

stwtw

**Cambrian College Graphic Design  
Graduate Portfolio 2009**

We are students tying up loose ends as we prepare to graduate . We have worked out all the kinks to present this cross section of our strengths as a group.

Weave your way through our presentation, wrap your mind around our portfolio selections, and wind up with a sense of our talent and diverse creative ability.

click for **full screen**. escape to exit



mike basso

maxime brazeau

melissa deschenes

jamey dohanich

ashley kirkpatrick

keri laframboise

leanne luczak

chantalle martin

desiree mcgillis

ryan meesen

rachelle st-louis

jennifer taback

angelle taillefer

leslie varady

nick vildis

johanna westby

david williamson

madison zoepel



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## mikeBASSO

### skills

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Flash  
Adobe Dreamweaver

### strengths

Design Foundations  
Corporate Identity  
Photography  
Copywriting for Print  
Web Design

### experience

- Freelance Tattoo Designer
- Freelanced for various clients designing tattoos
- Freelance Design for Plaster Mommies
- Created logo and designed posters

### contact

1290 Bancroft Dr.  
Sudbury, ON

705 . 507 . 3922

[memphisfair@hotmail.com](mailto:memphisfair@hotmail.com)

## mikeBASSO

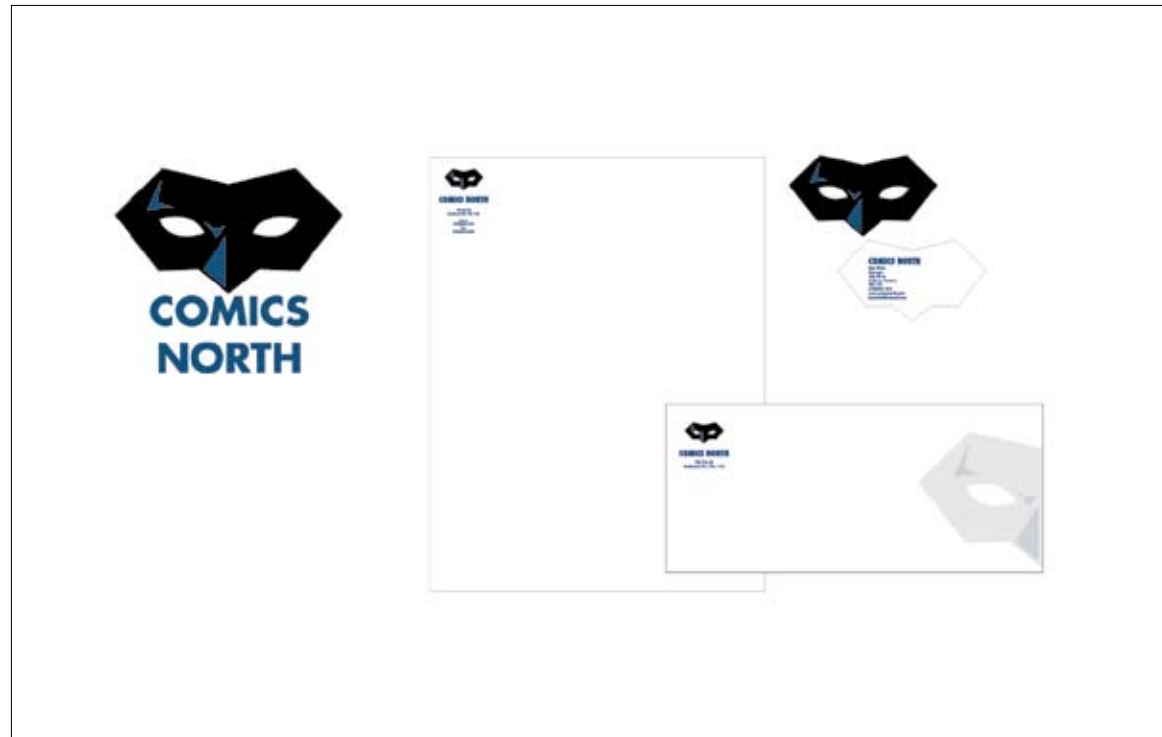
### COMICS NORTH LOGO

#### challenge

Create an iconic logo for a comic book store.

#### solution

I used an image that would cover the wide array of genres in the comic book field. It needed to be simple, clean and mysterious. Black and blue were used to illustrate mystery and Futura was used for cleanliness and impact.



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## mikeBASSO

### ING LOGO REDESIGN

#### challenge

Take a well known and powerful company (ING Bank) and update their image without damaging their reputation.

#### solution

Keep the lion logo, but update and simplify its look. The font Friz Quadrata was used because it combines old and new style, with its subtle curves and sharp points that run parallel to the logo itself.



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mikeBASSO

## INTERNATIONAL YEAR OF ASTRONOMY STAMPS AND WAYFINDING

### challenge

Create a stamp series for the International Year Of Astronomy. Along with a series of way-finding posters for the event.

### solution

The idea of stars and constellations against simple colors makes the image clean and elegant. The use of similar visuals in both the stamps and posters creates unity throughout the campaign.





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## maxime **BRAZEAU**

### **skills**

HTML/CSS  
Digital Illustration  
Blogging  
Internet Research  
Adobe CS4

### **strengths**

Typography  
Print Media  
Corporate Identity  
Print Design  
Photography

### **experience**

Life Meandering - Web Comic  
• Webmaster / Writer / Illustrator

Quasi Mepris - Band  
• Album cover / poster design

Maks Barzo Design  
• Graphic Designer

### **contact**

487 Ontario St.  
Sudbury, ON

705 . 919 . 8679  
[maks.barzo@gmail.com](mailto:maks.barzo@gmail.com)

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maxime **BRAZEAU**

## THE LAUGHING BUDDHA

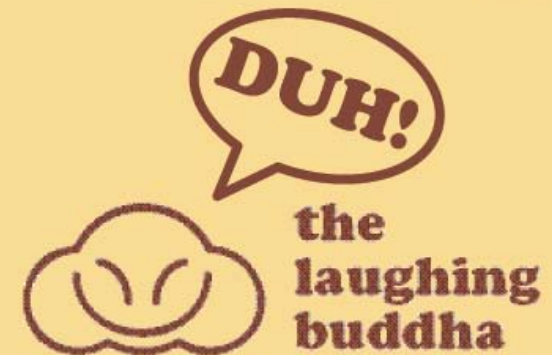
### **challenge**

Re-design and re-brand The Laughing Buddha.

### **solution**

The Laughing Buddha was given a new face using three interlocking rings. The ad campaign was designed around clearing up the pronunciation of confusing ingredients on the menu.

**(gär-bän'zō)**



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maxime **BRAZEAU**

## DESCEND 09

### **challenge**

Poster and program designs were required for the Descend'09 Typographic Symposium.

### **solution**

A colorful explosion of typography.



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maximeBRAZEAU

## HOOKAH MAGAZINE

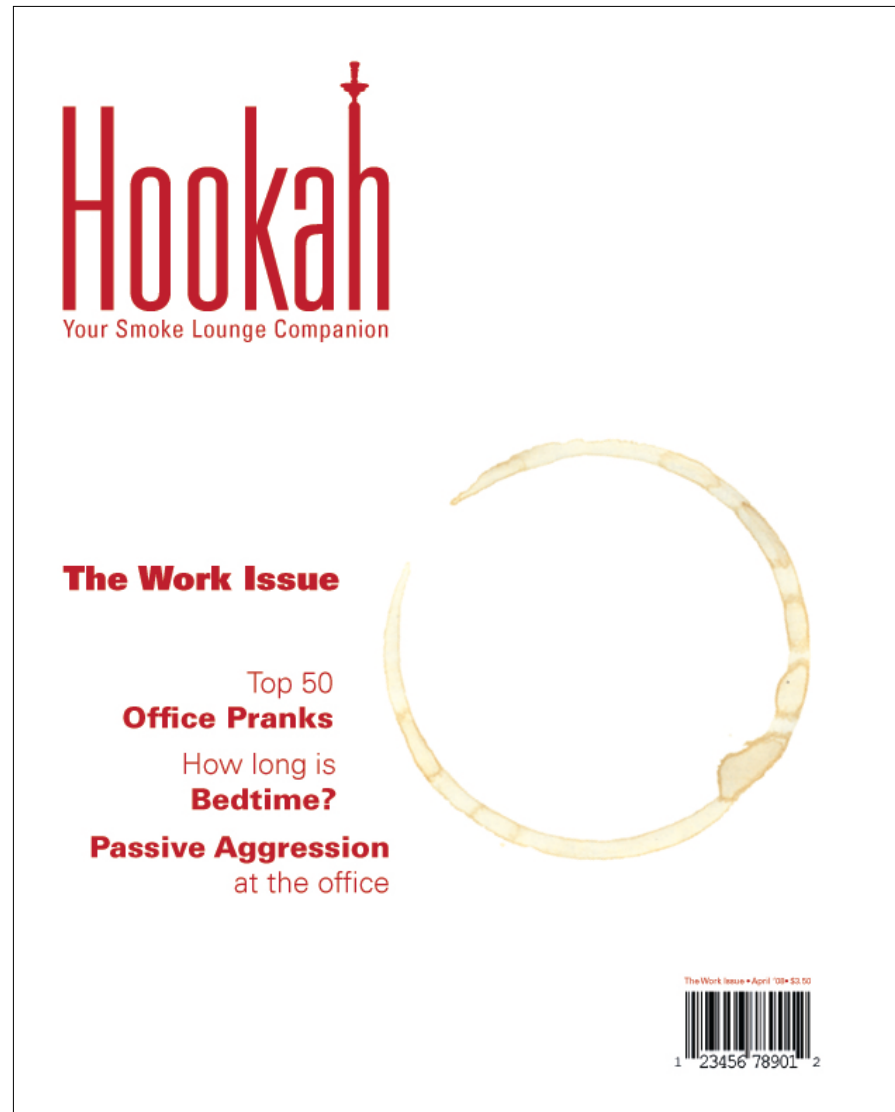
### challenge

Design a cover and editorial for a magazine belonging in Hookah bars around Europe and North-America.

### solution

The top of Hookah was used on the ascender of the k in Hookah. Every cover is to follow a theme based on smoke rings.

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maxime **BRAZEAU**

## THE LOOKOUT

### **challenge**

Re-design the corporate identity of a film rental store specializing in art films.

### **solution**

The lookout was named after the first art film theater and was designed to reflect a European taste.

Sam Shashabi  
Director

19 Grey Street  
Sudbury, ON  
P3N3N2

705-621-0925  
samshashabi@gmail.com

the **l**øøkout  
art & film



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## melissa **DESHENES**

### **skills**

Photo editing and manipulation  
Digital illustration  
Digital mock-ups  
Flash action script 2.0  
Adobe Creative Suite 3, HTML, CSS

### **strengths**

Corporate Identity  
Environmental Graphic design  
Advertising and marketing communications / print  
Photography  
Illustration

### **experience**

Freelance graphic designer and photographer : January 2008 - present

Waterview Apartments : June 2007 - present

- Rental office administrative assistant

50 Carleton : December 2006

- Assistant and data entry clerk

### **contact**

1290 F Bancroft dr. F 102  
Sudbury, ON

705 . 507 . 4376

[melissa.m.deschenes@gmail.com](mailto:melissa.m.deschenes@gmail.com)

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melissa **DESCHENES**

## FABRICLAND CORPORATE IDENTITY, LOGO AND ANNUAL REPORT

### challenge

Redesign the Logo for Fabricland, and choose a theme and style for the Annual Report.

### solution

The logo represents intertwining fabric with colors that reflect a union of materials i.e. textiles and metals.

The Annual report display's a theme called double takes, which plays with common expressions, and twists them so they have a connotation to fabric.



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# melissa **DESCHENES**

## KNOBS MAGAZINE

### challenge

Design a Masthead and Layout / photographic style for a magazine dedicated to open minded homosexual men.

### solution

A masthead design, as well as a new “brand” for the magazine has been created to accommodate the target market. A controversial topic for the editorial spread adds a more edgy approach to the overall magazine style.



melissa **DESCHENES**

## INTERNATIONAL YEAR OF ASTRONOMY STAMPS

### challenge

Create stamps and the first day cover for the International Year Of Astronomy 2009

### solution

The stamps represent diagrams of the four major innovators in astronomy (Copernicus, Kepler, Galileo, and Newton). Their work has been replicated with a calligraphic pen on old style paper. The cancelation stamp is a variation of one Galileo's diagrams.



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melissa **DESCHENES**

## WENDY'S CORPORATE IDENTITY

### challenge

Re-brand Wendy's.

### solution

A friendly and fresh approach has been taken to the Wendy's identity. Wendy's portrait has been applied to the stationery.





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## jameyDOHANICH

### skills

Photo Manipulation - Adobe Photoshop (CS3)  
Vector Artwork - Adobe Illustrator (CS3)  
Layout Styles - Adobe InDesign (CS3)  
Animation - Adobe Flash (CS3)  
Action Script 2.0 - Adobe Dreamweaver (CS3)

### strengths

Corporate Identity  
Advanced Design Applications  
Typography  
Advanced Design Applications  
Digital Illustration

### experience

Advantage Financial : March 2009, Graphic Designer; Website Designer  
• Create graphics / layout for website

Dzyne : March 2009, Graphic Designer; Corporate Identity  
• Designed logo, stationery, advertising campaign, and annual report

Chirpu : December 2008, Graphic Designer; Website Designer  
• Designed Graphics / layout for website

### contact

30 - 2365 Grenoble St.  
Sudbury, ON

705 . 562 . 7855  
[jameyd@gmail.com](mailto:jameyd@gmail.com)

jamey **DOHANICH**

## DZYNE LOGO

### **challenge**

Create a company logo, using simplicity and creativity. Choose colors and style that reflect that of the company.

### **solution**

Less than and greater than signs, parenthesis, and the blue and teal color scheme reflect that of the colors found in website code.



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jamey **DOHANICH**

## FUTURE SHOP LOGO

### **challenge**

Create a company logo, using simplicity and creativity. Choose colors and a style that reflects that of the company.

### **solution**

A silhouette of Futureshop "F", with an arrow in the middle symbolizing looking forward. Colors chosen, shades of blue reflect that of colors found in most electronics in the consumer industry.



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# jameyDOHANICH

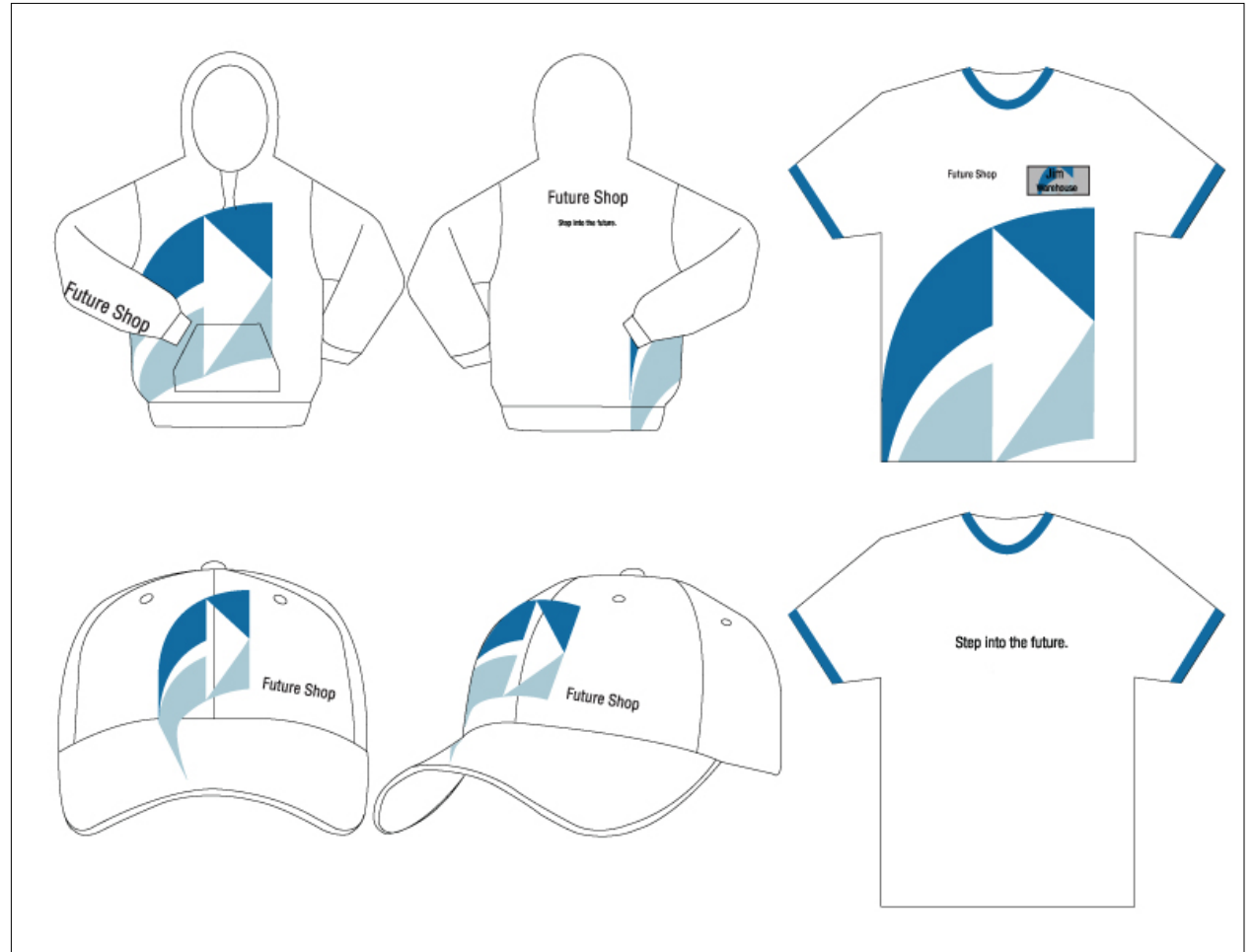
## FUTURESHOP APPAREL

### challenge

Create a branding campaign that hits the proper demographic, using simplicity and creativity.

### solution

The logo was applied to apparel; promotional hoodie, promotional hat, and work shirts in a creative way.



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# jameyDOHANICH

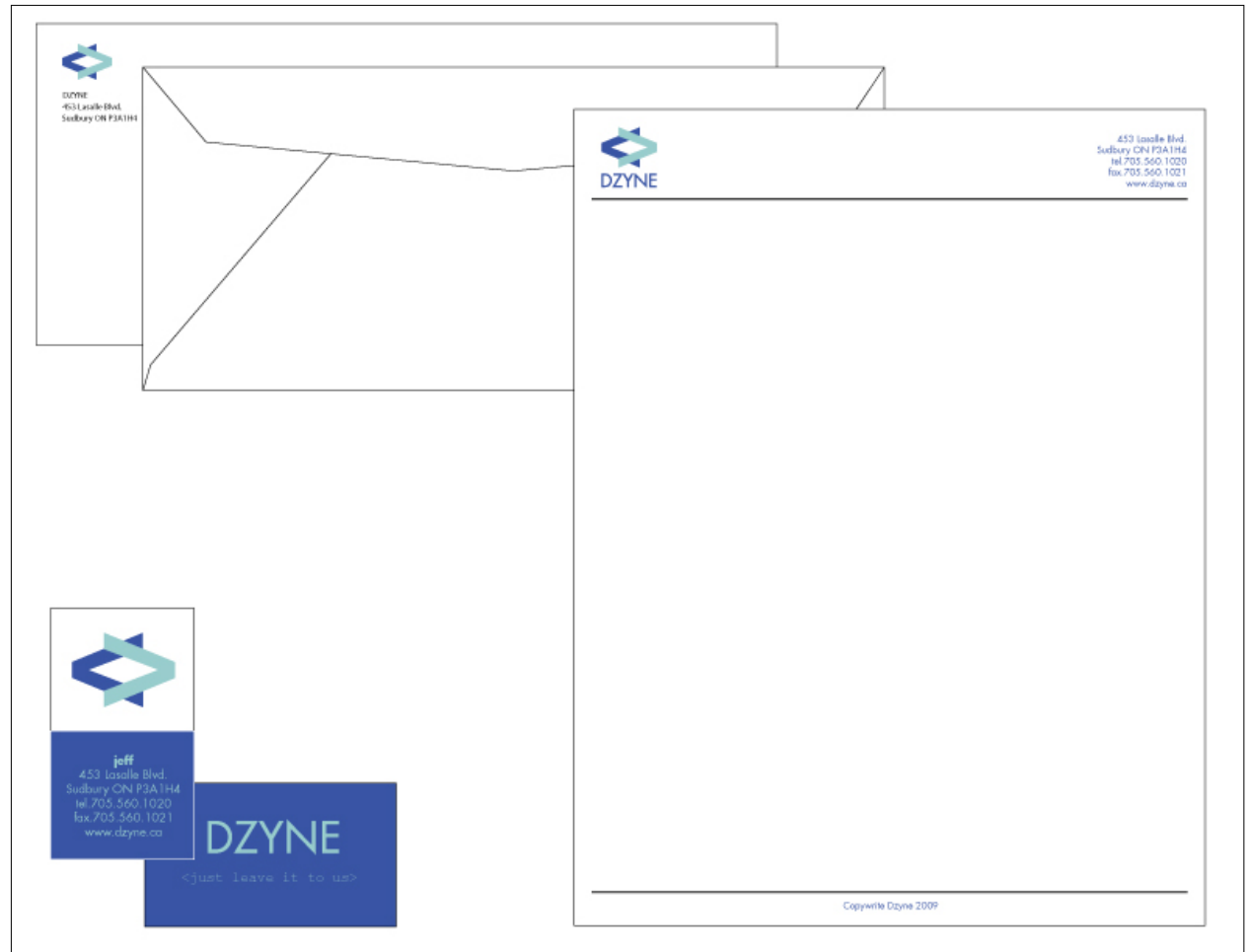
## DZYNE STATIONERY

### challenge

Apply the company logo to stationery using effective and creative layout techniques.

### solution

The logo was applied to stationery in a very unique manner, to make the company stand out amongst its competitors.





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## ashley **KIRKPATRICK**

### **skills**

Illustrator (CS3)  
Photoshop (CS3)  
InDesign (CS3)  
Flash, CSS, HTML  
Microsoft Word / Office

### **strengths**

Print Media  
Copywriting  
Corporate Identity  
Advanced Applications for Print  
Typography

### **experience**

Designer for Jessie Oldfield, classical musician : January 2009  
•Designed poster; album cover; program, business card

Sudbury Hard of Hearing logo contest finalist : November 2009  
•Designed logo for the Sudbury Hard of Hearing Association

Designer for Big Balls Charity For Kids : Lighthouse Restaurant : July 2008  
•Designed signage for a kids charity run

### **contact**

33 Strachan Street  
Port Burwell, ON

519 . 874 . 4973 cell 705 . 561 . 3747  
[ashleykirkpatrick66@yahoo.ca](mailto:ashleykirkpatrick66@yahoo.ca)

## ashley **KIRKPATRICK**

### NCAC POSTER

#### **challenge**

Design a poster for the National Children's Advocacy Center.

#### **solution**

Creating Polaroids of a child's slumber party and adding a muted, subtle hand print to a child suggest abuse, and makes the viewer look closer. This evokes feeling and draws the viewer in.



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ashley **KIRKPATRICK**

## SPREAD

## challenge

Design a magazine spread for "music:" a magazine targeting rock musicians.

## solution

the magazine has a hard rock feel. Stark, bright colors and close cropped photography were used to create depth and visual interest.



ashley **KIRKPATRICK**

## HEATWAVE AD

### **challenge**

Design a bus ad for Heatwave Tanning Salon.

### **solution**

Pairing a clever visual with a punch line draws the eye in and relates to the target market.



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ashley **KIRKPATRICK**

## PETA BEAR

### challenge

Design a print ad for PETA (People For The Ethical Treatment Of Animals)

### solution

Taking an image of something comforting and putting it in an upsetting context, and adding an intimidating fact, evokes emotion and creates a tie to the general public.





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## keri **LAFRAMBOISE**

### **skills**

HTML, CSS  
Adobe Phtotoshop  
Adobe Illustrator  
Adobe Indesign  
PC/ MAC

### **strengths**

Webdesign  
Corporate Identity  
Copywriting  
Photography  
Photo Manipulation

### **experience**

Design Cambrian Music Program: 2008-09  
• Designed poster, set secduale, met deadlines.

Dairy Queen: 2006 - present  
• Cake designer and decorator

Marymount Academy: 2003-2006  
• Theatre set production

### **contact**

449 Granite St.  
Sudbury, ON

705 . 673 . 3865

[keri\\_laframboise@live.com](mailto:keri_laframboise@live.com)

# keriLAFRAMBOISE

## XCITE

### challenge

Design a program for an International Type Symposium called Xcite.

### solution

By combing visually interesting images and text, it gives the symposium a fun and energetic look and feel.



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## keriLAFRAMBOISE

FIFA

**challenge**

Redesign the current logo for FIFA.

**solution**

Taking the main elements of a soccer ball and placing them in relation to the continents of the world, it creates a strong, dynamic logo that better represents FIFA and what they do.



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## keriLAFRAMBOISE

### GREY CUP

#### challenge

Design a poster for an event of our choice,( Montreal Grey Cup) that incorporates good typography and creative copywriting.

#### solution

Creating a football through an artistic water color rendering it catches the eye and stands out among other posters promoting similar sports events.



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# keriLAFRAMBOISE

## LIGHTBULB

### challenge

Create a package design for philips sense and simplicity bulbs.

### solution

I created a visual as "simple as the box it comes in."





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## leanne **LUCZAK**

### **skills**

Adobe InDesign (CS3)  
Adobe Illustrator (CS3)  
Adobe Photoshop (CS3)  
Flash, CSS, HTML (CS3)

### **strengths**

Copywriting For Print  
Corporate Identity  
Digital Illustration  
Design Foundation

### **experience**

Designed packaging of variety drinks, advertising poster  
Sheffield Gourmet, Timmins ON

Designed for Miss Venelli's Pizza, Timmins ON  
Poster Designer for food advertising

### **contact**

1328 Richard Cr.  
Timmins, ON

705 . 360 . 0036

leanne **LUCZAK**

## DESSERTS PLEASE

### challenge

Re-design the identity for Dessert Please Restaurant and Bakery.

### solution

The idea is based on the slurping of the frog when indulging in desserts.



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leanne **LUCZAK**

## HUMANE SOCIETY POSTER

### challenge

Design an effective poster for the humane society, that will provoke people to donate or adopt a pet.

### solution

Placing a robotic dog by a fire hydrant symbolizes the cold, unfriendliness of technology compared to that of a real pet.

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leanne **LUCZAK**

NEW YORK TIMES  
MAGAZINE

**challenge**

Choose an illustrator and mimic his/her style, and place them on the cover of The New York Times Magazine

**solution**

By incorporating Junichi Tsuneoka style and techniques into the design it gave the piece a dynamic and fun look.



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leanne **LUCZAK**

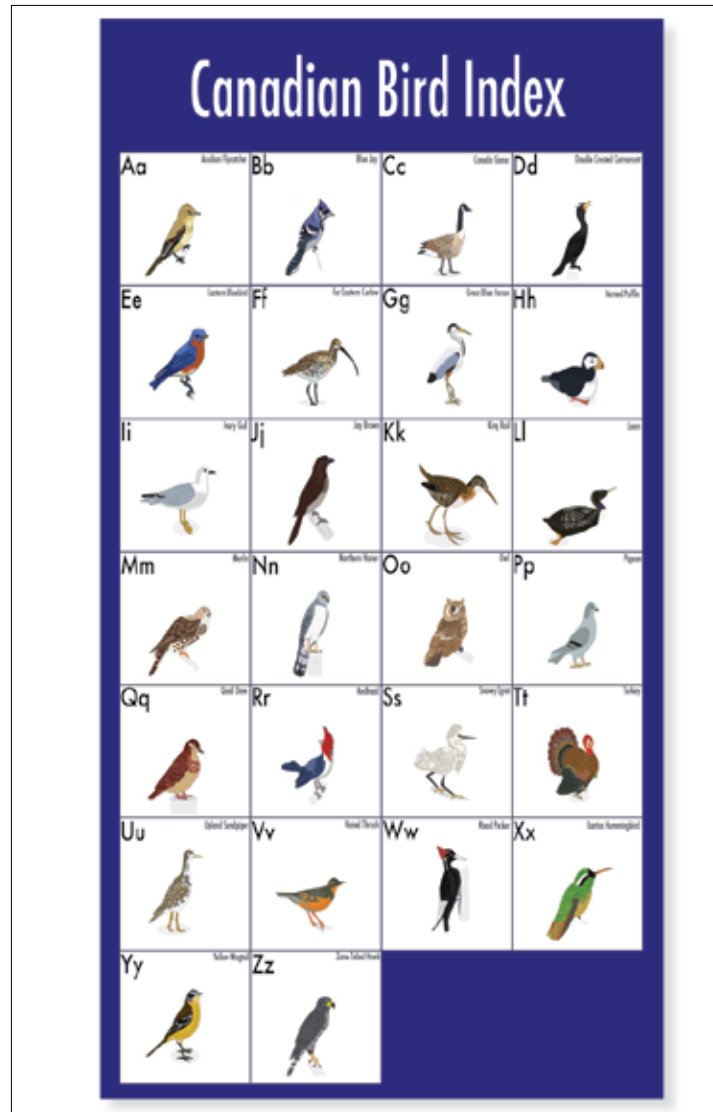
### BIRDS OF THE ALPHABET

**challenge**

Find 26 Canadian bird species and represent the letters of the alphabet to benefit children's learning.

**solution**

By illustrating every bird with fine detail and placing it in a periodic grid, it gives the piece dynamic visual interest that will help keep small children's attention.





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## chantalle **MARTIN**

### **skills**

Adobe Illustrator CS3  
In Design CS3  
Photoshop CS3  
Flash CS3  
Dreamweaver CS3

### **strengths**

Corporate Identity  
Design for Print  
Photography  
Web Design

### **experience**

Designer : Elegance Day Spa, January 2009  
• Develop an entire new corporate identity for elegance day spa, stationery, brochure, gift certificate, stickers and gift bag design

### **contact**

1855 Pilon Crescent,  
Chelmsford, ON

705 . 677 . 5734

[chantie83@yahoo.ca](mailto:chantie83@yahoo.ca)

chantalle**MARTIN**

CANADIAN CAREERS  
POSTER

**challenge**

Find a Canadian subject that is targeted for a younger audience ages 8 to 12 that begins with every letter of the alphabet.

**solution**

When your a kid, teachers always ask “what do you want to be when you grow up?” I decided to design a poster on Canadian Careers. This would allow kids to see the types of career paths available to them in a fun, visually interesting way.

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# chantalleMARTIN

## MAP

### challenge

Design a magazine cover and editorial spread for my target market (female/male 25 to 45). The magazine gives people ideas for road trips.

### solution

Using bright colours show's the excitement of road trips and discovering new adventures.



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# chantalleMARTIN


## WATER WAYS SCUBA SCHOOL

### challenge

Re-design Water Ways Scuba School's corporate identity in a fun and unique way that differentiates them from others.

### solution

Stylistic bubbles best represent Water Ways and the services they provide.




Life Underwater

so dedicated, they're married to the sport...

Opened since 1984, waterways scuba school has been recognized as the school of excellence. With over 4,000 dives, instructors first & fins have certification for over 15 courses such as open water diving, advanced diving which includes navigation, night and low visibility and deep dives, stress and rescue, underwater photography, shipwreck diving, search and recovery, snorkeling, professional diving and scuba ratings for children. They are dedicated and passionate about the underwater world.

Discover life in an entire different world.



water ways  
scuba school

chantalle**MARTIN**

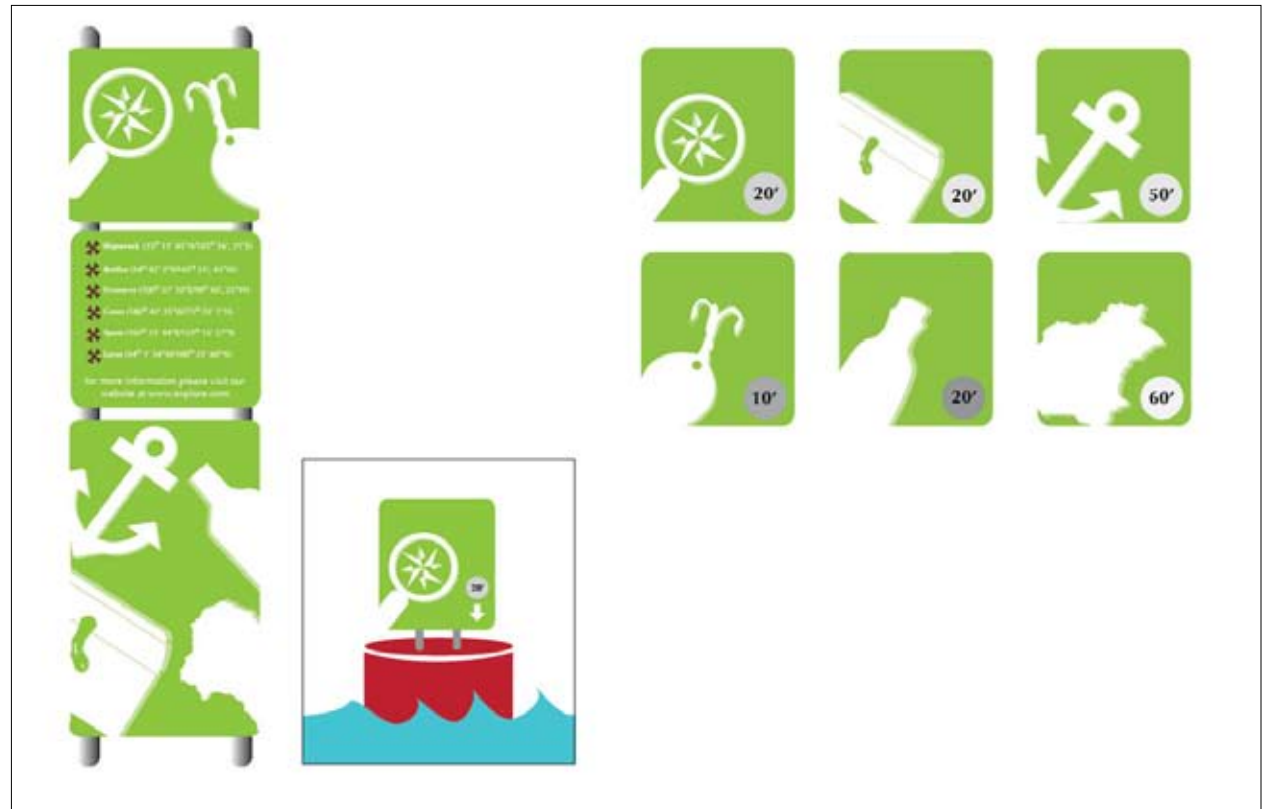
## SCUBA/SNORKELING WAYFINDING SYSTEM

### challenge

Design a way finding system to eliminate research and guide people to a new way of having fun.

### solution

I developed a snorkeling/scuba diving way finding system to help people find great underwater attractions (shipwrecks, caves).





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## desiree **MCGILLIS**

### **skills**

Adobe CS3 - CS4, InDesign, Illustrator, and Photoshop  
Flash, Fireworks, Dreamweaver  
Microsoft Office  
Mac / PC

### **strengths**

Corporate Identification  
Advertising for Print  
Product Packaging  
Copywriting  
Digital Illustration

### **experience**

Internship: Graphic Designer; Dimensional Products, 2007

- Designing and creating advertisements, business cards, brochures and demos for clients. Also project management including overlooking printing and shipping.

Freelance: Inspiring Interiors by Bartons 2009

- Design of ads promoting a new line of products.

### **contact**

918 Bancroft Dr.  
Sudbury, ON

705 . 525 . 6299

[mcgillisd@hotmail.com](mailto:mcgillisd@hotmail.com)

desiree **MCGILLIS**

## PHILIPS PACKAGING

### challenge

Design unique packaging for Philips Lightbulbs.

### solution

I used a strong contrast and focused on the word "simplicity" from their slogan. A stark light source spots Philips and makes it sophisticated and strong.



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desiree **MCGILLIS**

NEW BALANCE MAGAZINE

ADS

**challenge**

Create advertising which re-enforces the brand identity as defined by me.

**solution**

Ads that appeal to the intelligence of the consumer and establish New Balance as a fresh, sincere athletic company.

"WE SPEND NOTHING ON  
CELEBRITY ENDORSEMENTS..."



ABZORB 899 AND THE GENTLE ROLL OF TRC TECHNOLOGY FOR  
RUNNERS WHO WANT EXTRA STABILITY.

..SO WE CAN SPEND MORE  
ON **INNOVATION**"

INNOVATION SHOWS AT 

"WE SPEND LESS TIME  
ON **IMAGE**..."



LOS 809. A HIGH MILEAGE TRAINER FOR THE RUNNER WHO REQUIRES MAXIMUM  
NOTION, CONTROL, STABILITY, CUSHIONING AND LONGEVITY.

..SO WE CAN SPEND MORE  
TIME ON **QUALITY**"

INNOVATION SHOWS AT 

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desiree **MCGILLIS**

## NIAGARA GRAPE AND WINE FESTIVAL

### **challenge**

Choose an event and create a poster to promote it.

### **solution**

I used humor to make the concept memorable. It also draws you in with stark, curious visuals and sexy sophistication.



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desiree **MCGILLIS**

## WEARCARE MAGAZINE AD

### **challenge**

Create advertising to promote a fictional brand I created which focuses on clothing care.

### **solution**

I used a child-like illustrative style which is wholesome and soft, to create an image for wearcare and give consumers an idea of what they do.





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## ryan **MEESEN**

### **skills**

Illustrator (CS3)  
Flash (CS3)  
Dreamweaver (CS3)  
Photoshop (CS3)  
Both Macintosh and Windows (CS3)

### **strengths**

Independent graphic Design Project  
Print Media  
Digital Illustration  
Corporate Identity  
Design Foundations

### **experience**

Laurentian Chrysler: June, 2008  
• Designer for Poster/Flier for charity car show

Forest and Lawn Equipment Supply: January, 2009  
• New Brand and stationery as well as outdoor signage

### **contact**

36 Balsam Street, Apt. 1  
P.O. Box 1109

705 . 682 . 1126

[rmeesendrawer@gmail.com](mailto:rmeesendrawer@gmail.com)

ryan **MEESEN**

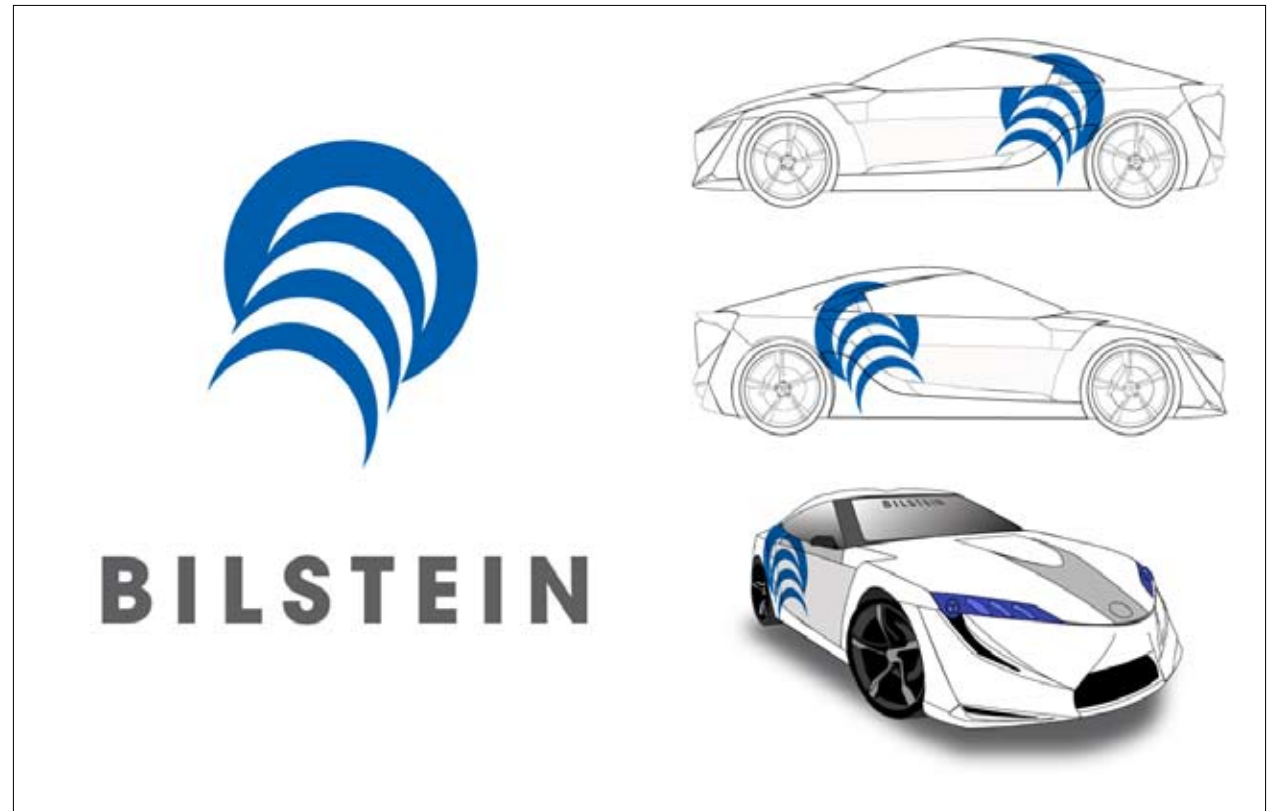
## BILSTEIN LOGO

### **challenge**

Re-brand bilstein shock absorbers.

### **solution**

The New image has a sleek and clean look, but still relates to the technical side of the industry.



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ryan **MEESEN**

## FRANK MILLER COVER

### challenge

Create a magazine cover for The New York Times Magazine using an existing illustrator and illustrate him or her in their style.

### solution

I chose Frank Miller because of his influential style and revitalizing take on some of the 20th century's most legendary characters. In the 80s he rebranded Batman as a serious and dangerous character:



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ryan **MEESEN**

## INTERNATIONAL YEAR OF PLANET EARTH

### challenge

Stamp Design for The International Year  
of the Planet Earth

### solution

I chose to perceive how cavemen would  
depict planet earth. Mock up included a  
postmark and first day cover:



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ryan **MEESEN**

## TATTOO DESIGN

### challenge

Design a colourful and original tattoo that works with the contours of the body,

### solution

I chose a unique idea that would wrap around the contours of the leg. The concept was squid tentacles being controlled by human eyes.





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## rachelle **ST-LOUIS**

### **skills**

Adobe Illustrator (CS3)  
Adobe Photoshop (CS3)  
Adobe InDesign (CS3)  
Adobe Bridge (CS3)  
AutoCad

### **strengths**

Corporate Identity  
Layout and composition  
Illustration  
Package Design  
Photography

### **experience**

- Identity Branding : 2008
  - Designed for graduating Cambrian College student, Sudbury
- Volunteer mural painter : 2007
  - Soup Kitchen, Sudbury
- Volunteer tree planter : 2007-08
  - Cambrian College, Sudbury

### **contact**

705 . 626 . 3525  
[rastlouis22@hotmail.com](mailto:rastlouis22@hotmail.com)

# rachelle **ST-LOUIS**

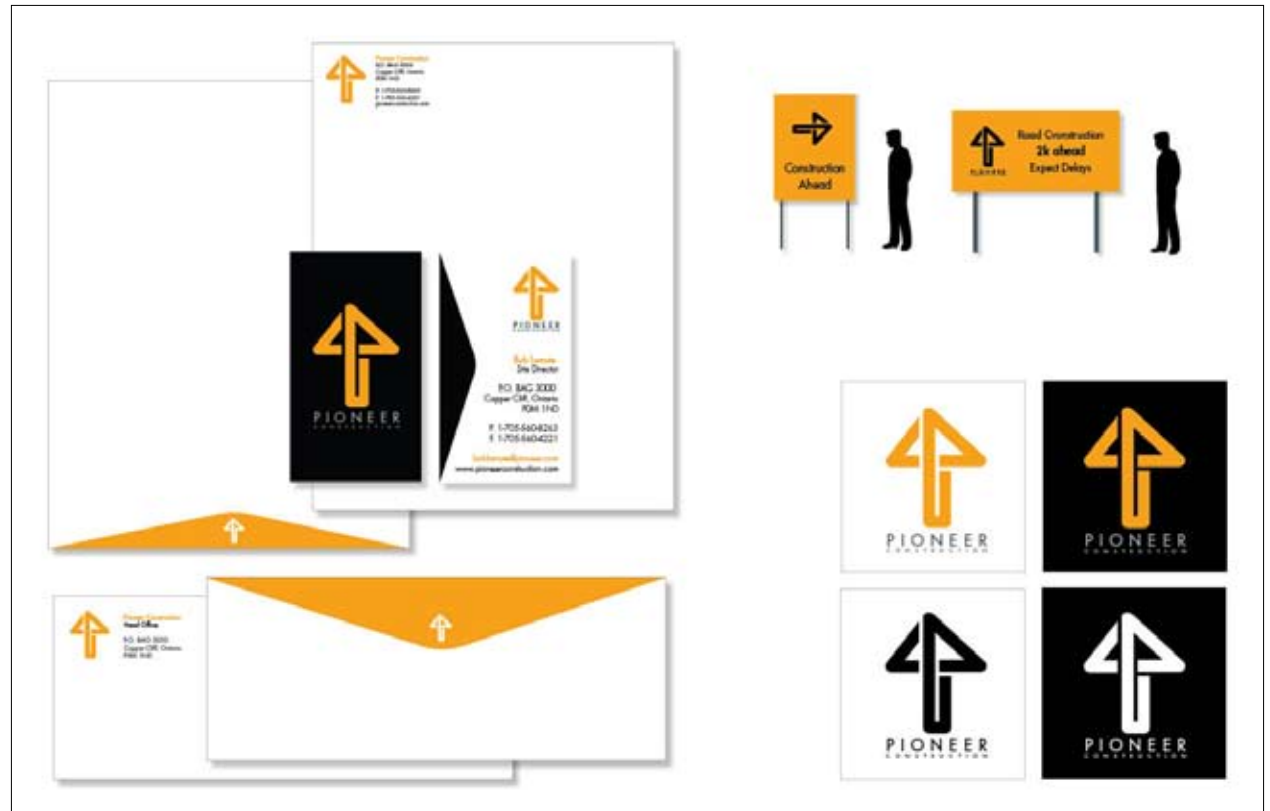
## PIONEER CONSTRUCTION

### challenge

Re-design of the Pioneer construction logo and apply it to stationary and signage.

### solution

Made the logo look like an aerial view of an overpass and also incorporate the P for pioneer and C for construction.



## rachelle **ST-LOUIS**

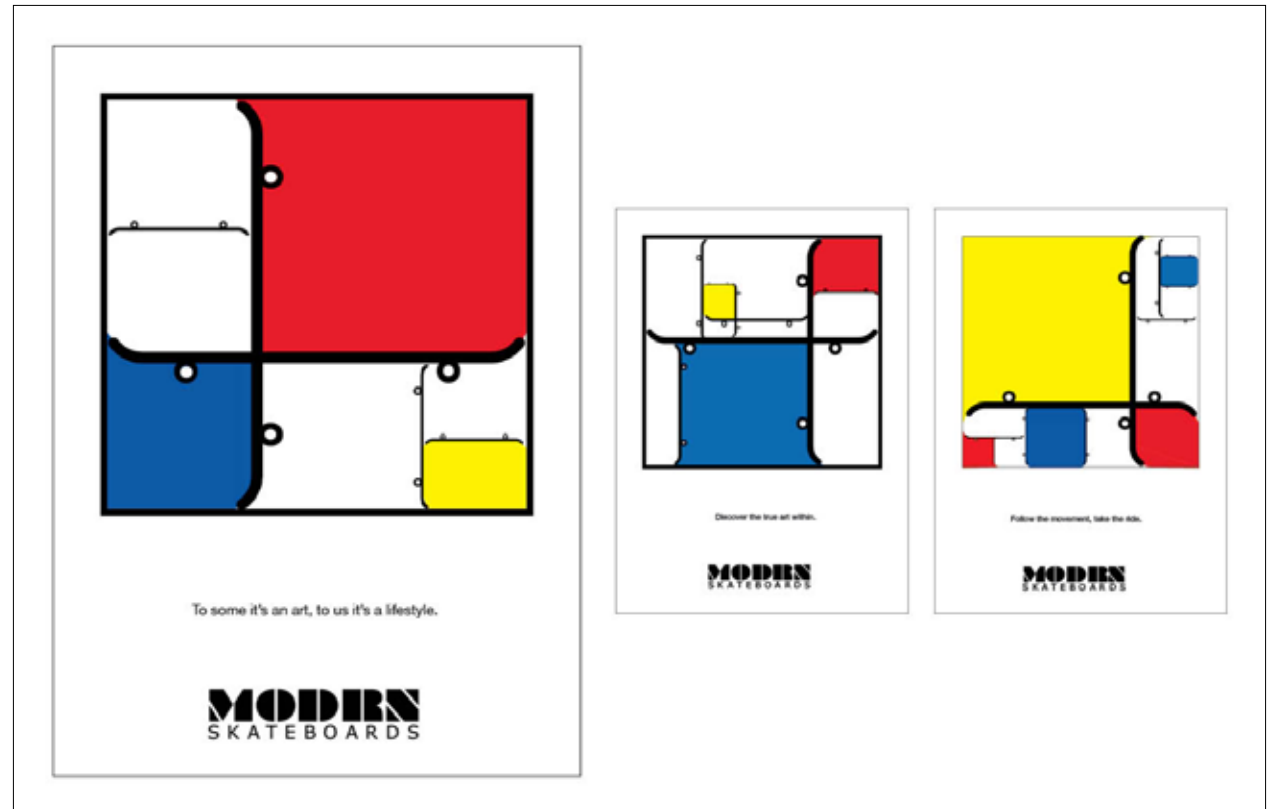
### SKATEBOARD ADS

**challenge**

Design a new add campaign for a new line of skateboards.

**solution**

Infused the modern art movement with skateboarding to create an image that is original and clean.



## rachelle **ST-LOUIS**

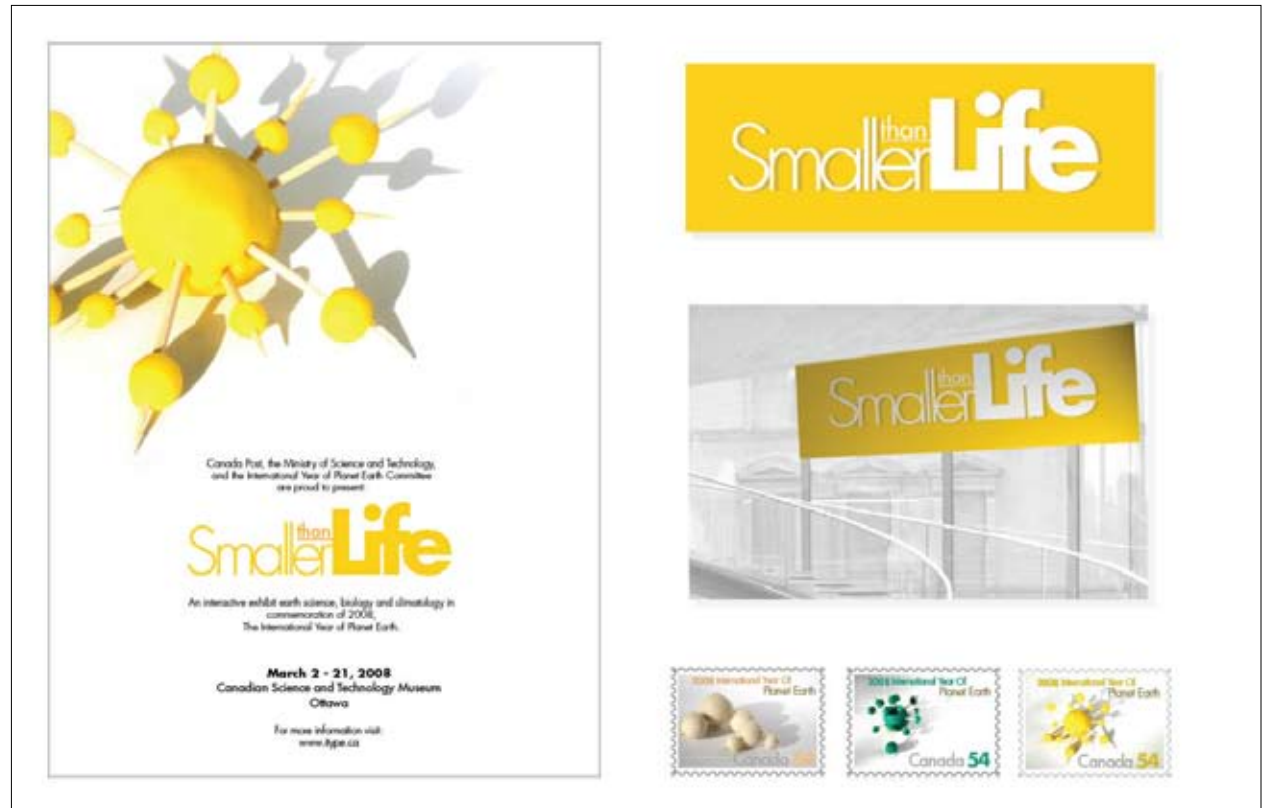
### SMALLER THAN LIFE

**challenge**

To represent the International Year of Planet Earth in a creative manner:

**solution**

Taking playdough and creating atoms out of them which represents what the planet needs to work.



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# rachelle **ST-LOUIS**

## HERBAL ALPHABET

### challenge

To represent each letter of the alphabet with a common herb of Ontario.

### solution

To draw everything individually, scan them, then add the color and type digitally.





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## jennifer **TABACK**

### **skills**

MAC & PC proficient  
Adobe CS3 - Indesign, Illustrator & Photoshop  
Macromedia Studio 8 - Flash, Fireworks & Dreamweaver  
HTML, CSS, Actionscript, Fireworks, Internet Explorer & Safari  
Microsoft Office 2008 - Excel, Powerpoint & Word

### **strengths**

Photography  
Corporate Identity  
Research  
Public presentations  
Storytelling

### **experience**

Vianet Internet Solution, Sudbury  
• Provided small businesses with effective web management solutions  
Turtle Island Conservation Initiative, Toronto Zoo  
• Development of a corporate identity  
Branding of materials to enhance presence in local communities  
Soap+Water Magazine Founder & Editor  
• Layout of editorial spreads  
Photography for cover and inner images

### **contact**

323 Third Avenue  
Sudbury, ON P3B4C5

705 . 525 . 4412  
[jennifer\\_taback@vianet.ca](mailto:jennifer_taback@vianet.ca)

jennifer **TABACK**

## DUCKIE RACE POSTER

### challenge

Design a poster to raise awareness for our college-wide fund-raiser for our Student Design Organization "Vision".

### solution

It's homage to an old horror classic helps to provoke the need for urgency as well as provide an image both students and professors can relate to.

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## jennifer **TABACK**

### INTERNATIONAL YEAR OF ASTRONOMY

#### **challenge**

Create a stamp as well as environmental graphics that promote the International Year of Astronomy.

#### **solution**

I used the silhouettes of young girls with an illustration of how the study of the universe can provoke the imagination, and establish a life long interest in the sciences.



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# jennifer **TABACK**

## CORPORATE IDENTITY FOR BETWEEN US LOVERS

### challenge

Create a new and more welcoming personality for a local adult store.

### solution

A bright more friendly logo promotes discussion, and invites it's female audience to the store with a playful and truthful attitude.



## jennifer **TABACK**

### GEM AND MINERAL POSTER

#### **challenge**

Design a poster that promotes the local gem & mineral show while attracting a wider audience and showcasing it's unique offerings to the community.

#### **solution**

Using paintings that feature famous pieces of missing jewelry, viewers are invited to come experience the beauty of gems in person.





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## angelle TAILLEFER

### skills

Adobe CS to CS4; Photoshop, Indesign, Illustrator, Dreamweaver.  
PC with operating system 98 to Vista.  
Mac with operating system 9 to 10.5.  
Wacom Tablet usage.  
HTML, CSS,

### strengths

Photography  
Digital Illustration  
Corporate Identity  
Colour theory  
History of Graphic Design,

### experience

Montage Technologies Inc, Calgary, AB,  
Nov 2008 till present  
Icon development Consulting  
Flat River Consulting, Yellowknife, NWT,  
Summer 2007

- Worked with management to create new Corporate Identity.  
Sudbury Art Gallery, Sudbury, ON,  
Summer 2005

- Teacher assistant Class preparation Recycling materials Mounting artwork

### contact

469 Arnley  
Sudbury ON P3C1G1

705 . 562 . 5642    780 . 628 . 5437  
lasluna2000ca@gmail.com

## angelle **TAILLEFER**

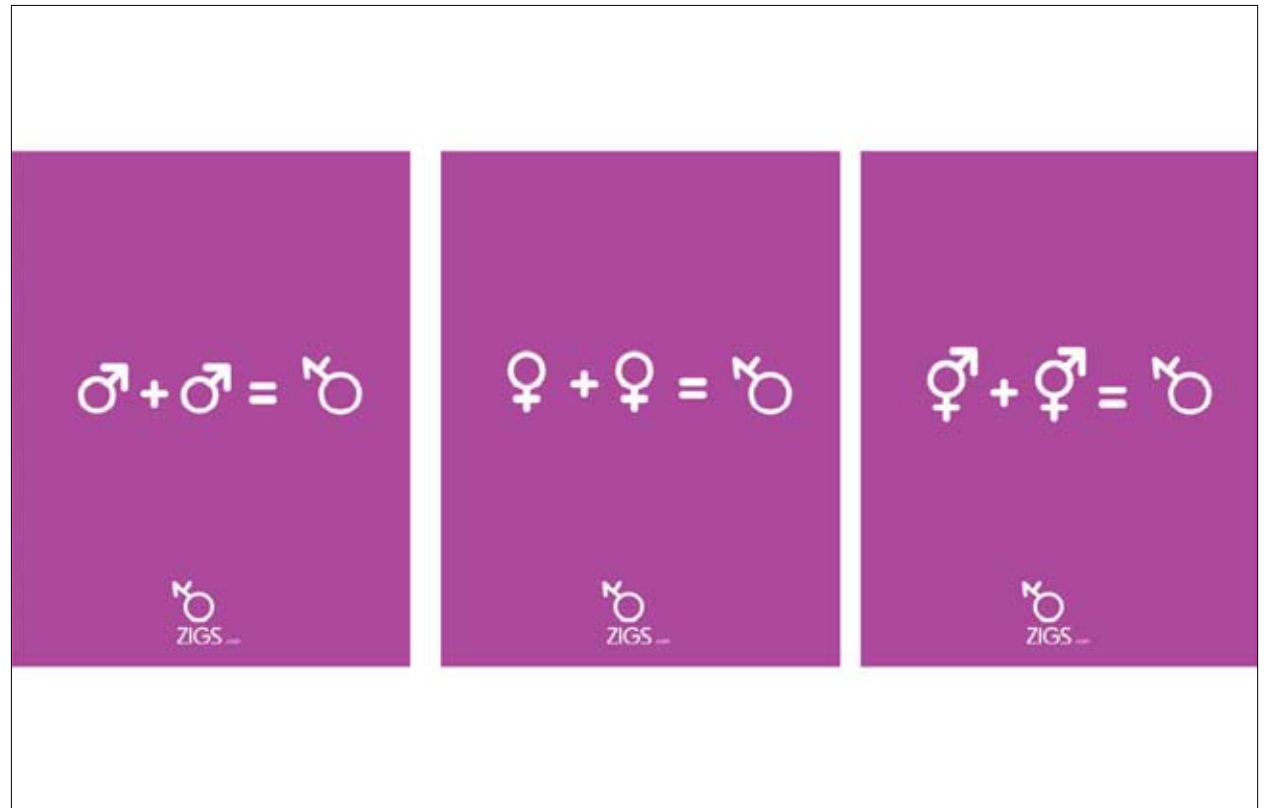
### ZIGS AD CAMPAIGN

**challenge**

Design a campaign that gives zigs a fun, energetic look without relying on cliché imagery.

**solution**

Playing on the symbol and the different equations it creates communicates fun and sex without offending and isolating gays and lesbians.



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## angelle **TAILLEFER**

### EMILY THE STRANGE POSTER

#### **challenge**

Choose an illustrator and illustrate him or her in that particular style.

#### **solution**

I chose Rob Reger and illustrated him in the style that he himself would. I then featured him on the cover of rolling stone magazine.



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## angelle **TAILLEFER**

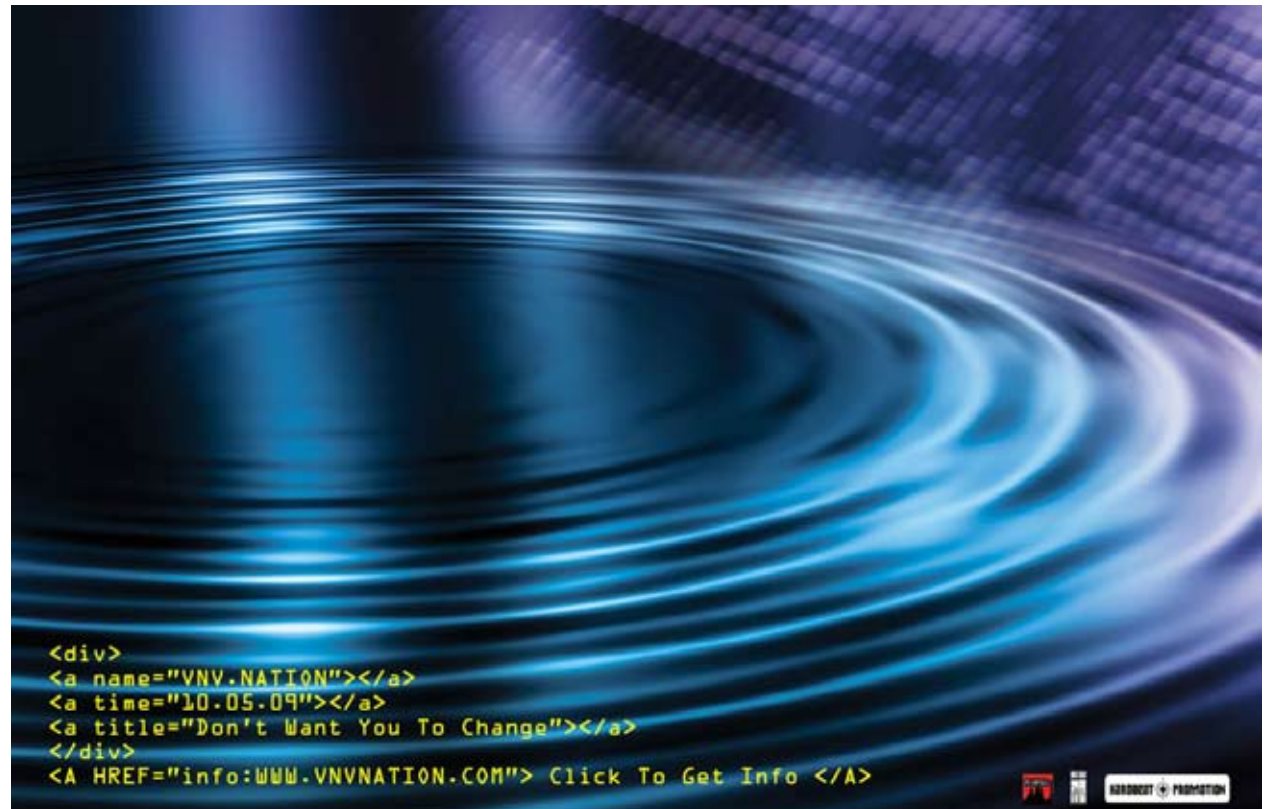
### VNV POSTER

#### **challenge**

Design a poster for your favorite music group, make it work in the bands particular style .

#### **solution**

Using calm, soothing images and contrasting that with technological type better, represents the band and their music.



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# angelle **TAILLEFER**

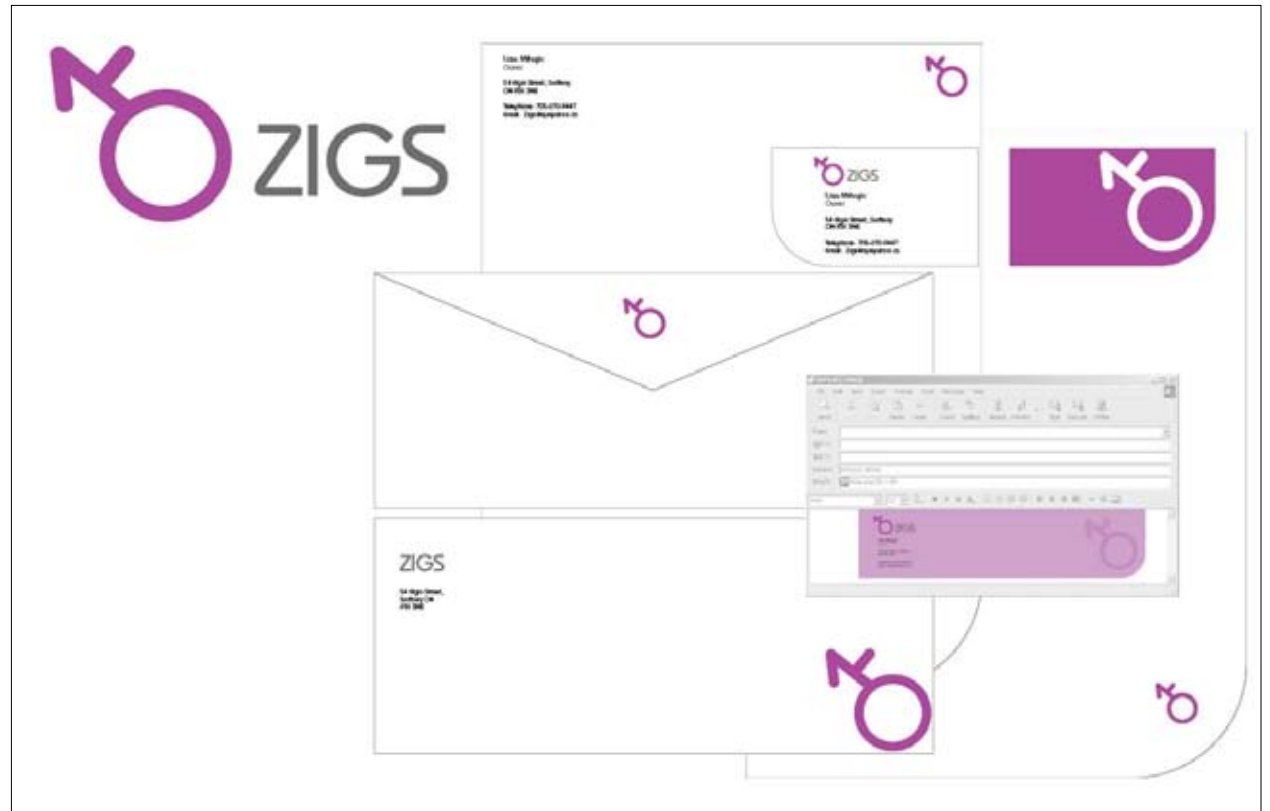
## ZIGS

### challenge

Re-design Zigs ( A gay bar in sudbury)  
existing corporate identity.

### solution

Using a clean , pristine visual for the logo,  
takes out the typical stereotype and  
replaces it with an icon that both gays  
and lesbians can relate to.





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## leslie **VARADY**

### **skills**

Adobe (CS2 - CS4), InDesign, Photoshop, and Illustrator  
Adobe Flash, Fireworks, Dreamweaver  
Mac and PC operating systems  
Wacom tablets, printers, scanners, digital cameras, storage media

### **strengths**

Typography  
Layout  
Corporate Identity  
Copywriting  
Photography

### **experience**

Designer: Aboriginal Girls Hockey, 2009-present  
• Logo Design, Identity, and Advertising  
  
Co-Editor; Co-Art Director: Soap+Water Magazine, 2008-present  
• Collection of Material, Writing, Decision-Making, Final Production

### **contact**

2-211 Simcoe Street  
Sudbury, ON

705 . 521 . 5177

[leslievarady@gmail.com](mailto:leslievarady@gmail.com)

leslie **VARADY**

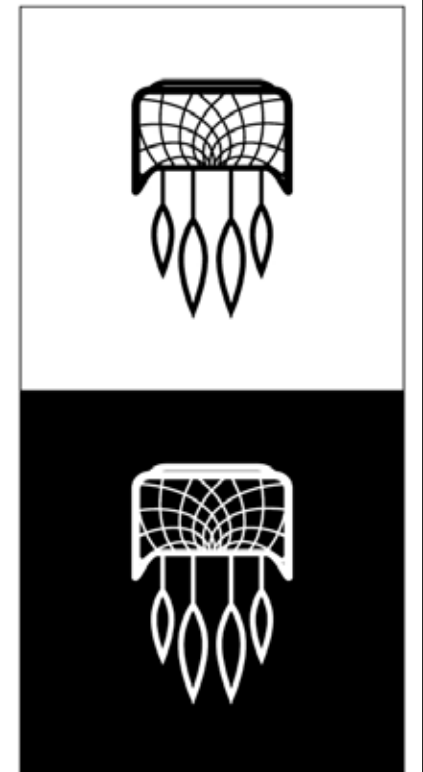
## ABORIGINAL GIRLS HOCKEY LOGO

### challenge

Create a logo to represent both aboriginal girls and hockey in an unconventional and memorable way.

### solution

Combine a hockey net with a Native dreamcatcher, using the colors of the Medicine wheel in the feathers.



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leslie **VARADY**

CANADIAN BOTANICAL  
ASSOCIATION ANNUAL  
REPORT

**challenge**

Promote the importance of botany, and the association's focus on the preservation of botanically significant areas.

**solution**

Pressed plant specimens represent both preservation and the study of plants. Specimen descriptions are replaced with reasons plants are vital to human life.



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## leslie **VARADY**

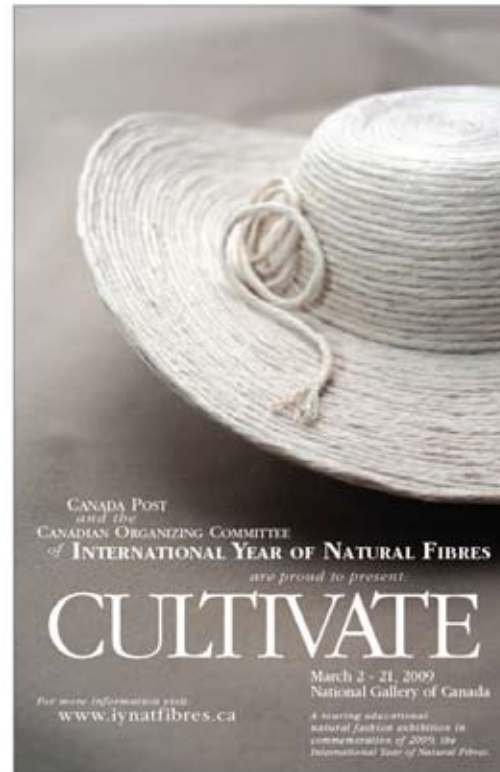
### INTERNATIONAL YEAR OF NATURAL FIBERS FASHION EXHIBITION POSTER & ENVIRONMENTAL GRAPHICS

#### **challenge**

Advertise the fashion exhibition, "Cultivate", in an interesting and thought-provoking manner. The exhibition is meant to showcase beautiful fashion pieces created from natural fibers.

#### **solution**

Portray an aesthetically pleasing photograph of an actual fashion piece created from the same string used in the International Year of Natural Fibers Campaign.



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## leslie **VARADY**

### GLENGARRY HIGHLAND GAMES POSTER CAMPAIGN

#### **challenge**

Promote the Glengarry Highland Games, mainly targeting the Scottish-Canadian audience, and fans.

#### **solution**

Communicating to the audience in an unexpected and humorous way, by portraying large hairy men with tan lines relating to Scottish culture (bagpipes, and kilt and stockings) gives the event a light-hearted and fun feel.





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## nickVILDIS

### skills

Photoshop (CS2,3)  
InDesign (CS2,3)  
Illustrator (CS2,3)  
Dreamweaver (CS2,3)  
Flash (CS2,3)

### strengths

Corporate Identity  
Digital Illustration  
Photography,  
Web Design  
Typography

### experience

Journal Printing - Sudbury, ON. June 2008

- Design of print documents used in a presentation about variable-printing
- Responsible for consistent look & introducing ideas for printing documents

Great Lakes Pizza - Sudbury, ON. May 2008 to present

- Design of Direct mail menu flyers, Gift certificates, Company website
  - Responsible for integrating the new logo and identity

St. Jerome Children's Treatment Center Winter Carnival, January 2009

- Design of visual theme, name badges & activity wayfinding

### contact

420 Mclean St. Apt. 5  
Sudbury, ON

705 . 525 . 6094

[nvildis@hotmail.com](mailto:nvildis@hotmail.com)

nickVILDIS

## INTERNATIONAL YEAR OF ASTRONOMY CAMPAIGN

### challenge

Design a campaign for the International Year of Astronomy, keeping in mind designs would be used as small as postage stamp's to as big as environmental graphics.

### solution

By using only typography, it would be easily viewed at any size. I used the two zeros to represent planets, and their orbits to represent outer space and astronomy. Since I had four different stamp designs, I made four first day covers that could be tiled together to make one big image.

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nickVILDIS

## ISLAND INKJET CORPORATE IDENTITY

### challenge

Re-design the corporate identity for the Island Inkjet ink-cartridge refilling company.

### solution

Using four dots to represent the different ink colours, I arranged them into the shape of an “i”. I also arranged the dots into the order colours are printed and how they are grouped in inkjet cartridges.



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nickVILDIS

## ONTARIO SPCA POSTER CAMPAIGN

### challenge

Design a poster campaign for the Ontario SPCA, informing the public about the amount of animals euthanized in shelters.

### solution

Hand shadow puppets were used to represent animals. This also worked as a cloud-gazing exercise where people can see whatever breed of animal they want.



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nickVILDIS

## THE WORD ON THE STREET POSTER DESIGN

### challenge

Design a unique and memorable poster for The Word on the Street Book Festival.

### solution

Playing with the idea of gossiping and spreading “the word on the street”, I used the concept of having two newspapers communicating to each other:



Spread the word.

The Toronto Voice

THE METRO ECHO

THE WORD ON THE STREET  
BOOK AND MAGAZINE FESTIVAL  
September 28  
Queen Street, Toronto  
11am - 6pm  
"Celebrate Reading - Advocating Literacy"  
www.thewordonthestreet.com



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## johanna **WESTBY**

### **skills**

Strong Illustration techniques  
Adobe Photoshop  
Adobe InDesign  
Flash, HTML, CSS  
Microsoft Word / Office

### **strengths**

Digital Illustration  
Advanced Design  
Typography  
Corporate Identity  
Visual Communication

### **experience**

- Canadian Red Cross, 2009
- Designed logo and promotional campaign for the Amazing Charity Race,
- Designed promotional material for Cambrian College Faculty and Alumni
- Projects included - design for a Fitness Trainer; and various material for Cambrian PR students

Illustrator in project with The Discovery Channel & Laurentian University, 2007

- Project required illustrator for televised experiment

### **contact**

166 Amadori Lane Unit 13  
Garson, ON

705 . 693 . 9016

[johanna\\_shafley@hotmail.com](mailto:johanna_shafley@hotmail.com)

johanna **WESTBY**

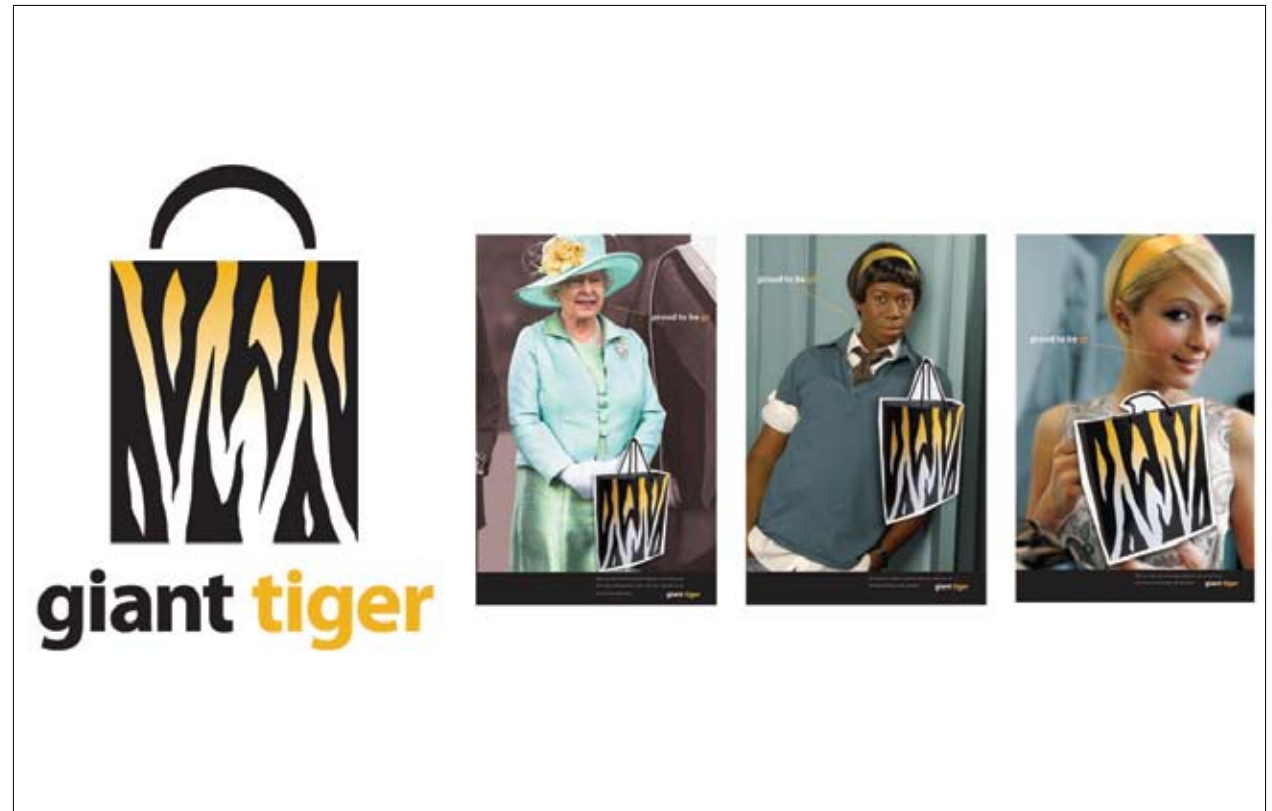
## GIANT TIGER - LOGO AND ADVERTISEMENT CAMPAIGN

### challenge

Redesign a logo, identity, and brand of a corporation whose current system is weak.

### solution

Create a logo which concept combines the image of tiger's stripes with a stylized shopping bag to increase the sophistication and elegance of Giant Tiger.



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johanna **WESTBY**

EDUCATIONAL ALPHABET  
POSTER

**challenge**

Create a poster aimed at children, showcasing a Canadian theme in the form of an alphabet.

**solution**

Digitally illustrate each species individually in photoshop, photorealistically to capture every minute detail, then incorporate them into a wetland environment.



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johanna **WESTBY**

AGAINST AMPUTEE  
DISCRIMINATION AWARENESS  
CAMPAIGN

**challenge**

Create a poster campaign to create awareness of a cause or event.

**solution**

Design a campaign to raise awareness of an issue - amputee discrimination - prominently with the use of photography with strong continuity and subtle, yet effective imagery to convey a powerful message.



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johanna **WESTBY**

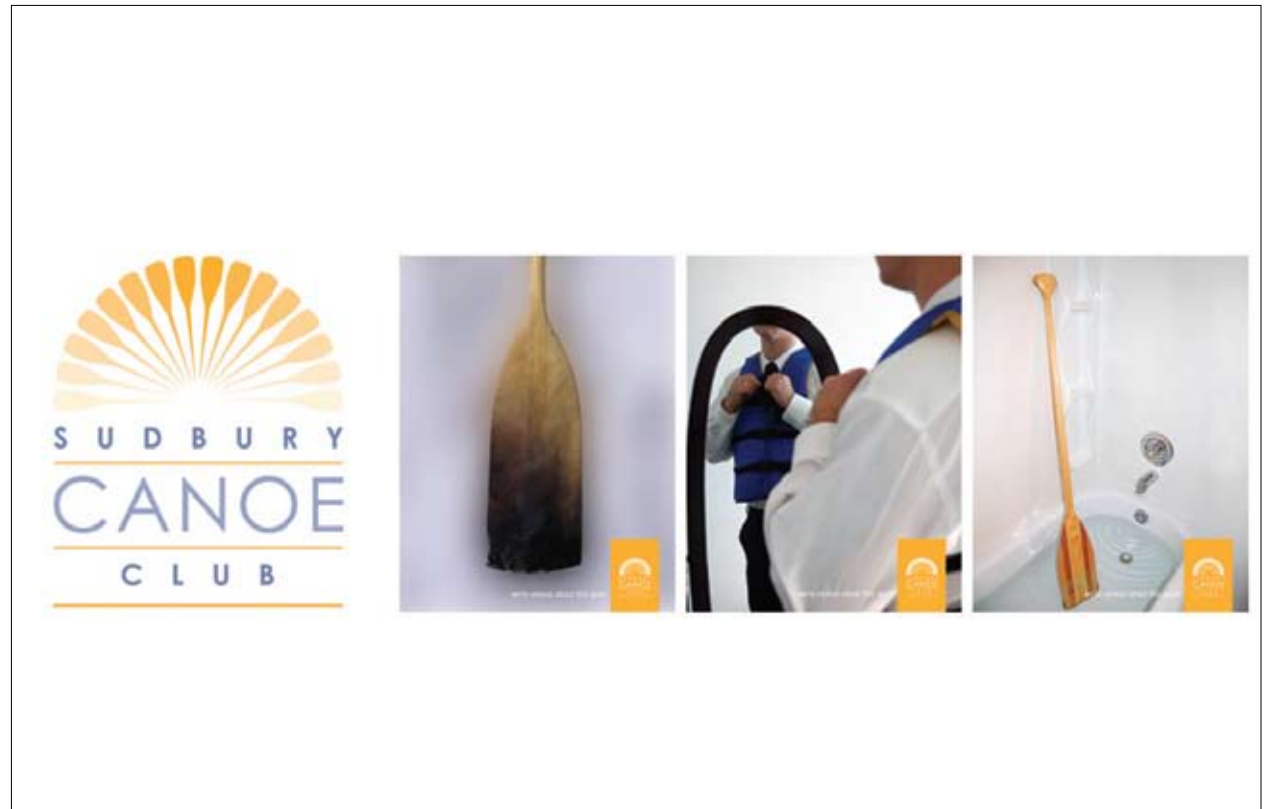
## SUDBURY CANOE CLUB LOGO AND ADVERTISEMENT CAMPAIGN

### **challenge**

Redesign a local logo, identity, and brand of a corporation whose current system is weak.

### **solution**

Create a new and dynamic identity for Sudbury Canoe Club which communicates the seriousness of the club, while also conveying a message of pride with the use of sophisticated colour and unity.





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## david **WILLIAMSON**

### **skills**

Adobe Illustrator (CS4)  
Adobe Photoshop (CS4)  
Adobe InDesign (CS4)  
3d Studio Max 8.0  
CorelDraw Graphics Suite X3

### **strengths**

Web Design  
Typography  
Digital Illustration  
Corporate Identity  
Copywriting

### **experience**

Allied Technical Solutions : March 2009  
•Created corporate identity and company ephemera for a computer business in London, ON

### **contact**

4-345 Elm St.  
Sudbury, ON P3C 1V8

705 . 562 . 1423  
dvdwllmsn@gmail.com

david **WILLIAMSON**

## INTERNATIONAL YEAR OF PLANET EARTH PROMO PACK

### **challenge**

Create an interesting and dynamic way to endorse and represent the International Science Conference with an environmental theme.

### **solution**

The final solution was done in an art deco style. It depicts a microscope examining a small representation of the planet earth. This imagery was then applied in various ways to the ephemera.



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david **WILLIAMSON**

## BIANCO CORPORATE IDENTITY

### **challenge**

Create a new identity for a business that sells audio visual equipment and video rentals. The identity needed to be able to appeal to a broad range of viewers and create an image that was both youthful and professional.

### **solution**

The final symbol resembles a plug, denoting the electronic nature of the business. The letter B is created in the white space of the prongs, a direct reference to the company name. The symbol also resembles a smiling person, lending the symbol a fun more friendly look.

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# david WILLIAMSON

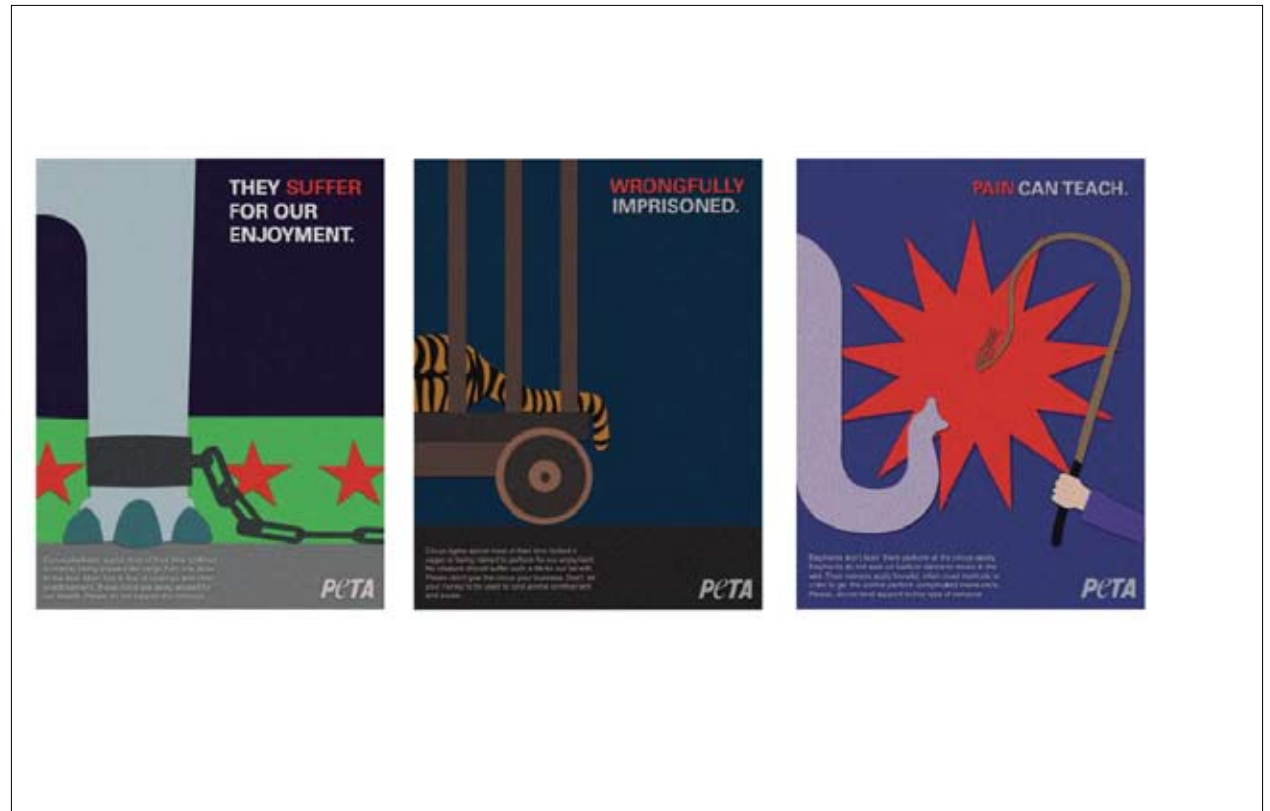
## PETA ANTI-CIRCUS POSTER CAMPAIGN

### challenge

Create visually arresting images for an anti-circus campaign. The purpose of the campaign is to inform people of the cruelty that animals endure in the circus, and to deter the viewer from attending.

### solution

The final solution was done in a construction paper cut-out style. The images are stark and contrast the whimsical medium used in the piece. Well written copy brings the message home and offers a call-out for further information and action.





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## madison **ZOEPPEL**

### **skills**

HTML

Adobe Creative Suite 3

Microsoft Office

Adobe Premiere & iMovie

FTP & CSS

### **strengths**

Corporate Identity

Webdesign

Advertising

Advanced Design Applications

Design Foundations

### **experience**

Air Support Inc. (2006-2007)

- Designed the company's website and corporate identity

From Far Apart (2007)

- Designed a published CD package & booklet
- Produced a functional website as well as posters
- Designed band identity

### **contact**

826 Lawson St.  
Sudbury, ON

705 . 673 . 2153

[storm\\_angel25@hotmail.com](mailto:storm_angel25@hotmail.com)

madison**ZOEPEL**

## OKINAWA SAKURA FESTIVAL POSTER

### **challenge**

Design a promotional poster for the Okinawa Sakura Blossom Festival.

### **solution**

Use one of the activities present at the festival that is also a cultural art form for the area, which is origami, and position them falling. This symbolizes the falling of the blossoms. The touches of pink color as well as the poetic copy also tie in with the Sakura blossoms and what can be found at the event.

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madison **ZOEPEL**

THE INTERNATIONAL YEAR  
OF NATURAL FIBRES EVENT  
POSTER

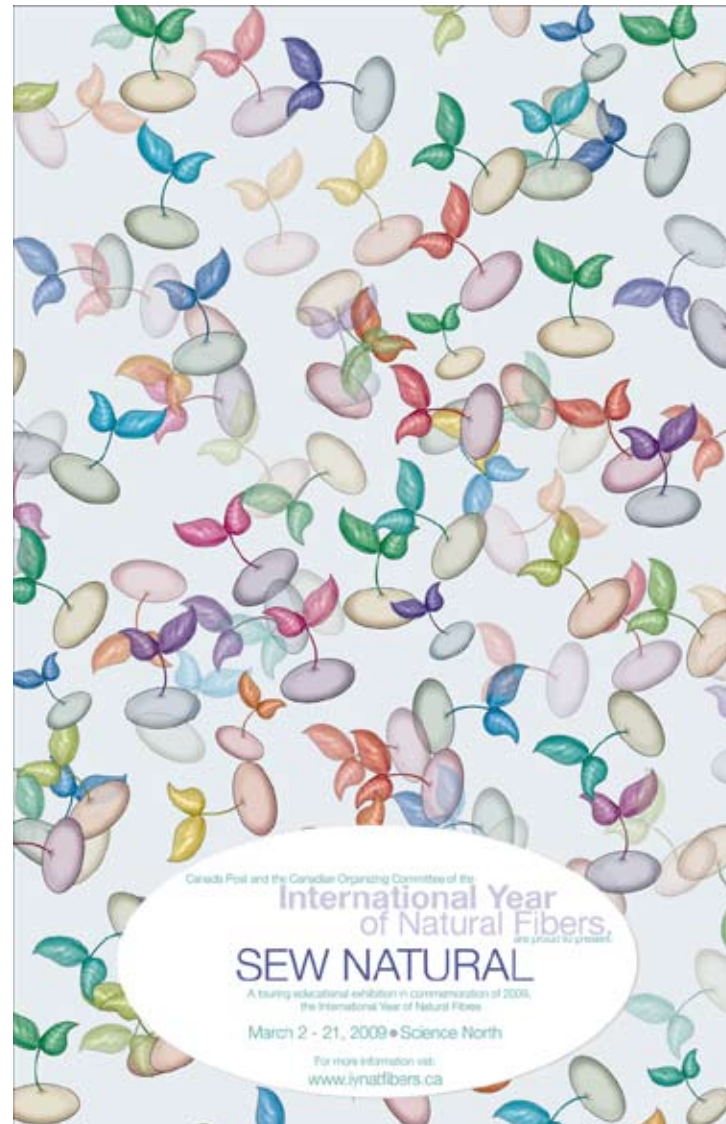
**challenge**

Design a poster for the International Year  
of Natural Fibres 2009.

**solution**

Since the event is a fashion show, I  
designed the poster as if it were a fabric  
pattern with a piece cut out.

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madison **ZOEPEL**

## HOLLOW UNDERGROUND BAND POSTER

### **challenge**

Design a promotional poster for the band "Hollow Underground".

### **solution**

Layers of paint, hand drawn type and original photography create an artistic grungy effect, which represents the band and their music.

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madison **ZOEPEL**

## interac branding campaign

### challenge

Design a branding campaign for the Interac  
new corporate identity.

### solution

Joining together Interac with the Red Cross  
gives people the opportunity to donate  
money through interac machines using  
their cards. The logo is created in blood to  
represent its tie to the Red cross.

