionals, this competition forced me to do my absolute best. The only goal was to impress; losing was always a certainty.
- Named to the President's Honor Roll in the fall of 2007 for achieving a GPA of 4.0
- For each karate tournament I went to, I brought home at least 1 first place trophy. I also won Grand Champion in adult coloured belts. The accomplishment was actually forgetting about winning cheap plastic golden cups that meant nothing to me and focusing my attention on something that could win me happiness, respect and a real feeling of self worth: art.

Thor Redesign

Client Name:
Pagan Comics

Technique/Software:
HB mechanical pencil,
sketchbook, Adobe Photoshop
CS2, Wacom Intuos tablet.

Challenge:
Redesign the Marvel character
of Thor for a new company
and place within a new cover.

Solution:
Through the use of more
primitive dress, iconic use of
red and dramatic lighting,
the new Thor is brought back
to his more mythical, classic
roots.



IYPE Stamp/First day cover

Client Name:
Canada Post

Technique/Software:
Adobe Illustrator/Photoshop CS3

Challenge:
To create a stamp and first day cover for the International Year of Planet Earth.

Solution:
This stamp features a stylistic take on Earth and its cycles. Colourful, full of movement and mimicking primitive design, the repeated swirl can be detached and used on its own or with other designs.



Underneath it All

Client Name:

Completed for an online illustration competition

Technique/Software:

Adobe Photoshop CS3, Wacom Intuos tablet

Challenge:

To create an illustration with the stipulation that it must communicate the theme "underneath it all."

Solution:

The theme of "underneath it all" is created by the character's skin and muscles being ripped from her body, leaving only her skeleton, as well as the revelation of the demonic fetus underneath. Her smile reveals that the destruction behind her is welcomed.



Still Pretty

Client Name:

Wide Smiles (organization for children with clefts and other facial deformities)

Technique/Software:

Photography, Adobe Photoshop/InDesign CS3

Challenge:

Produce a creative poster promoting the organization.

Solution:

By using a doll this poster automatically deals with children. The stitched cleft is symbolic of the healing that occurs when a child joins the organization, and the headline "Still pretty" reinforces the idea that despite the rip, this doll is (and children are) still pretty.



WIDE SMILES is an organization that teaches children that having a cleft or other craniofacial deformity doesn't mean that a part of them is missing. We educate, inform, empower and prove to every child that **they are whole, they are beautiful.**



widesmiles.org



Amy Richard

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Objective:

To find a position where I can continue to learn about design and expand my skills but also benefit my employer with my current skills and experience.

Summary:

I am a soon-to-be graduate of Graphic Design at Cambrian College. I am passionate about design, and I hope that fact comes through while you view my work. Throughout my time at Cambrian I have been a student member of the Registered Graphic Designers of Ontario and was also an executive council member of Vision, the Cambrian College Student Graphic Design Association. Most of my free time is spent on pursuits such as photography, art, kickboxing, sports, and whatever happens to have captured my curiosity that particular day.

Strengths:

- Corporate identity design
- Advertising design
- Layout design
- Web design
- Photography

Experience:

- Junior Designer – Marketing and Institutional Relations (Cambrian College) May 2006 - Current
- Advertising Placement – Canadian Cancer Society Fall 2003
- Freelance work including Northern Ontario Medical School PocketSnips Program logo, Valley East Lions Hockey Magazine, HOMAD (Heads of Media and Design) logo (local finalist)

Accomplishments:

- Graduated from Cambrian College's two year Advertising Program as a Cambrian Scholar (4.0 GPA)
- Awarded the Foundation Baxter and Alma Ricard Bursary – PAGD, February 2008
- Competed at the Ontario Colleges Marketing Competition (November 2004)

Body Works Corporate Identity

Client Name:
Body Works

Technique/Software:
Adobe InDesign, Illustrator,
Photoshop

Challenge:

To create a fresh, new corporate identity for Body Works Fitness and Wellness Centre including logo design, poster/brochure campaign, website and annual report.

Solution:

A three-gear logo focusing on strength, transformation and the idea of the body being like a machine. A coinciding campaign and website which use "factory" like images to tie into the gears concept. Finally, a theme based annual report which focuses on the before and after of joining a facility like Body Works.



Ascend

Client Name:
Ascend

Technique/Software:
Adobe InDesign, Photoshop

Challenge:

Using portions of pre-selected typographic based photos to create an image representing an international typography conference to appeal to designers. Pieces include a poster, program brochure, and website.

Solution:

A collage of the Earth developed completely of letters cut from a photo. Used throughout the campaign.



Ascend.08

The 10th Annual International Typographic Symposium
Jasper, Alberta, Canada • Sawridge International Conference Centre
April 22 - 25, 2007

www.ascend.08.com

Sandwich Magazine

Client Name:
Sandwich Magazine

Technique/Software:
Adobe InDesign, Illustrator,
Photoshop

Challenge:
Create a masthead using a
pre-selected word and use that
masthead to create a magazine
cover and coinciding article as
well as ad pages which all tie
together.

Solution:
A bright, colorful food and
beverage magazine targeted to
25-40 year old social adults.

Sip-erior DRINKS

Hot parties deserve cool drinks. We have your guide to this seasons newest drink sensations. From Europe and North America these drinks are taking the world by storm. Here's how to bring them to your next party.



CARAMEL COKE

An excellent drink for sipping on a relaxing night. Great for those guests with a sweet tooth.

- 1 shot Butterscotch Schnapps
- 6 oz. Cola

Fill a rocks glass with ice. Add the cola and then the schnapps. Serve.

CRANBERRY SMASH

An easy to make, colourful drink which will add life to any party. Perfect for those unexpected visitors and gatherings.

- 4 oz Cranberry juice
- 2 oz Gin
- 2 oz Vodka

Stir ingredients together in a tall glass. Serve over ice.

JELLO SHOTS

Expecting a large crowd? Jello shots are a quick solution. Make jello as usual, but substitute cold water for the alcoholic beverage of your choice. We suggest for a change adding Sour Puss liqueur instead of Vodka.

DIVA STYLE

A refreshing cocktail guaranteed to make you feel like a diva. The perfect drink for a night at home with the ladies.

- 3 oz vodka
- 3 oz Alize® Red Passion liqueur
- 3 splashes orange juice

Mix all ingredients in a shaker with ice. Shake well and pour into martini glass or glass of your choice. Garnish with an orange or other fruit for added style.

Sudbury Pride Week

Client Name:
Sudbury Pride

Technique/Software:
Adobe InDesign, Illustrator,
Photoshop

Challenge:
With focus on being provocative,
create a poster campaign for
Sudbury Pride Week 2008.

Solution:
Sexy, revealing posters using
bathroom signs to specify sexual
preference of the models shown,
which pull the viewer in. Clever
copywriting fills viewers in on all
necessary information on the event.





Matthew Rocca

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Objective:

To be employed full time as a junior designer.

Summary:

I believe that effective graphic design should produce positive results, communicate thoroughly and stay current with trends if it is to successfully reach the intended target audience. I have extensive typographic skills, as well as keen attention to detail. A thorough knowledge in graphic design and art history is crucial when trying to understand modern design and why design can be effective. I also have strong corporate identity skills and can provide a wide range of design styles. Regardless of style, the concepts are always imaginative, clear and professional.

Strengths:

- Strong typographic skills
- Excellent attention to detail
- Creative copywriting skills.
- Strong corporate identity skills
- Clear understanding of past and emerging trends

Experience:

- Design internship with the Government of Ontario
- Attended Design Thinkers 2007
- Completed my college career

Accomplishments:

- Achieving and surpassing my academic goals
- Understanding the characteristics of effective design
- Becoming a strong thinker and creative problem solver.

A New Zenvironment

Client Name:

The Sapporo Ichibang

Technique/Software:

Clean, strong corporate identity created through refining the logo using Illustrator as well as Photoshop.

Challenge:

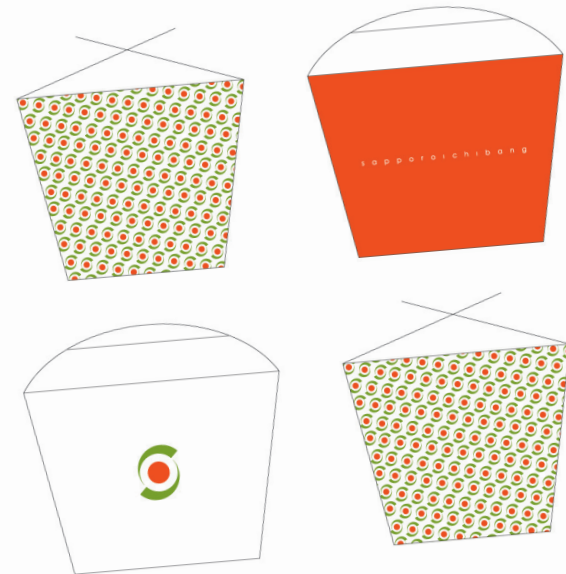
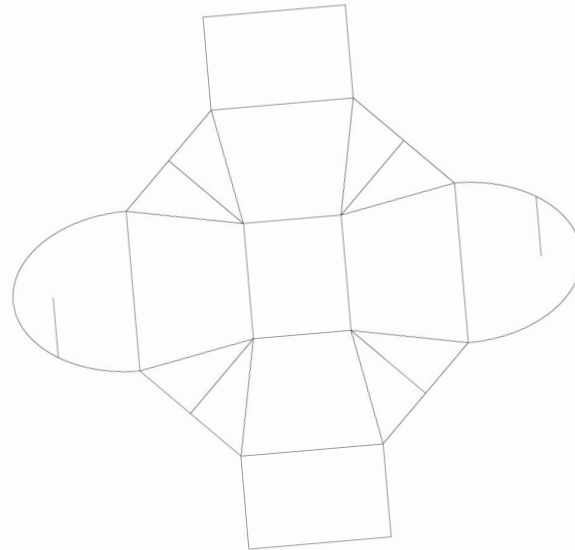
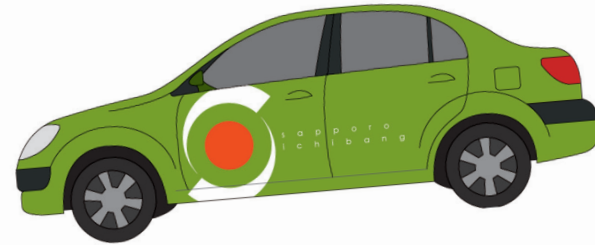
To redevelop a Sudbury based sushi restaurant that reflected the product.

Solution:

The creation of a professional, simple and striking logo that effectively positioned the company as a clean, authentic and high class restaurant.



sapporoichibang



Planet Earth

Client Name:
Canada Post

Technique/Software:
The use of strong imagery married with typographic contrast and subtle Photoshop work creates a clean message of earth care.

Challenge:
To create a commemorative stamp to celebrate the International Year of Planet Earth – 2008.

Solution:
Stunning imagery is used to represent the true fragility of our planet, and to convey the need to return our home to its natural beauty.



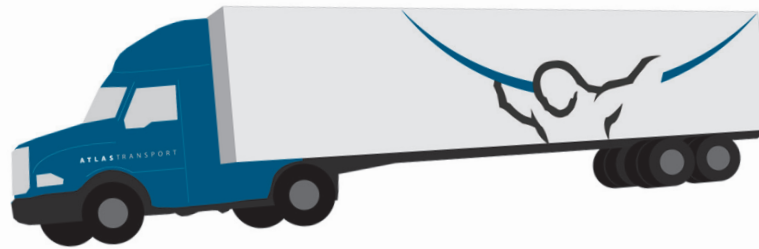
Boxes and Boxes

Client Name:
Atlas Transport

Technique/Software:
Based on gesture drawing, a strong use of simplification in Illustrator to create a simple humanistic logo.

Challenge:
Formerly Atlas Van Lines, the company needed a logo that would reflect the passion and dedication that brought the company to number one.

Solution:
A clear logo representing strength and trust, as well as positioning Atlas Transport as a single major company.



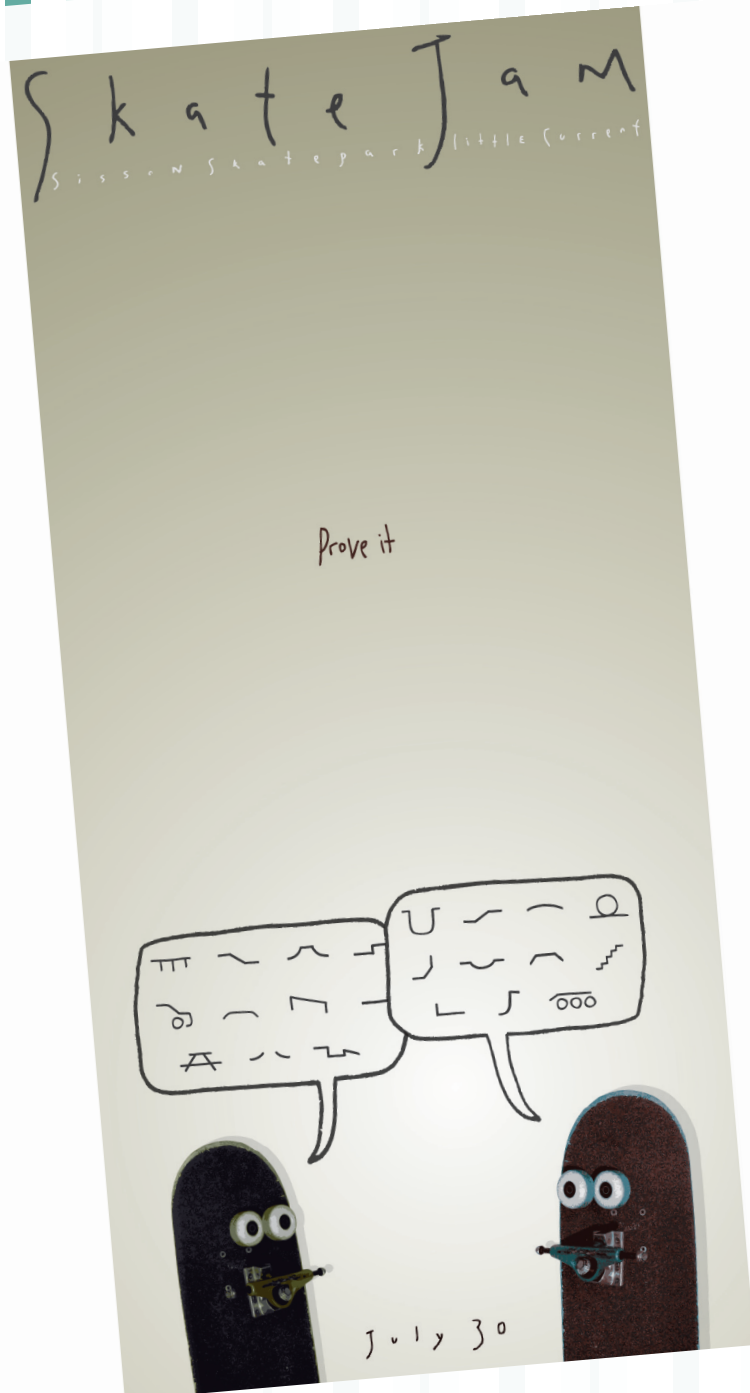
Prove It

Client Name:
Skate Jam

Technique/Software:
Hand drawn type and intent to
avoid stereotypes within this market

Challenge:
To avoid usual stereotypes and
create an appealing story to attract
competitors.

Solution:
The use of humor and hand drawn
style, the message of a skate
competition is achieved by using a
series of symbols instead of body
text.





Robbyn Stajkowski

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Objective:

To obtain a position as an innovative graphic designer in an environment where I could assume increasing responsibility.

Summary:

I strive to live my life by my two favourite quotes.

"The best way to predict the future is to invent it..."
- Laura Ingalls Wilder

"The black space can never be beautiful until the white space is beautiful."
- Russian Graphic Designer

The two quotes can be taken several ways, but are very relevant to the personality and style I have. I don't believe in sitting around waiting for it to happen; I go out there and make it happen. The second quote describes my design style, and how I review the finished product.

Strengths:

- Creating outstanding corporate identities
- Ability to communicate ideas verbally, written and drawn
- Organized and able to multi-task
- Self-motivated and able to work independently
- Experience with editorial and advertising design

Experience:

- Imagetech, Thunder Bay, ON
- Photography Store and Studio, Designer, summer 2007
- Cambrian College of Applied Arts and Technology
- Peer-to-Peer Tutor, 2006-2008
- TNS Canadian Facts, Thunder Bay, ON
- Market Research Firm, Interviewer, Assistant Supervisor, and Supervisor August 2002 – September 2005/May-Aug. 2006-2007

Accomplishments:

- The Association of Registered Graphic Designers of Ontario
- RGD Volunteer, January 2006 - Present
- Vision, Graphic Design Student Association
- Executive council member (president, third and first year representative), 2005-2008
- Admiral Mountbatten Sea Cadets / Fort William Sea Cadets
- Civilian Volunteer/ CIC Officer, January 2002 – Present

London 12 Corporate Identity

Client Name:
The London Olympics 2012

Technique/Software:
Adobe CS3

Challenge:
The challenge was to develop a unique branding strategy around the 2012 London Olympic Event that would appeal to a broad target market.

Solution:
The solution was to create a unique logo and use the national colours to create the brand. This was implemented using promotional articles, advertising, ceremonial articles, signage, and promotional vehicles. The creative idea was an abstract logo to represent the short time of the London Olympics. This logo could represent the Union Jack, a moving form, or meeting in a central location.



CASC Poster Process

Client Name:

Computer Algebra in Scientific Computing

Technique/Software:

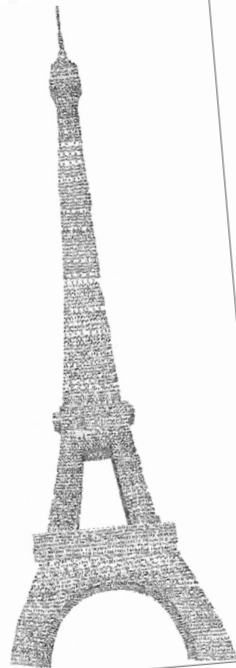
Hand drawn equations using a felt tip pen, and Adobe CS3

Challenge:

The problem was to create a redesign for an annual conference about computer algebra in scientific computing and make it effective, creative, and memorable.

Solution:

The solution was to remind the viewer that the conference took place in Paris by using the Eiffel Tower. The creative solution was to show the Eiffel Tower using algebraic equations that could have been used to create it if it were built today. The pieces that were involved were a series of posters for every annual year after.



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Allure Software Package

Client Name:
Allure

Technique/Software:
Adobe CS3

Challenge:

The goal was to hit the target market, females ages 12-18, with creative compact disk packaging, website, and promotional materials that would attract their attention.

Solution:

The solution used an illustrated approach that created a unity between the materials. Soft feminine graphics and colours were used to make it more appealing. I used the symbol and meaning of the butterfly, a beautiful independent creature, to symbolize what the program can do for the customer.

Allure

Allure



Wiley Blackwell Book Jacket Series

Client Name:
Wiley Blackwell Publishing

Technique/Software:
Adobe CS3

Challenge:
The challenge was to create a series of book jackets that would appeal to the target audience of healthy adults looking for new recipes.

Solution:
The solution was to use cutouts of the image, to show that you can be creative with the recipes. This would be more appealing to a creative audience.



Wiley Blackwell





Nico Taus

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W: <http://www.nicotaus.com>

Objective:

To live happily.

Summary:

I want to master what others have done, and then challenge myself to do it differently.

Strengths:

- Typography
- Identity
- Web design (html, action script 2,0)
- Photography
- Color theory

Experience:

- Having Ron Beltrame as a teacher
- Learning to think for myself as well as learning the discipline to work with others
- Truly learning to manage my time (school/work/relationships and freelance)

Accomplishments:

- Maintaining a 3.0+ GPA for all 3 years
- Being featured in the class showcase for 2nd and 3rd year of program
- Being chosen as concept designer for graduating class promotion CD

Copper Creek Manors

Client Name:
Copper Creek Manors

Technique/Software:
Gestalt Theory, Illustrator and
Photoshop for supporting stationery
and campaign.

Challenge:
Representing a chain of retirement
residences in a new way.

Solution:
Representing the elderly
metaphorically in order to avoid
the typical stock image and
stereotypical scenarios that are
overused.



Food Basics

Client Name:
Food Basics

Technique/Software:
Adobe Illustrator

Challenge:
Creating an identity that stands out from competitors and that clearly symbolizes the most basic tool in grocery shopping: the shopping cart.

Solution:
Created a symbol of a shopping cart with a series of simple strokes outlining an 'F' with earthy tones, a bright healthy green with a simple brown, with the combination of a basic type: American Typewriter.



Food Basics

Espresso Magazine Supporting Article

Client Name:
Espresso Magazine

Technique/Software:
Photography, Photoshop, InDesign

Challenge:
To work with various different visuals and layout text in one spread while keeping the theme of the magazine

Solution:
Worked with a strong and precise grid, organizing visuals in a straight bar.

Become your **own** icon Trust **your** intuition



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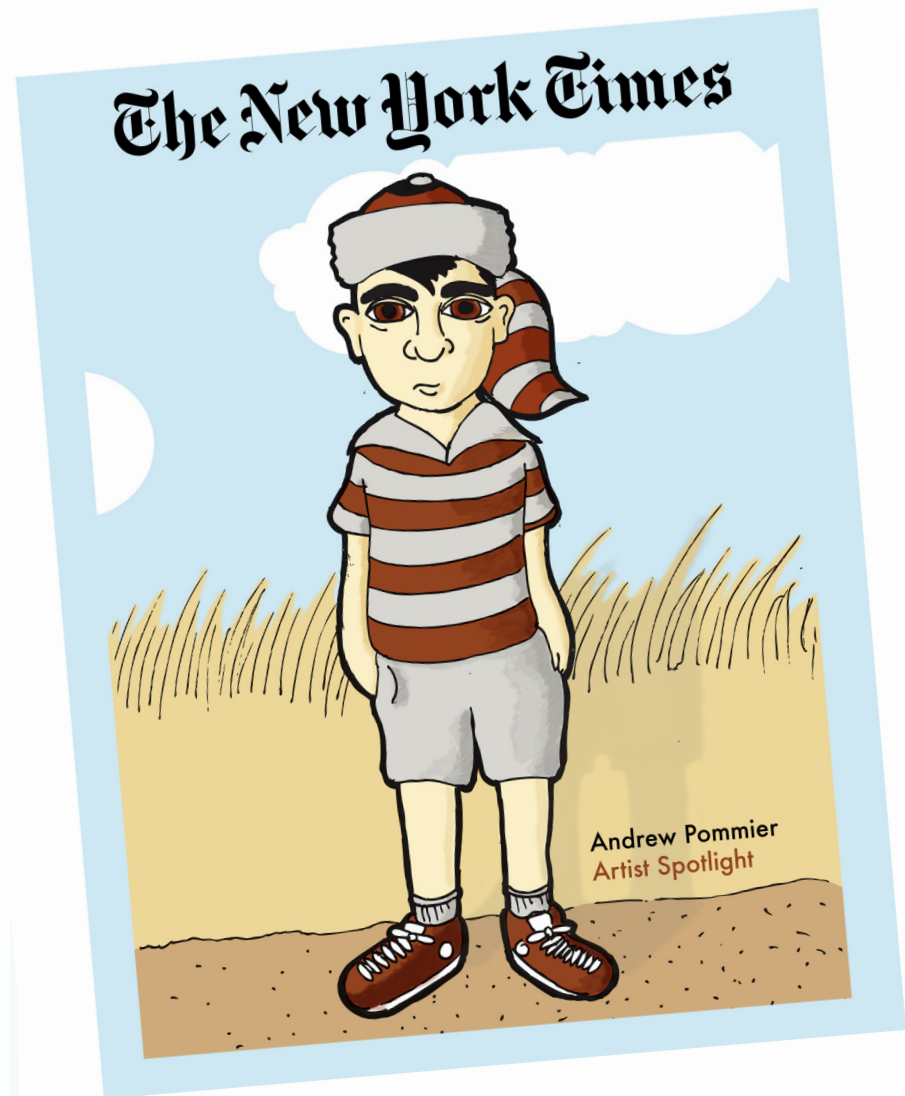
Scott Pommier on New York Times Cover

Client Name:
New York Times Magazine

Technique/Software:
Black pen and Illustrator

Challenge:
To illustrate the artist in his own style for the cover, supporting a feature interview inside.

Solution:
The solution has a simplistic scene of the artist standing out by a field in a raccoon outfit. It is in his style to showcase characters wearing mascot or animal suits.





David A. Williamson II

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Objective:

Objective: To acquire a position to help further develop my design skills and gain the experience necessary for the future acquisition of RGD status.

Strengths:

- Intellect
- Communication
- Problem Solving
- Versatility
- High levels of caffeination

Experience:

• Being an individual who is now in the communications field, the call-centers in which I have worked truly were the trenches, in retrospect. These places provided me with excellent training for communicating with a wide variety of personalities. This experience has also helped me learn to better communicate my ideas concisely.

• Tree planting taught me about caring and tolerance. The combination of a high stress job, and a close proximity co-existence with dozens of other planters was often challenging. I learned to have a lighter touch with the people with whom I work, and to be aware of the emotional state of those around me.

• My diverse background in the arts includes being a classical pianist since a young age and also having the ability to play a number of different instruments. As well as being a competitive singer, and having dance experience, I have also been active in the theatre community for the better part of my life. These right brain activities have all contributed in helping me become the graphic artist that I am today.

Accomplishments:

- The successful completion of the graphic design program at Cambrian College of Applied Arts and Technology.
- Created designs and layouts for a quarterly newsletter for N'Swakmuk, a native health centre.
- Helped to create and distribute several editions of a leftist publication.

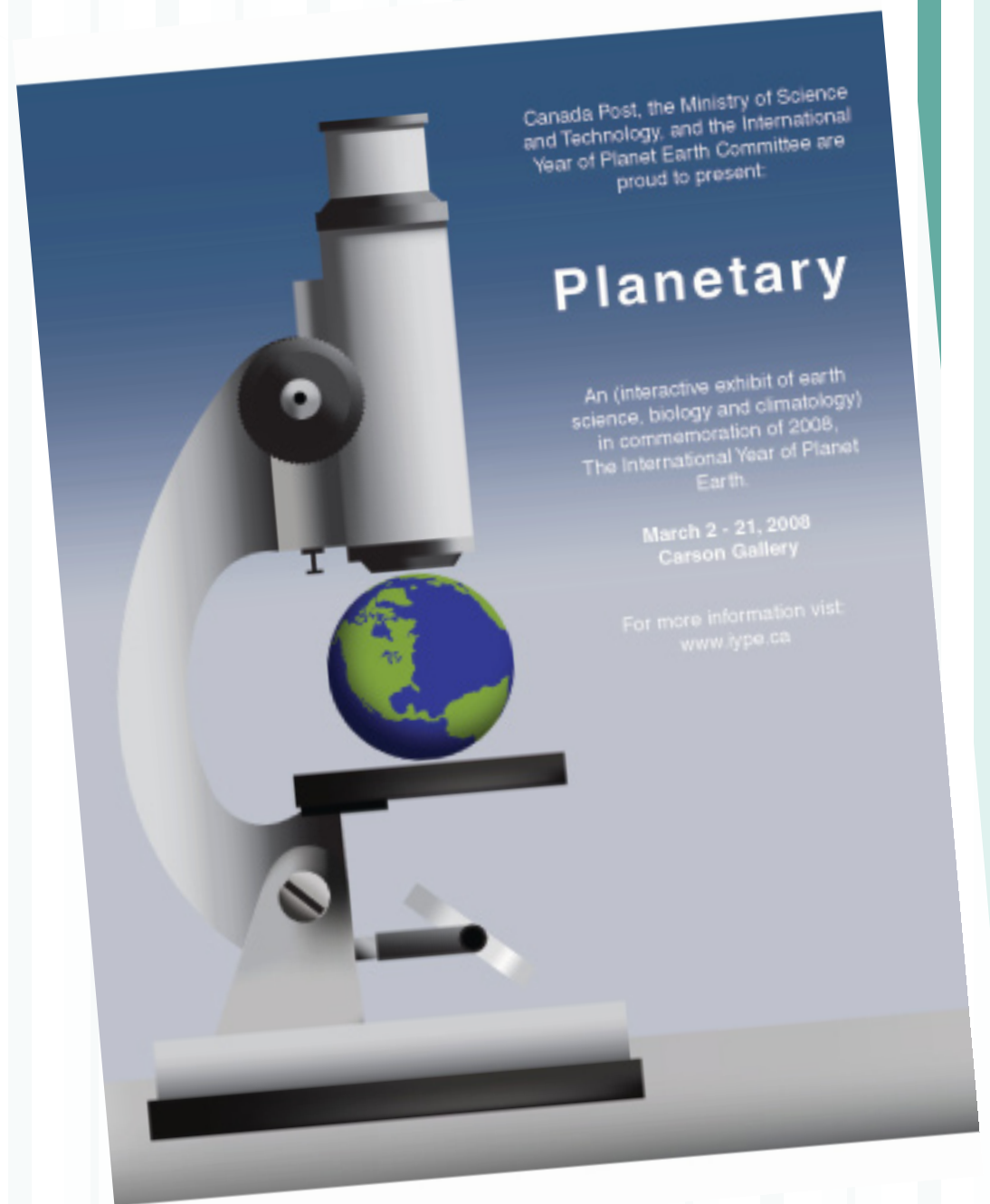
International Year of Planet Earth

Client Name:
Canada Post

Technique/Software:
Illustration/Illustrator CS3,
Photoshop CS3

Challenge:
To create a promotional stamp,
postmark, and poster for IYPE.

Solution:
The final solution showed the
planet under a microscope which
is an absurd and eye catching
combination.



Roots Corporate Identity Package.

Client Name:
Roots Canada

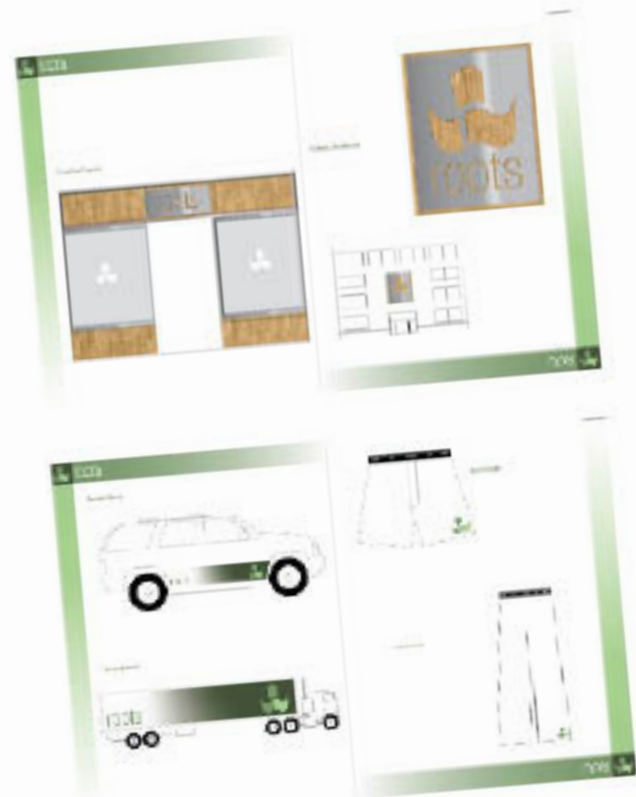
Technique/Software:
Illustrator CS3, Photoshop CS3,
InDesign CS3

Challenge:

To create a new identity for Roots along with an accompanying corporate manual.

Solution:

The final package includes the new logo, along with logo application on articles of clothing, vehicles, stationery, and building signage.



Anti-Circus Posters

Client Name:

People for the Ethical Treatment of Animals (PETA)

Technique/Software:

Illustrator CS3, Photoshop CS3

Challenge:

To create a fun looking poster that displayed stark imagery of animals in various sad or abusive positions in a circus environment.

Solution:

Created illustrations and manipulated them to appear as though they were construction paper glued down.



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