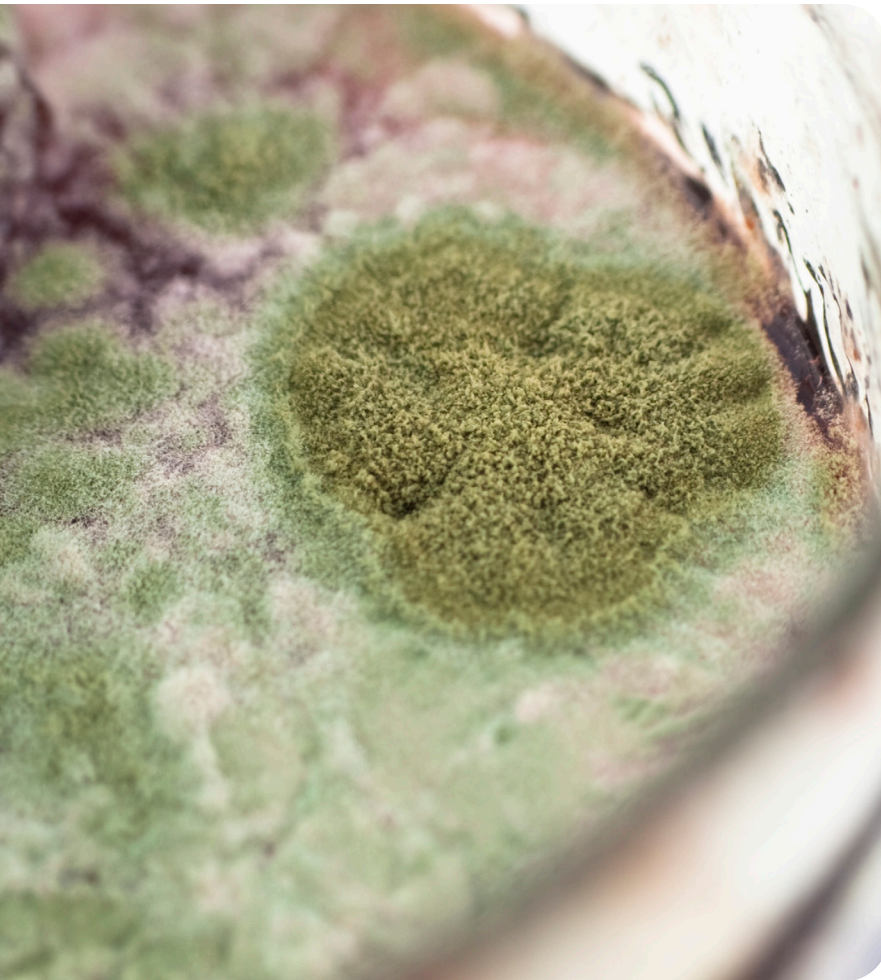


neue batch

Graphic Design Class of 2010

lab

dish



Welcome to the neue batch of Graphic Design graduates from Cambrian College. The rationale behind neue batch is to show the growth of each designer and their skills, that have been brewing throughout the duration of the program. Over the course of a few years at Cambrian College the Graphic Design grads have developed and cultured into creative thinkers and problem solvers. The growth doesn't stop at the petri dish. The students are eager to flourish into their Graphic Design careers.

Please continue onto the dish page to discover more about the Neue Batch. They'll grow on you.

neue batch

Graphic Design Class of 2010



The specimens in the graduating class of 2010 have developed remarkable skills and creative thinking abilities in a three year intensive study of Graphic Design and are ready to be examined. Each graduating specimen has learned and effectively demonstrated growth in numerous Graphic Design techniques using tools necessary to communicate their creative ideas and problem solving abilities. The specimens have demonstrated the highest activity in continuous exposure to studio environments, Mac computers, their operating systems, and Adobe Creative Suite software.

These techniques and tools have allowed the graduates to hone their design skills using new age design technology. Every specimen has proven skills and positive results from their contact with:

- Presentations & Critiques
- Web design
- Publication and package design
- Typography and copywriting
- Corporate identity and branding
- Wayfinding and Environmental Graphics
- Design fundamentals such as:
 - Photography
 - Sculpture
 - Illustration
 - Painting
 - Drawing
 - Printmaking

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kim bigelow
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devin sager
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silvia stanziola
steven westgate*

neue batch

Graphic Design Class of 2010



specimens

Kya-Lynn Aitkenhead

Objective:

Being able to execute top design for your agency is my main focus. I will strive to do the best, engage in activities, and absorbing knowledge daily.

If you were to meet your favourite author who would it be?

Malcolm Gladwell, he revolutionizes the way we understand the world within and how we think.

If you could be a colour, what colour would you be? Why?

Purple. Because it is the colour of good judgment. Wear purple when you want to encourage fantasy, mystery and imagination.

Money not being an issue, how would you spend your last day on Earth?

At our camp with my family.


Where would you go, if you had the choice to travel anywhere? Why?

Abuja, Nigeria. So many people there are in need of the simplest things. I would be able to provide books and pencils to children that don't go to school.

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A magnifying glass with a black handle and a silver rim, positioned over the contact information. The lens is focused on the text.

*contact : website
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neue batch

Graphic Design Class of 2010



specimens

Kimberly Bigelow

Objective:

I enjoy all aspects of design to one degree or another. Post graduation I would love to continue learning and experimenting in these areas of design; web design, package design and corporate identities.

Do you prefer white or red wine, why?

Red wine because I enjoy the way the glasses look better than white wine glasses and white wine gives me a headache.

Do you prefer to drive standard or automatic, why?

I prefer to drive standard, I enjoy hearing the engine work as I change the gears.

What is your favourite sound?

Moonlight Sonata by Beethoven because it calms me down and keeps me focused while I design.


Would you go back in time if you were given the chance?

Nope, no regrets.

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Graphic Design Class of 2010



specimens

Nick Caswell

Objective:

Paula Scher's roadie.

What is your favourite sound?

MIDI's from old NES games. Very nostalgic.

What is your favourite scent?

Laundry or gas.

If you were a design tool, What tool would you be?

Burn tool.

What's up on your wall?

Orange paint.

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Paige Chartrand

Objective:

I've been fascinated by all the different styles, layouts and themes of Web Sites since I was young and I am hoping to focus my work on Web Design because I've found it to be the most enjoyable.

What is the lesser evil, Papyrus or Comic sans?

Comic sans, because it has a purpose: comic books.

Where would you go, if you had the choice to travel anywhere? Why?

I'd go to Japan during the Cherry Blossom festival. I've been in love with Japanese culture for as long as I can remember.

If you were commissioned to morally insult a certain culture, religion or race in one of your advertising ads, would you?

Absolutely not. There is no amount of money worth doing something I feel is wrong.


Would you go back in time if you were given the chance?

No. All of my experiences, good or bad, have made me who I am today.

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Melissa Cormier

Objective:

After three years of constantly having my mind pushed to new extremes, I have the ability to think bigger and better. I strive to be a real life problem solver in the world of design. To help people experience true beauty in the world around them.

What is your free-time philosophy?

To truly take in the wonderful things that surround me. To do what is most appealing at the time, and to not hold back.

If you had the chance to tell the entire world one inspirational phrase what would it be?

Never let an opportunity pass you by.

Would you go back in time if you were given the chance?

Not in my own lifetime, but it would be fascinating to explore this planet before humans took it over.


If you could be anywhere, where would you be and why?

At my camp, on Manitoulin Island, listening to the waves of lake Huron while submerged deep in a good read.

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specimens

Tafari Anthony

Objective:

As cliched as it is, my goal is to be happy with whatever I end up doing. I'm a strong believer that working with positive people helps creativity.

What's up on your wall?

Nothing, but orange, yellow, and green paint.

Poached or Scrambled?

Scrambled, they're easier and faster to eat. It gives me more time for other things.

How many times a week do you speak to your mother?

One to three times. Depends on what kind of mood she's in.

We were all brought up with Disney movies and all secretly have a favourite character we still love, who is yours and why?

Aladdin; he had a pet monkey, enough said. That makes him the coolest Disney character.

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Ashley Gordon

Objective:

My goal is to be an accomplished designer by taking advantage of my OCD.

If you had the chance to tell the entire world one inspirational phrase what would it be?

Life isn't about finding yourself, it's about creating yourself.

If you could be a colour, what colour would you be? Why?

Blue, because it signifies health, healing, tranquility, understanding and softness and because it's my favourite colour.

What is your favourite scent, why?

The pages of a new book or magazine.

What's up on your wall?

My "to do" list and an assortment of random decorative/inspirational objects.

If you were a design tool, What tool would you be?

The magic wand.

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Graphic Design Class of 2010



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Erin Keegan

Objective:

My goal is to find employment in the Graphic Design field so I can learn from what my peers have to offer and develop who I am as a designer and artist.

If you could have one super power what would it be?

The power to project a 3-D image of what I visualize in my mind whenever I wish.

If you could make one world issue vanish forever, which would it be and why?

I would remove war from the earth. We should be able to resolve the issues around the world without violence.

What first drew you to the Graphic Design program/field?

The possibility of having a career revolved around inspiration and creativity.


If you were an insect, which would you be and why?

I would be a grasshopper because they can walk, jump, climb and fly.

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Graphic Design Class of 2010



specimens

Medina Krluch

Objective:

My goal is to obtain a position in the graphic design field where I can utilize my creativity/ skills and be an asset to your team.

What is your favourite scent?

Pizza.

What is your favourite sound?

A cats purr.

If you could be anywhere, where would you be and why?

Iceland, why not?

Do you have an innie or an outie?

Innie.


How would you spend your last day on earth?

Swimming with great white sharks.

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Brett Lair

Objective:

I will continue to learn and practice design, pushing my personal limits to create unique and effective designs.

What is your free-time philosophy?

Check up on design blogs and get some reading done. Always learn.

Where would you go if you had the choice to travel anywhere? Why?

Japan. Their history and traditions are amazing.

What is your favourite movie/book genre?

Reality. Movies are always documentaries and books always have to do with society.

What's up on your wall?

Paint.

If you could only wear one colour for the rest of your life, what would it be and why?

Orange. If I'm limited to one colour I'll become a Buddhist monk.

lab

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Graphic Design Class of 2010



specimens

Jocelyne Lapointe

Objective:

My goal is to consistently produce quality web and graphic design work with each client's success in mind.

What is your favourite sound?

The sound of a violin because it instantly makes me feel good deep down inside and because it is the instrument that my father plays.

What font are you? Why?

Century schoolbook because it is a beautiful serif font and because I home schooled my two children until grade seven and eight. Then I started college the same year as my son.

Would you go back in time if you were given the chance?

Yes I would and if I did I would spend more time with my mother.

lab

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specimens

Tabitha Lytwynec-Bugyra

Objective:

My goal is to obtain a design position where I can continue to develop my creative skills and bring new talent to the design world.

What's up on your wall?

I enjoy a very simple, clean environment so the only thing up on my wall is a large picture in duo-tone (blue and black) of a dock on the water. The lake scenery reminds me of my cottage back home; the place I spent my most of my childhood. My happy place.

We were all bought up with Disney movies and all secretly have a favourite character we still love, who is yours and why?

It's a close one, between Cinderella and Ariel (the Little Mermaid) but I think Cinderella takes it for the win. It's the most inspirational story. She loses everything and works hard her entire life, stays positive and has something wonderful happen to her in the end.

lab

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Graphic Design Class of 2010



specimens

Will Maddigan

Objective:

My time in the Cambrian Graphic Design program has been very rewarding. I've gained many skills, and valuable life lessons that have inspired me to do freelance design while working towards a degree in communication at Laurentian University.

If a plane landed in front of you right now, and you had only one choice for your destination, where would you choose to go and why?

Rio De Janeiro, for a vacation.

What is your most valuable possession?

My health.

Would you go back in time if you were given the chance?

Yes. I would like to go back about 500 years with my boat, unlimited fuel and all my fishing gear.


If you were to invite 1-5 personalities for a dinner conversation who would they be?

Winston Churchill and Adolf Hitler.

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Josh Manduck

Objective:

I am enthusiastic about starting my graphic design career working with new people, building relationships and building my design skills and portfolio.

If you could be a colour, what colour would you be? Why?

Pantone 285 C. It's professional, cool, calm, and quite versatile for its hue.

What font are you? Why?

Rockwell. It looks friendly and professional. All the characters fit well together. As a slab-serif typeface, it stands out. It's well rounded, strong, and versatile.

If you could make one world issue vanish forever, which would it be and why?

I would choose to eliminate guns and or/bullets. People would be forced to create alternative methods of problem solving... Or swords.


If you were a design tool, What tool would you be?

An Intern.

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Meggan Michaud

Objective:

To work in a challenging fast paced work environment in a Graphic Design firm.

If you were a colour what colour would you be?

I would be red. Its passionate and intriguing.

What is one quirky thing about you?

I have Phantom of the Opera memorized.

What is your most valuable possession?

My great Grandmothers Stradivarius violin.

What is up on your wall?

A shelf that contains various product packaging. I have a slight obsession with packaging.

What is your favourite sound?

The sound of people laughing and having a good time. I believe in being positive and being around positive people generates a nice atmosphere.

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Ryan O'Neill

Objective:

My name is Ryan. I'm a Designer, and an amateur Photographer, who enjoys having a nice cup of tea. When not designing I spend my time exploring new areas of my world, and music. I enjoy finding new places and objects that I can take photos of.

If you could be a Graphic Design super hero, what would be your power?

To teleport.

Poached or scrambled?

Scrambled.

What's up on your wall?

Paint.

Do you have innie or outie?

Innie.


Most valuable possession?

My head.

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Neil Rantala

Objective:

My goal is to stay hungry and stay foolish.

If you were to meet your favourite author who would it be?

Kurt Vonnegut.

What is your favourite sound?

When driving fast on highway in the summer with the windows down. The sound of motorcycle gangs passing you in the opposite direction. It's sounds like locust.

If you were to represent yourself with one word what would it be?

✦☆✧✨✦✦✦ (Bizarre).

If you were to invite 1-5 personalities for a dinner conversation who would they be?

Tibor Kalman, Mark Mothersbaugh, The RZA, David Lynch, Art Spiegelman... changed my life (Maus).

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Devin Sager

Objective:

To help create an aesthetically pleasing environment. If we are shaped by our surroundings, we have to shape these surroundings in return.

What is your favourite scent, why?

My Favourite scent is cold air because it reminds me of October.

Do you prefer white or red wine, why?

Red wine because it has more complex taste and it has more character than white.

What does design mean to you?

We sell shapes for a living.


If you suddenly had the choice to work with any graphic designer, who would it be and why?

This question is impossible to really answer but at the moment it would be Paul Sahre because of his Vladimir Nabokov book covers and I'm looking for a new foosball partner. I hear he's okay.

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Rachelle St-Louis

Objective:

To approach business owners in and around Sudbury with bad representation of design and convince them with my jovial personality and smile that it's time for change. I would make there business stand out by providing creative and original design thinking solutions to improve the look and feel of the company and make it more suitable to their needs and the needs of their customers or consumers.

If you could have one super power what would it be?

To live and breath under water.

If you had the chance to tell the entire world one inspirational phrase what would it be?

There is a secret code, the structure of the mind, you have the power to heal yourself.

What is your favourite scent, why?

My favourite scent is Patchouli because it is very uplifting and loved by everyone.

What is your favourite sound?

The faint sound of running water in the bush.

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specimens

Silvia Stanziola

Objective: :

The belief that effective Graphic Design is always target conscious and geared toward strategic goals is the very foundation of my design process.

What font are you and why?

Today I'd say I'm a lighter weight of the Archer family, nice and clean but with some subtle details here and there that reveal some of the font's personality.

If you could only wear one colour for the rest of your life, what would it be and why?

Black. It's just a classic. It's a versatile colour, what can I say?

If you were to meet your favourite author who would it be?

I'd bring Oscar Wilde back from the grave and shake his hand. A man responsible for that many great quotes has got to be revered.


What does design mean to you?

It can mean beauty, harshness, ugliness, scattered, controlled... It's an ever changing field and that's what I love about it, you can't get bored.

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Graphic Design Class of 2010



specimens

Steven Westgate

Objective:

Motivated, young, talented designer seeking the company of fellow designer to help mature my craft while making a profitable contribution.

What is your most valuable possession?

My Turntables.

If you were to invite 1-5 personalities for a dinner conversation who would they be?

Hugh Hefner, Adolph Hitler, Lt. General George Patton (sitting next to Hitler), Grand Wizard Theodor (inventor of the scratch), Hunter S. Thompson.

How many times per week do you speak to your mother?

Three to four.


What is your favourite sound?

Nails scratching down the chalkboard so I can scratch the sound and re-invent it.

lab

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tafari anthony
ashley gordon
erin keegan
medina krluch
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tabitha lytwynec-bugyra
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meggan michaud
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neil rantala
devin sager
rachelle st-louis
silvia stanziola
steven westgate*



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2010 International Year of Rapprochement of Cultures

Challenge:

Design stamps representing the International Year of Rapprochement of Cultures.

Solution:

I focused on the hand, no matter the colours, we are all one being. I wanted the feeling of coming together, and my hand being just like your hand, from culture to culture.

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Skate Magazine

Challenge:

Design a masthead for a Magazine, then apply to a magazine cover with photography.

Solution:

By using the word SKATE, and applying it to a figure skating target market. This creates energy and beauty. A feeling of actually skating on ice and enjoying their passion.

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Huckleberries

Challenge:

The task was to create a new corporate identity for the company, as well as applications. Friendly yet still captures an elegant style.

Solution:

I took a brand that was lacking in design, and brought it in a completely different direction. I used a circle as a representation top view of a chocolate chip, which is the basic ingredient that is used at huckleberries, being a chocolatier shop. The 'h' in the center represents huckleberries as well as the tip of the chocolate chip.

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A-Z Canadian Animals

Challenge:

The endeavor here was to create a poster with a one Canadian subject for each letter of the alphabet.

Solution:

My choice for the poster is Canadian Animals to relate towards children. By using geometric shapes and a basic sketch look, a distinctive look is created when combined. Complimented with earth tones to play off the animal design.

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The Greenhaus

Challenge:

To create a corporate identity for the Greenhaus.

Solution:

Designed a clean logo consisting of a roof to symbolize the green house and a new growth to represent all the plants grown at the Greenhaus.

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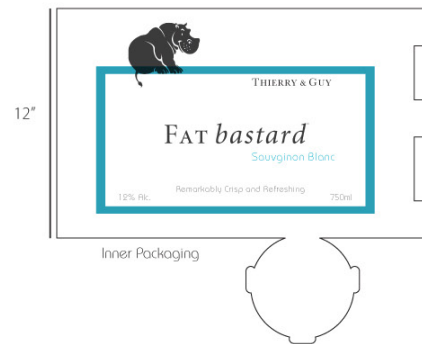
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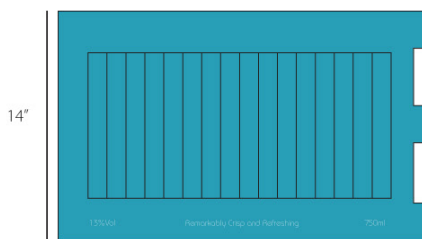
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Sauvignon Blanc



Inner Packaging



Outer Packaging



Fat Bastard Wine Label Design

Challenge:

To create a label and package design that will stand out on a shelf.

Solution:

Clean label keeping key elements of existing label. Created a package design which becomes larger once closed after opening.

lab

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Cobalt Training Center

Challenge:

To create a unique and eye catching identity.

Solution:

Using the letters "T" and "C" to create a stylized athlete, which creates a time-less look for the center.

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Dollarama Logo Design

Challenge:

To create a logo design which is recognized as respected.

Solution:

Eliminated any symbolism of money and recreated the logo using a stylized “d” and an image of a shopping cart, made colors calm and cool to represent the store and its employees.

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Blues For Food

Challenge:

Blues for Food had to stop looking cheap and start looking cool.

Solution:

A poster that looks hip and urban. A figure is created by combining images.

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2010 International Year of Biodiversity

Challenge:

Create a set of stamps for the International Year of Biodiversity and a series of applications to follow.

Solution:

Maple keys are used to communicate the root of living things and also to make the connection to Canada.

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Oklahoma City Thunder

Challenge:

Undergo a complete identity redesign for the Oklahoma City Thunder NBA team.

Solution:

Greek mythology symbolism and an earth tone colour palette set the stage for the identity. Strict corporate guidelines are established and used in various applications.

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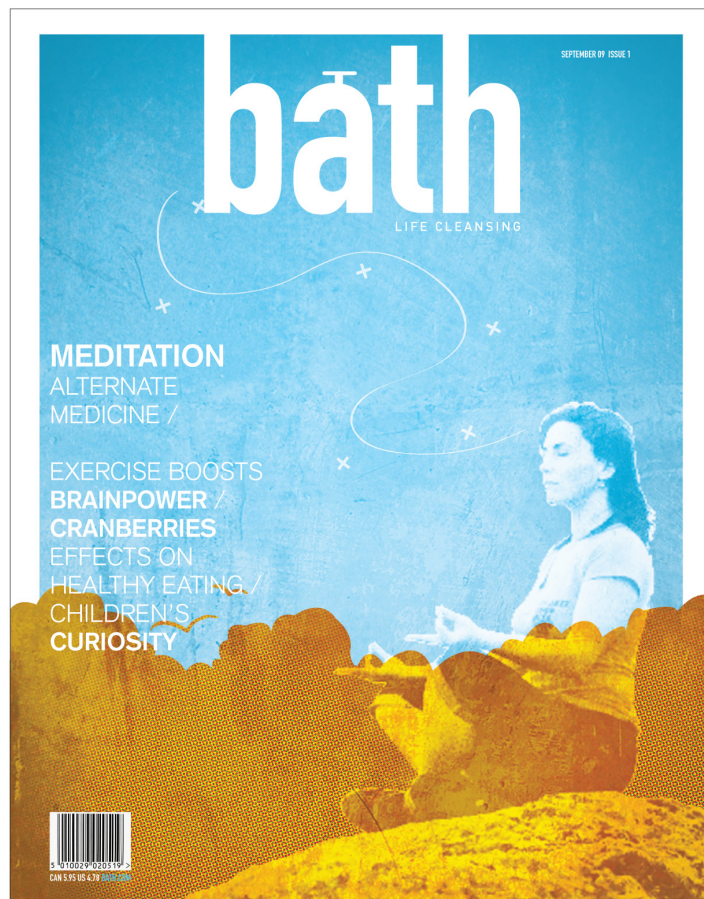
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Bath

Challenge:

Develop a magazine based on an invention. Include a masthead, a cover, and a full page spread for the leading article.

Solution:

An inspiring health magazine; the masthead incorporates a handle implying a bath tap.

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ashley gordon

erin keegan

medina krluch

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r a n d o m h o u s e

Random House

Challenge:

Rebrand the Random House publishing group in a friendlier, more approachable style.

Solution:

Insert Random House. A logo based on one of the most recognizable symbols in publishing, the editor's 'insert' mark.

lab

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2010 International Year of Biodiversity

Challenge:

Create a series of stamps for the 2010 International Year of Biodiversity.

Solution:

Imagery created by portraying the various different types of one species merged together as a whole. The central piece being that of an apple, which is a familiar piece of our daily lives.

lab

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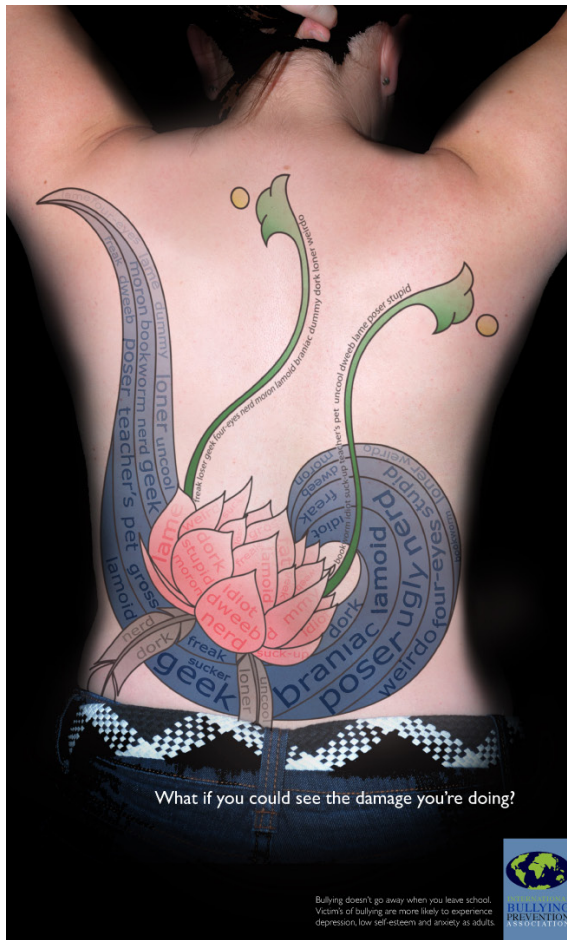
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International Bullying Prevention Organization

Challenge:
Create a poster that effectively shows the 'permanent' aspect of bullying.

Solution:
Using a beautiful tattoo that is made dark with the terrible words and phrases placed throughout it. It effectively shows that those who are bullied will always have that experience with them.

lab

dish

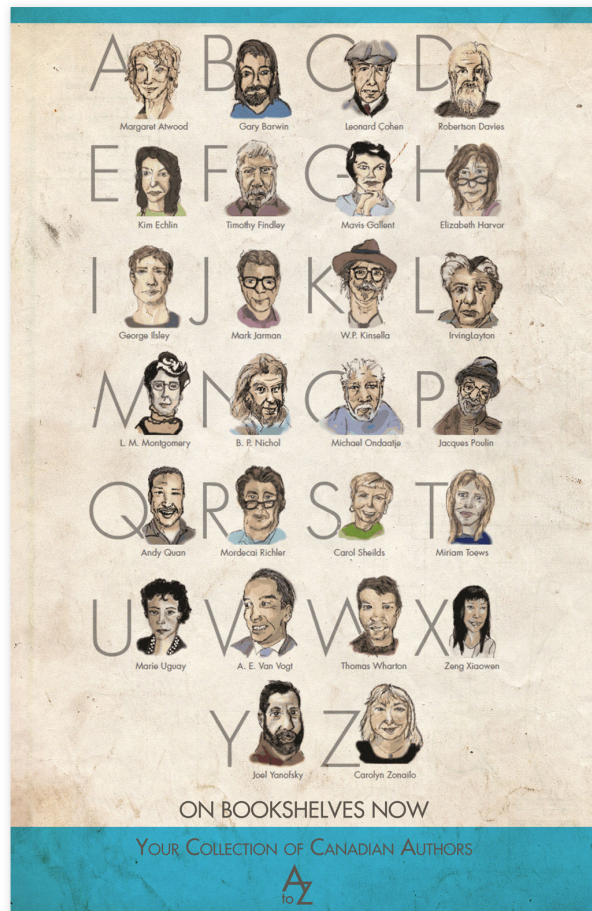
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- neil rantala*
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A-Z Poster

Challenge:

Create a poster which incorporated all characters of the alphabet.

Solution:

Chose Canadian authors and created a promotional poster for a book.

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2010 International Year of Biodiversity

Challenge:

Represent the international year of biodiversity in an effective and unique way.

Solution:

Took photographs of multiple flowers and arranged them in ways to create type. Narrowed down a broad spectrum to one section. Created a unique idea which is interesting to look at.

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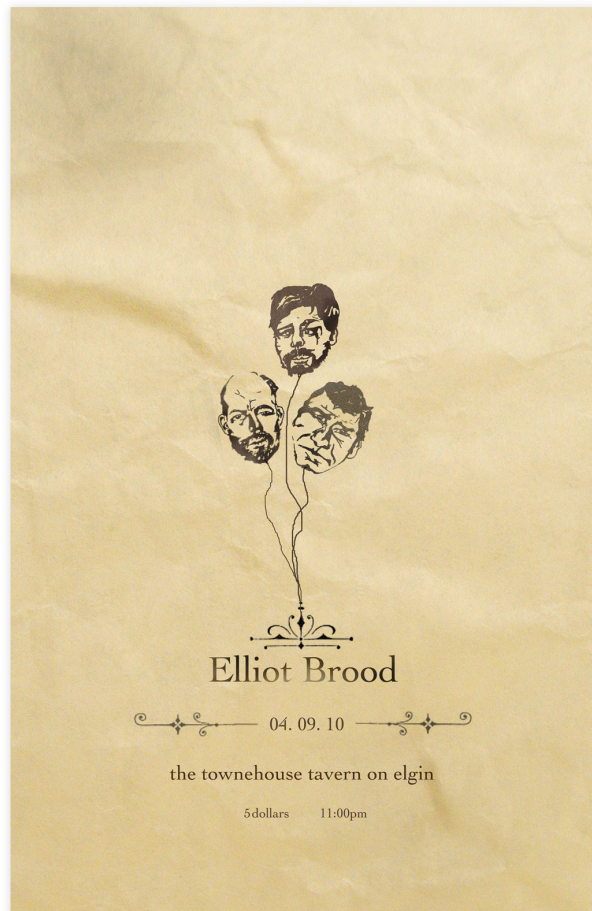
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Elliot Brood

Challenge:

Make a poster to promote a band playing at local venue.

Solution:

Used the bands fun, folk-vibe as inspiration for the poster design.

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DogHouse

Challenge:

Make a new and effective corporate ID for The Doghouse.

Solution:

Took them away from the typical image of a bulldog. Blended the idea of sport and dog, with a simple, clean yet tough image.

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Breast Cancer Awareness Poster

Challenge:

To bring awareness to breast cancer in an intriguing poster.

Solution:

My solution was to show a nude woman after she's had a mastectomy. In doing research I noticed this was something that was often shied away from. I challenged people to redefine the definition of beauty, and not see the after effects of this disease as a defect.

lab

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MARC ANTHONY Package Design

Challenge:

Create a packaging design using one colour, with various hues for contrast.

Solution:

The concept was to show an exaggerated version of what the product would do, in order to be visually appealing.

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THEATRE
C A M B R I A N

Theatre Cambrian Identity Re-Design

Challenge:

To create a solid identity for
Theatre Cambrian.

Solution:

The biggest challenge here was to stay away
from theatre cliches. After much research, I
realized that the infamous theatre curtains
would be the perfect solution for this project.
Through the logo I was able to create the
motion of the curtains parting, while also
creating an implied scripted letter "T".

lab

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ZE:RO Magazine

Challenge:

Come up with a magazine concept based on an important invention.

Solution:

ZE:RO magazine is an urban magazine that focuses on pop culture, world issues and the things that matter to our generation. With the invention of a numerical representation of nothing, I was able to create a masthead that played off the traditional digital clock.

lab

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2010 International Year of Biodiversity

Challenge:

Design a visual campaign surrounding 2010 International Year of Biodiversity in a creative, intelligent and unified fashion.

Solution:

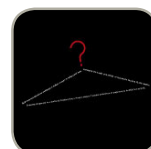
By cutting out the animals in their natural setting, it shows that they are supposed to be there but they are missing.

lab

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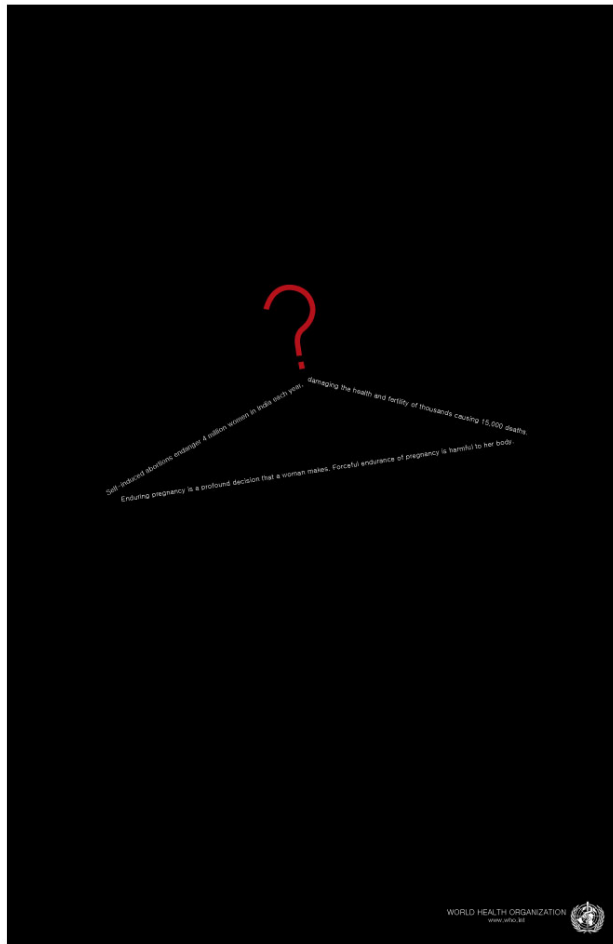
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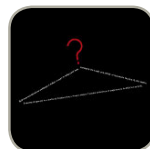


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Provocative Poster Design

Challenge:

Design an 11x17 poster based on an appropriate social/cultural event or sociopolitical cause using one of the three design categories: metaphorical, aesthetic and provocative.

Solution:

By using the information to create an abstract clothes hanger and question mark, this poster provokes emotion in an interesting approach.

Body Text:

Self-induced abortions endanger four million women in India each year, damaging the health and fertility of thousands causing 15,000 deaths. Enduring pregnancy is a profound decision that a woman makes. Forceful endurance of pregnancy is harmful to her body.

kya-lynn aitkenhead

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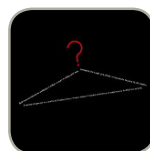
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Spill the Beans Farms

Challenge:

Select and redesign an existing identity that does not meet the criteria of effective identity design.

Solution:

Create a new brand, logo and identity for Spill the Beans Farms by using the negative space inside the letter B to create a bean sprout.

kya-lynn aitkenhead

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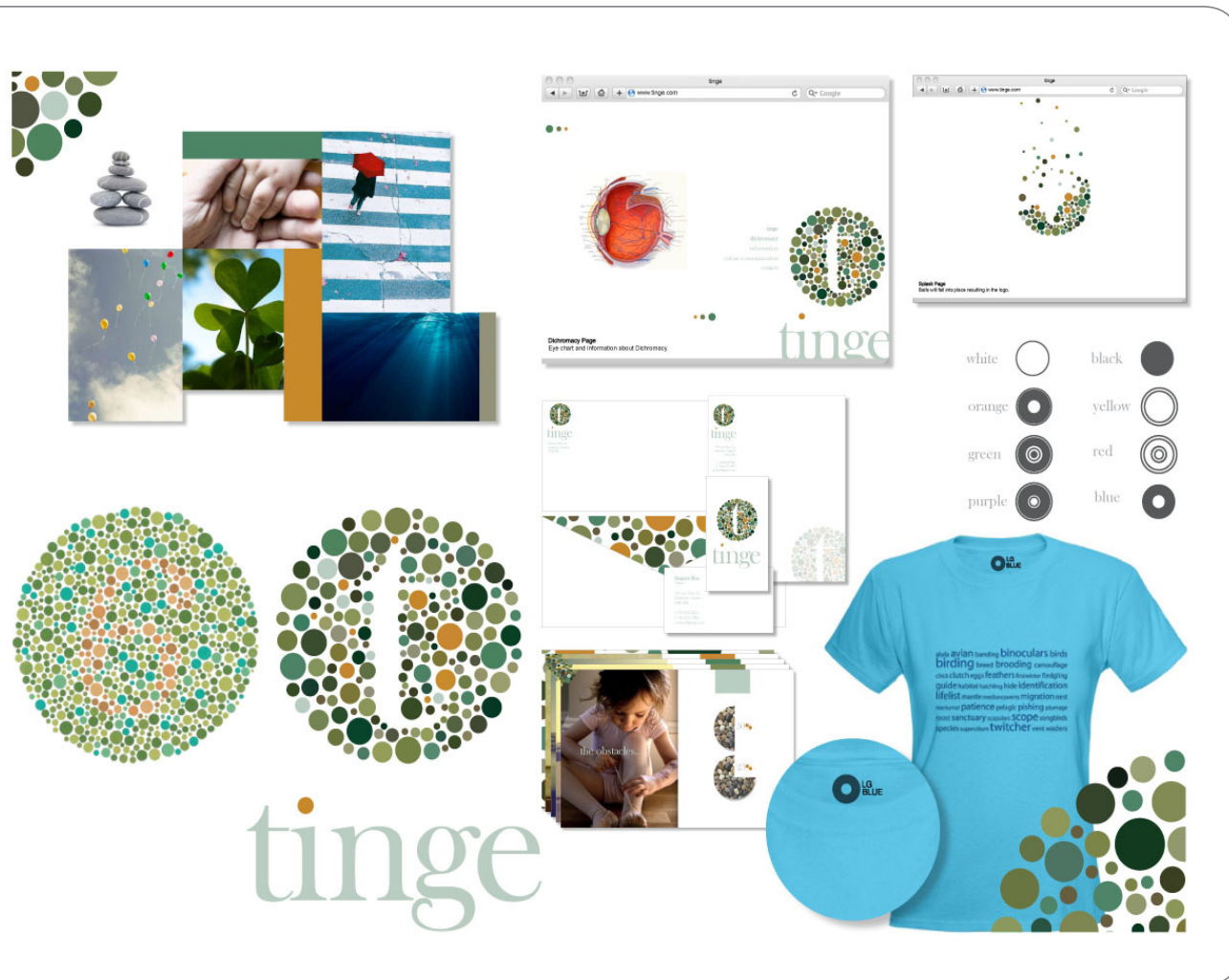
rachelle st-louis

silvia stanziola

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Design Thesis - Tinge

Challenge:

Design for the colour blind.

Solution:

Effectively design symbols to help the colour deficient easily recognize colours. The project includes a new identity as well as symbols that will be applied to clothing to help the colour deficient.

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Bottle package design

Challenge:

Re-design the Old Jamaican Ginger Beer labels and create a package design.

Solution:

This ginger beer is so gingery, it's for those who can take the heat. It's a sophisticated taste that deserves more class than your everyday soda, and that's why it's been tied with a ribbon.

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silvia stanziola
steven westgate*

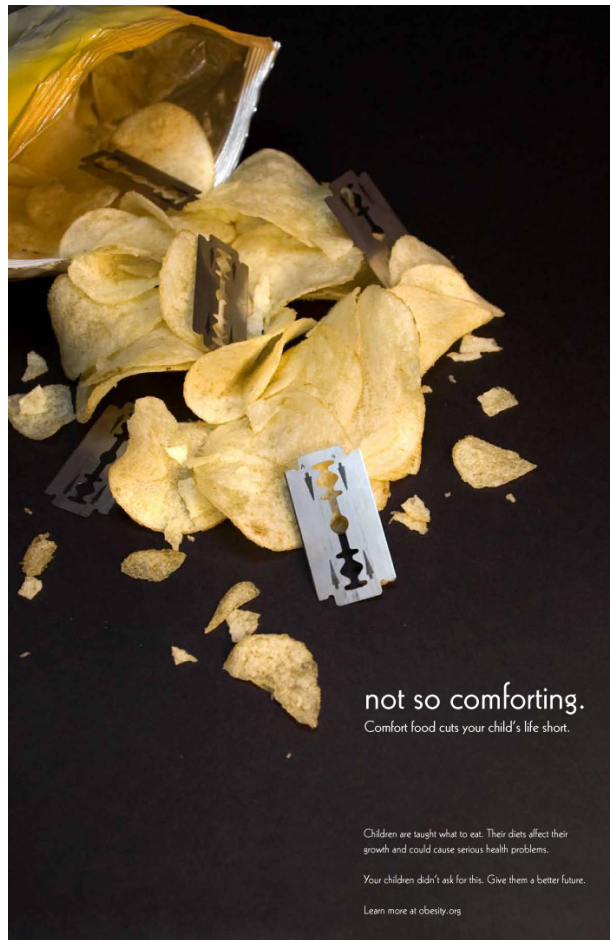


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not so comforting.

Comfort food cuts your child's life short.

Children are taught what to eat. Their diets affect their growth and could cause serious health problems.

Your children didn't ask for this. Give them a better future.

Learn more at obesity.org

Poster design

Challenge:

Find a way to communicate the dangers of junk foods and how parents need to teach their kids good eating habits early.

Solution:

The concept was to create a visual metaphor by adding razor blades to an open bag of chips. This gives the illusion of something simple, delicious and approachable at first glance. Taking a closer look will reveal the danger in our comfort food habits.

lab

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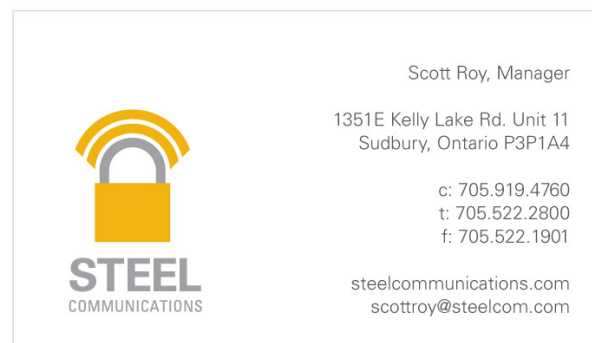
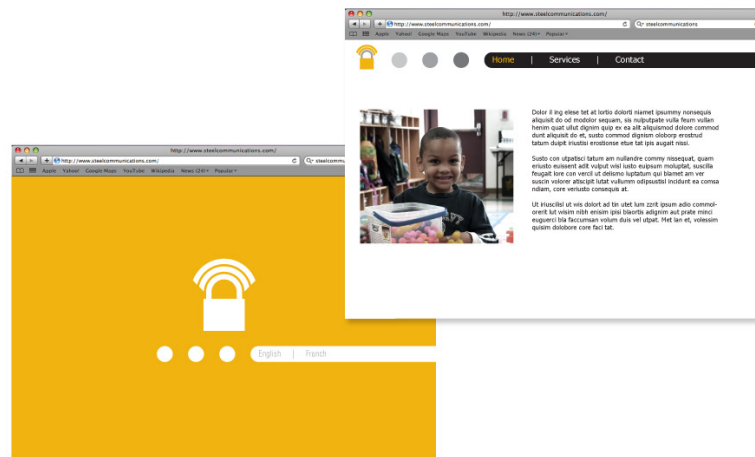


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Steel Communications Re-Design

Challenge:

The original logo lacks originality. It doesn't communicate what Steel Communications is all about.

Solution:

Steel Communications is about safety and communication. The solution is to portray safety with a padlock and communication with sound waves.

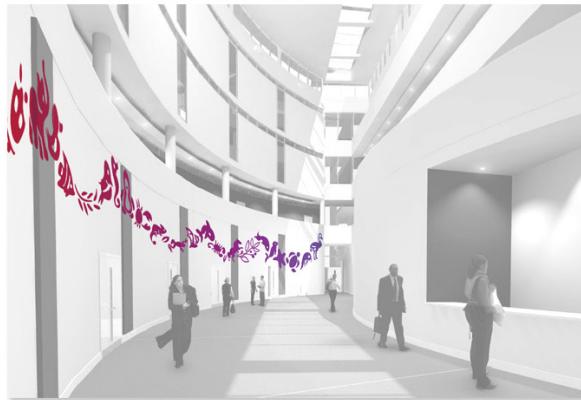
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2010 International Year of Biodiversity

Challenge:

Develop a concept for the International Year of Biodiversity 2010 that will work on a stamp.

Solution:

The concept is to portray how all life works together to make the world the way it is. Every species relies on another. It's a delicate balance. If one species is removed, everything around it changes drastically. Every living thing has its purpose.

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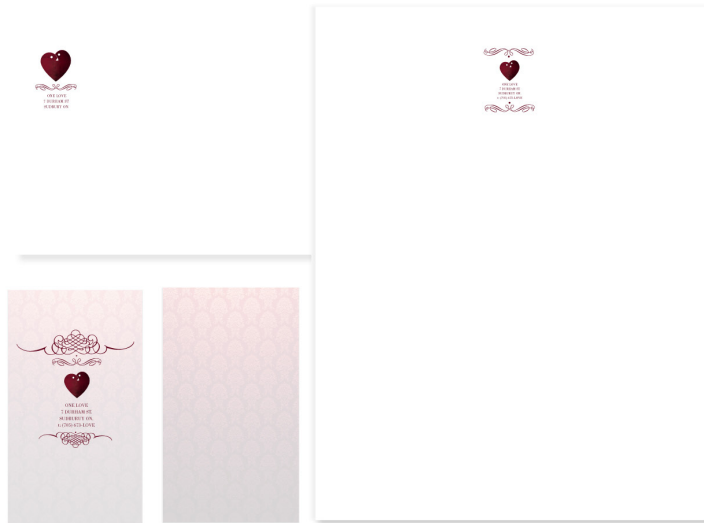
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one love



One Love

Challenge:

Design and rebrand Identity for One Love vintage clothing.

Solution:

Depict two love birds in a asymmetric logo with added rough texture.

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Print Magazine

Challenge:

Re-design the existing Print magazine masthead.

Solution:

Replace the word Print and substitute it with the print symbol (control P).

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Little Montreal

Challenge:

Design and rebrand Identity for Little Montreal.

Solution:

Maintain a simple clean logo by incorporating geometric shapes and vibrant colours.

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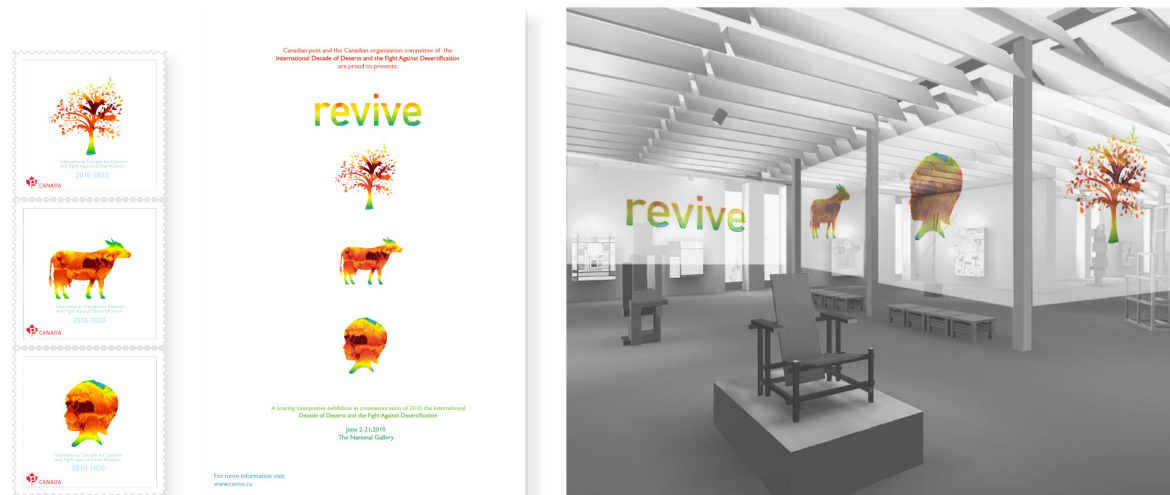
rachelle st-louis

silvia stanziola

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2010 - 2020 International Decade for Deserts and Fight Against Desertification

Challenge:

Design a set of stamps, poster and event that would help raise awareness for the fight against desertification.

Solution:

Target three central things that are heavily affected by this issue.

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CSF

Challenge:

Create an identity for the struggling, not-for-profit organization, the Canadian Scandinavian Foundation.

Solution:

Using Scandinavian geography, I created a stylized raven from the five capitol cities of the Scandinavian countries. Ravens are important symbols in Scandinavian mythology.

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Veg Posters

Challenge:

Create a poster campaign for vegetarian awareness.

Solution:

With the combination of effective copy writing and provocative photography, I created a humorous poster campaign that intrigues and catches the attention of viewers.

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ecolight

Challenge:
Create a package design for Philips compact fluorescent lightbulbs.

Solution:
Using the top view of a lightbulb, I created an identity for the 'ecolight' as well as showed the product in a clever way. Keeping the layout clean with flowing lines helps this design break through the clutter.

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2010 International Year of Biodiversity

Challenge:

Create a series of stamps for “2010 International Year of Biodiversity”.

Solution:

Through research I discovered that we rely on biodiversity to provide us with food, fuel, medicine and other essentials. I also discovered that corn plays a role in each.



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Cutting Loose

business card



storefront sign



Cutting Loose

Challenge:

This out of school project involved the design of the corporate identity and web site of a local business.

Solution:

First of all, I searched for a font that suited the business and it's name. Using the letter "g" from the word Cutting, I designed a pair of hair salon scissors to create the logo. I then proceeded to design the stationery, store front sign, advertising and web site of which I am webmaster.

lab

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colorFlow

Challenge:
To redesign of a 6 bulb, light bulb package.

Solution:
I chose to name the product colorFLOW because it would consist of a variety of coloured bulbs. I designed the package with a colourful wave around the base of the box. The French and English sides of the package would therefore have different coloured bases.

lab

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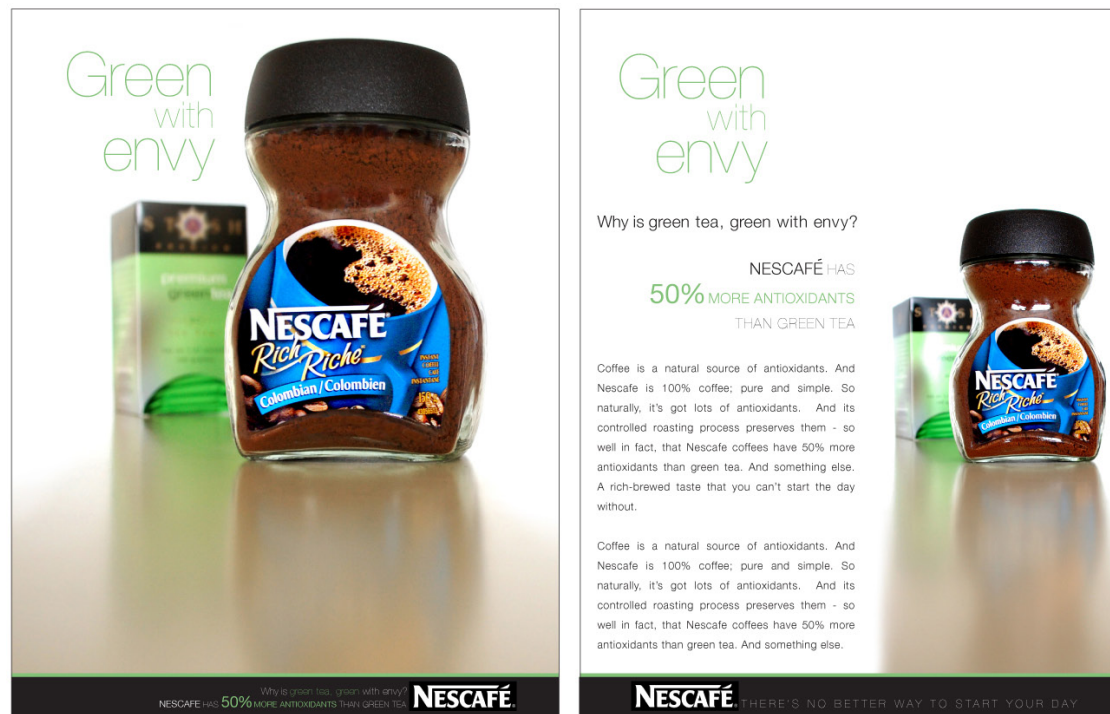
Nescafe

Challenge:

Redesigned an existing ad; one picture heavy ad and the other copy heavy.

Solution:

I took photographs of the products and then designed the ads appropriately.



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Traffic Light Magazine

Challenge:

Design and name a magazine.

Solution:

Having chosen Traffic Light I decide to stagger the letters to represent the chaos of city traffic. For the tag line I chose "Night Life in the City" because the focus of the magazine would relate to night clubs and activities.

lab

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MAINSTAY
S U I T E S

Mainstay Suites

Challenge:

To redesign the company's identity to better represent and distinguish itself in the market.

Solution:

Based on their service and value a delicate, tranquil feather in a waning position was created. The colours chosen are a choice of quality; a serene blue and a yellow-gold to add elegance.

lab

dish

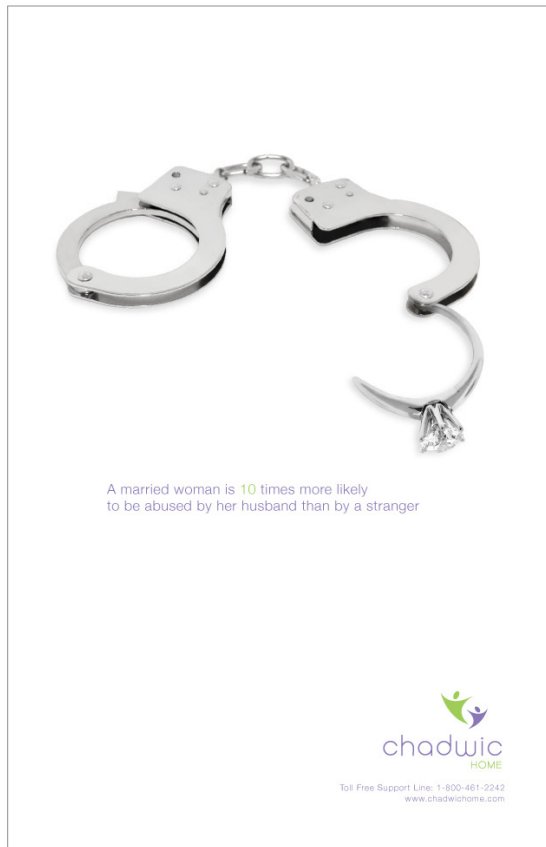
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CHADWIC

Challenge:

To design a poster that informs the public that domestic violence exists more so than imagined.

Solution:

Taking a positive image such as an engagement ring, and obstructing it with a negative one such as hand-cuffs symbolizing entrapment and aggression.

lab

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2010 International year of Biodiversity

Challenge:

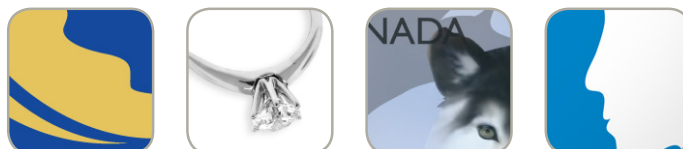
To design a stamp for International Year of Biodiversity.

Solution:

Using a footprint to represent the identity of each animal, similar to how no two people have the same fingerprint. Showing the stamp reflecting the animal and it's impression it leaves behind.

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Beauty Bay Golf Club

Challenge:

Re-design an existing logo of a local or national business, using effective symbolism, avoiding trend-based designs, setting responsible standards and adding value to the design. Apply new identity to stationary, vehicles, apparel, and web site.

Solution:

Beauty Bay Golf Course. New identity is clean, simple and the elements reflect the business name well. The arc is used in the design of the stationary and web site.

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Ginger Beer

Challenge:

Redesign Old Jamaican Ginger Beer box and bottle labels to appeal to a younger demographic.

Solution:

The Elements of water were combined with Jamaican colors to produce a more youthful look. The words “Ginger Beer” are replaced with GB in a more modern, Bank Gothic, font. An old style banner was included to represent the “Old” in “Old Jamaican”.

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GPS



GPS Magazine

Challenge:

Based on a human invention or innovation that has made a significant impact in human history, use inventive typography to design a masthead, magazine cover, and two page layout.

Solution:

Created a travel magazine and designed a cover and two-page spread. GPS Magazine, Exploring Remote Destinations. The P in GPS is rendered with a finger pointing down at a map or location.

lab

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2010 International Year of Rapprochement of Cultures

Challenge:

Design a commemorative stamp, first day cover, poster and environmental graphics for 2010, the Year of the Rapprochement of Cultures.

Solution:

Merged images of peoples faces from different cultures around the world using a torn effect, and designed each piece around these images.

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2010 International Year of Biodiversity

Challenge:

Develop a campaign to commemorate the International Year of Biodiversity.

Solution:

The problem was to portray adaptability, necessary to achieve biodiversity. The design has been applied to a stamp, package, poster, and environmental graphics to create unity through the use of colour, texture, and typography.

lab

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Patty Cakes

Challenge:

Develop a corporate signature and graphic standards manual to effectively communicate the brand.

Solution:

The identity was developed and applied in all relevant facets of a comprehensive graphic manual utilizing a warm colour harmony. Customized typography was designed to effectively portray the brand.

lab

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Banff Poster Design

Challenge:

Design a poster to appeal to demographics and advertise for an umbrella ski resort company.

Solution:

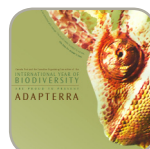
The design of the poster incorporates figure ground of a snow boarder within the pattern of the antlers. The illustrative style was used to simplify, and metaphorically portray the message.

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Symbol System - Daily Recommendations

Challenge:
Create symbols to visually communicate the daily recommended intake of the five food groups pertaining to genders and age groups.

Solution:
Utilizing colour, and simplified shapes to portray the food groups, genders and age groups effectively portrayed the information in three applications; flyer inserts, sticker/folders, and store signage.

lab

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Phillips Light Bulb

Challenge:

Design a box, along with a title for a brand of compact fluorescent light bulbs.

Solution:

Using the idea of the evolving nature of technology and how far our technology has come since the candle, the box demonstrates how the compact fluorescent light bulbs are superior.

lab

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Greenstar Laundry

Challenge:
Design a logo and a corporate manual for an environmentally friendly laundromat.

Solution:
The leaves are meant to look like they are twisting, like in a washing cycle. Also the balance and the simplicity of the logo and type create a zen like feeling.

lab

dish

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- silvia stanziola*
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Weapons of Mass Destruction

Challenge:

Create a poster campaign about a social awareness issue.

Solution:

Using smoking as weapons of mass destruction I created a campaign targeted towards anti-smoking awareness.

lab

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neil rantala
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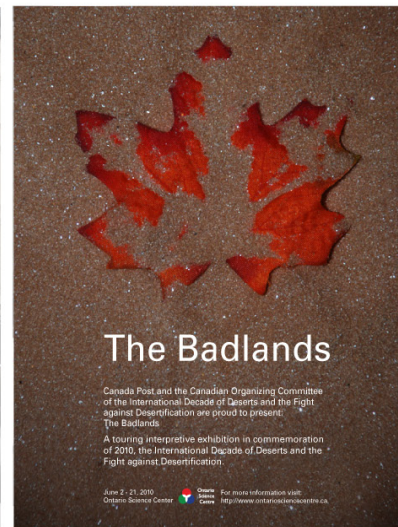


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Graphic Design Class of 2010

lab

dish



2010 - 2020 International Decade for Deserts and Fight Against Desertification

Challenge:

Design an awareness stamp campaign for Canada Post about desertification.

Solution:

Use Canadian iconography in conjunction with sand to show the aspect of how desertification grows into living space.

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Brain Injury Association Sudbury & District



Brain Injury Association Sudbury & District

Challenge:

Design an identity for the Sudbury Brain Injury Association.

Solution:

I decided to create a metaphor between the delicate nature of the brain and a dandelion seed.

I used a cool warm contrast, to create a friendly atmosphere.

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Portrait of an Illustrator

Challenge:

To pick an illustrator who's style you admire and to draw/ design a new York magazine cover in that style.

Solution:

I chose Luke Feldman, an illustrator out of San Francisco, who has a very unique style and does a lot of work for Coke. I chose to use an array of bright fun colors and very organic shapes.

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Danone

Challenge:

Design a Corporate ID for Danone.

Solution:

Danone has been around for a very long time it is one of Frances oldest companies, so I decided to use a turtle to symbolize longevity and growth.

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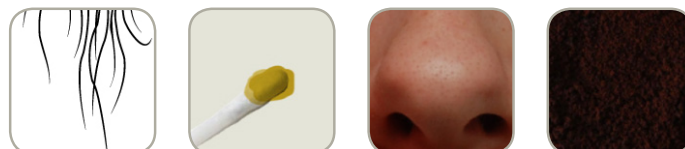


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A Touch of Class

Challenge:

To create a new identity for Frank Marascos locally owned hair salon A Touch of Class.

Solution:

A fresher and more youthful representation of the Salons name. Logo escapes hair salon stereotypes (hair cutting materials).

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silvia stanziola

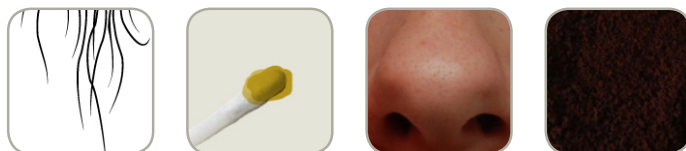
steven westgate

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Devo

Challenge:

Concert poster for the famous New Wave band Devo.

Solution:

A humorous interpretation of the overdone skull and cross bones. The poster is relatable to Devo's strange and sometimes dark lyrics.

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Inter.net Magazine

Challenge:

To pick an invention and represent it in the word. It is then applied as a masthead for a magazine.

Solution:

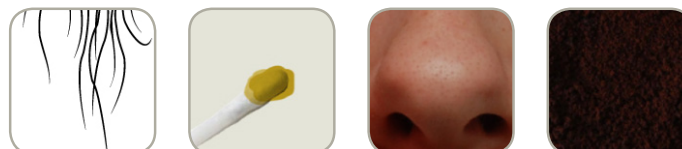
A simple period added to the word internet gives the idea of the web without having to go too pictorial. Imagery - CSS code is placed on a women's face to show the relationship between web page image and self image.

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Maxwell House Ads

Challenge:

An ad for Maxwell House coffee that would be seen in a computer magazine.

Solution:

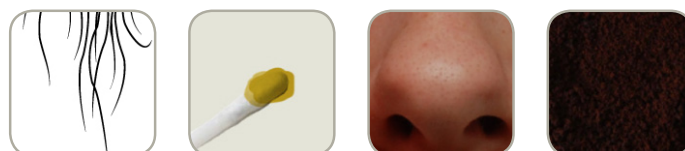
To focus more on the idea of staying up rather than the overdone getting up advertisement. The imagery is relatable to the target audience.

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Apple Tree

Challenge:

Create an identity for the Apple Tree Community Bike Program project.

Solution:

This is the logo for the Apple Tree Community Bike program identity project. This logo combines an apple, an iconic image of health, with an easily identifiable component of the bike to represent a healthy recreational life style.

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ASTRONOMY
SOCIETY OF SUDBURY

Astronomy Society of Sudbury

Challenge:

Complete redesign of the
Sudbury Astronomy Club.

Solution:

The new logo for the Sudbury Astronomy
Club has a completely reinvented identity,
including name. The logo is a stylistic
lowercase sans serif “a” where the negative
space of the character gives representative
imagery of an abstract human looking
up at the moon or sky. To portray a
sense of looking upward the lowercase
“a” is rotated to a 45 degree angle.

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Ski Banff

Challenge:

Create a poster for Banff skiing resort. This was a competition.

Solution:

These posters try to convey the feeling of solitude and untapped natural surroundings.

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Yellow Tail

Challenge:

Contrast of saturation project - redesign of an existing company only using one colour.

Solution:

Created a limited edition package for Yellowtail to celebrate and give thanks to the small town in which it originated. The main logo/icon is an arial view of Yenda, Australia, population 1000.

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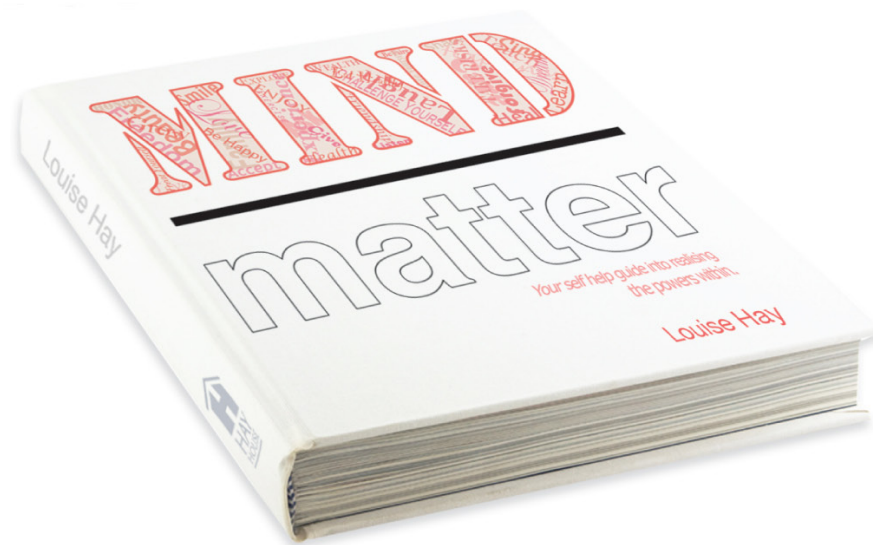
silvia stanziola

steven westgate

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MIND



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Mind Matter

Challenge:

To design a book cover for an inspirational and self help novel.

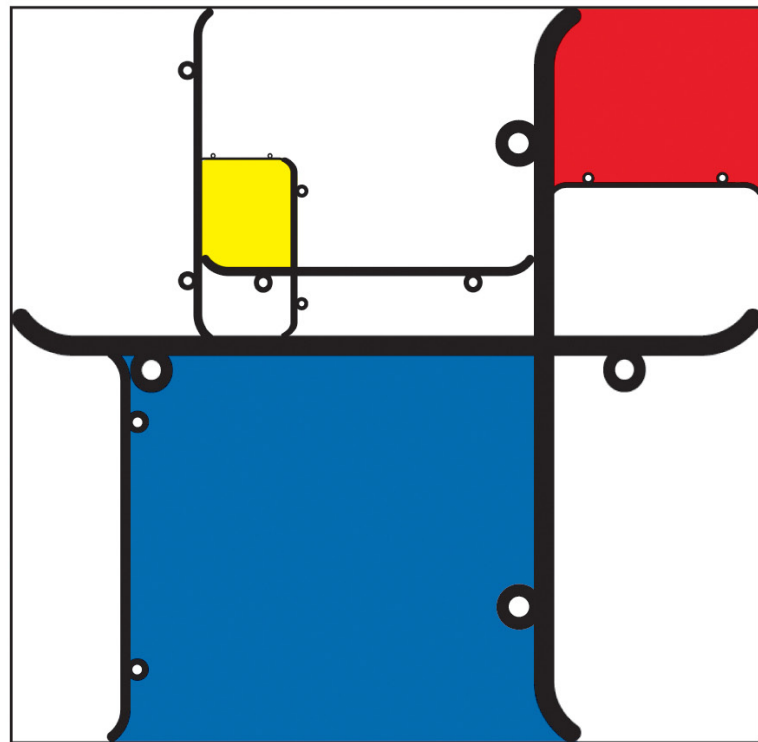
Solution:

Using typographic applications to symbolize that the mind is superior over matter.

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To some it's an art, to us it's a lifestyle.

MODRN
SKATEBOARDS

Modrn Skateboards

Challenge:

To create an add campaign for a new line of skateboards.

Solution:

Using different styles of composition to represent skateboarding as an art to appeal not only to skateboarders but to the general public as well.

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Pioneer Construction

Challenge:

To improve upon the existing Pioneer Construction logo.

Solution:

Representing the work of company in a more powerful and aesthetically pleasing composition.

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2010 International Year of Biodiversity

Challenge:

2010 is United Nation's International Year of Biodiversity. The task was to make a series of stamps addressing that theme, along with environmental graphics, a poster and magazine ad campaign for the exposition.

Solution:

Reflecting the intricate nature of biodiversity, the four stamps were designed to have a shared root that branches out, spreading life. The drawing style also aims to be friendly to young kids and tackle the educational aspect of the commemorative year of biodiversity.

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Ginger Beer

Challenge:

To create new packaging for Old Jamaican's ginger beer, including the bottle label and a package holding four bottles.

Solution:

Drawing inspiration from the brand's bold, summery flavour and combining that to the shape of the ginger flower, a vibrant explosion comes to life to represent the product. The typography goes back to a more traditional style and reflects the historic aspect of this traditional beverage.

lab

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seize the D

MS is more common in people who live farther away from the equator. This happens because less sunlight exposure means decreased vitamin D production in our bodies, and that can mean higher risk of developing Multiple Sclerosis.

One more reason for you to get out there and have fun! Being outdoors and enjoying the sun is an excellent way to make sure your body is producing the vitamin D that it needs. Don't forget to protect your skin with sunscreen and off you go!

You can also take vitamin D supplements as an alternative. Increasing your odds against MS can be that simple.

Donate Multiple Sclerosis Society of Canada **MS**
1 800 268-7582
www.mssociety.ca

MS Society Ad

Challenge:

Creation of an ad for the MS society; I've chosen the vitamin D deficiency topic as it is a common problem in countries like Canada.

Solution:

Reminder campaigns can be a very useful tactic in habit changing matters such as this one. The idea is to convey the message in a light tone, showing people having fun outside, and to imply the curves of the capital letter D in the way the pictures are framed to reinforce the vitamin's name. It's all about the D.

Copy: MS is more common in people who live farther from the equator. Less sunlight exposure means decreased vitamin production in our bodies, and higher risk of developing MS. Have fun, take sunscreen.

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PHILIPS SAVER
energy sense and simplicity



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Phillips Energy Saver

Challenge:

Package Redesign for the Phillips fluorescent light bulb.

Solution:

The fluorescent light bulb is the new alternative to the old incandescent light bulb. The plastics used are recyclable and biodegradable. The packaging that will be used for these new bulbs will be created using environmentally friendly plastics used commonly in household food and storage containers and current similar packaging.

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Cerebral Palsy - Support Foundation of Canada

Challenge:

ID for a non-profit foundation
managing on a skelton budget.

Solution:

The logo represents the synapsis with in
the brain sparking and moving down
in to a foundation of support.

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Akai Professional

Challenge:

Corporate ID for Akai Professional.

Solution:

The stylized 'A' is supposed to represent what was in music. A record, tape, cd all move in a circular motion to the modern beat bars of today's music programs.

Major competitors all use red, white, black and grey; so a green was chosen to stand out in the field against competitors. The green used is a pantone 375, a bright vibrant green that is motivational to the producer or artist.

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