

DC

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About

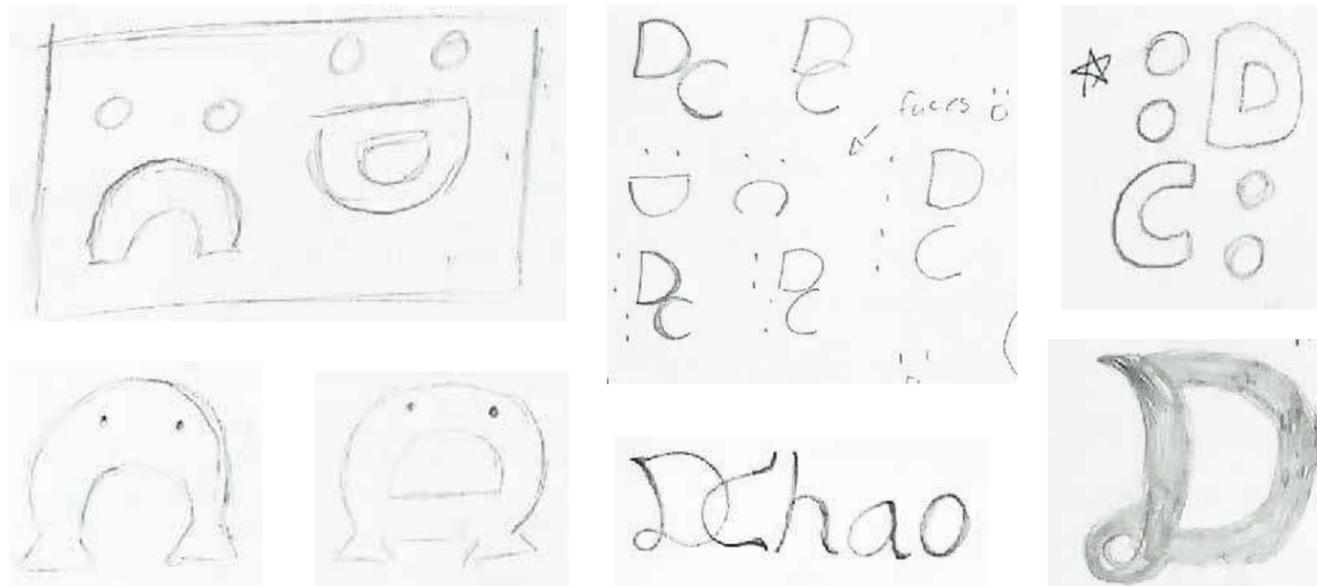
My love of crafting and using different materials and mediums is what drew me into perusing design. I enjoy giving my ideas a physical form whether that be 3d, digital or perhaps a combination of the two. I believe that if meaning and value are given to people through design then they may hold onto it and treasure it for a while. I have learned many skills in using design elements and principles, as well as adobe programs such as Illustrator, InDesign and Photoshop. I enjoy a lot of hands on work as well such as working in the woodshop and creating props and displays for retail design.



Visual Identity

Objective: To design a Professional Identity that represents me as a designer.

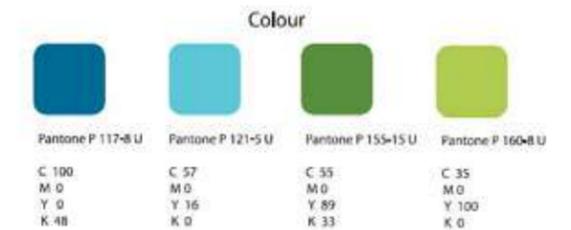
For my visual identity, I chose to use my initials as the base and to add colour and a fun element to it. I decided to make the letters in my initials into little characters, since I tend to doodle a lot on my free time. Ironically, my initials were perfect for the emoticons of a smiley face. I chose to use different shades of blue and green because I think that they are fun and bright colours that pair together nicely. I think that the outcome was a good solution to matching my three words and representing me as a designer.



Colourful / Fun / Straightforward



Typeface
 Verdana
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()_+





Ply Wood Project

Objective: To explore material, form and design principles while working with a predetermined amount of material. Ninety percent of the material must be used to create an abstract form that expresses the material.

I decided to work with the design principles of repetition, scale and balance for my abstract form. I was interested in trying to create a form that gave the feeling of a spiral, but without having to be round in shape. I decided to have each of the longer pieces gradually get shorter when reaching the top of the spiral. This way it would create balance between the weights, by having it heavier on the bottom and lighter on the top. A challenge I faced when creating my ply wood project was how to layer my pieces to give them enough strength to hold its own weight and not fall apart before the glue had dried.

White Paper Focal Point Project

Herbacin Kamille hand cream

Objective: By using the design process to design and create a showcase that features a household product as its focal point.

I chose Herbacin Kamille as my product because of its clean and elegant design. I ended up choosing four different lotions from their product line to display. I decided the best way to create a display was to use the shapes already used in their logo.

I used the oval petal shape for the signage and circle from the center of the flower as the product display. A challenge that I encountered while creating the frame was layering the flowers in a way that would give the frame volume and depth. I had to layer two flowers on top of each other and fold some of the petals, this kept the frame from looking flat.





Paper Dress Project

Versace 2017 Spring Collection

Objective: To create a Paper dress inspired by a contemporary or vintage Haute Couture Dress, using brown or white paper of varying weights, sheet tissue, roll tissue and techniques learned from previous projects.

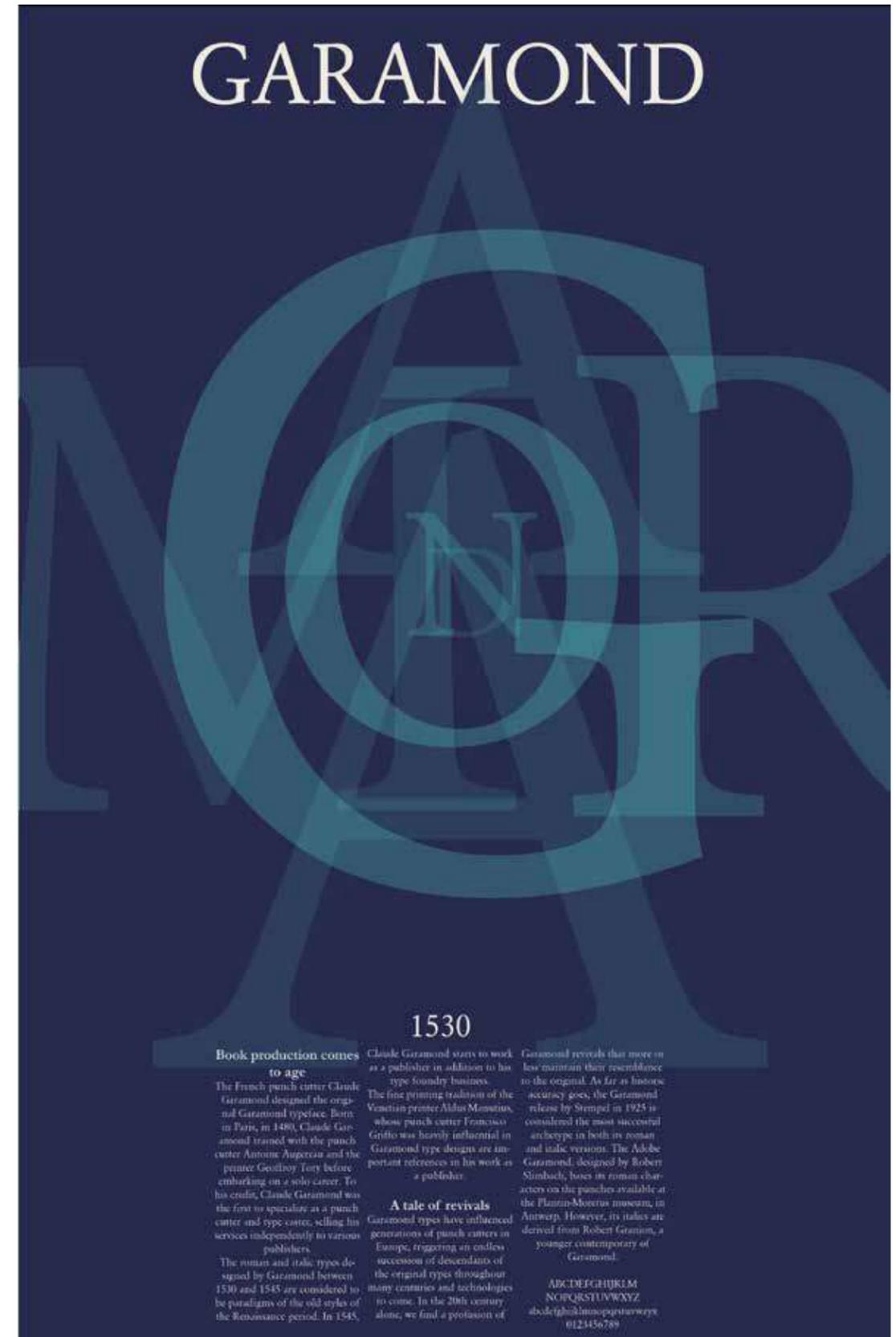
I decided to recreate this dress from the Versace 2017 spring collection because of my interest in the pleating of the dress. the entire dress had pleats and folds and I thought that it would be an interesting challenge. Even though the dress does not have many parts, a large amount of time was taken to getting each pleat look even and cohesive with the rest of the dress. Another challenge was that the dress was originally made with a satin material, and replicating the sheen of the material was quite hard. I had to apply an even and light coat of gold spray paint in order to get that satin like effect.

Typographic Poster

Garamond

Objective: To utilize the tools learned in Indesign to design and create a poster based on one of the five type faces.

I chose Garamond because I liked the serifs on the typeface and its classical feel. I had trouble with my iterations because many of them came out looking too similar. I eventually started to play with stacking letters and playing with transparency. Since Garamond is a classic typeface I decided to have a three column layout for the text that would give off the feeling of how text was in old bibles. This way the poster would still have a classical feeling.

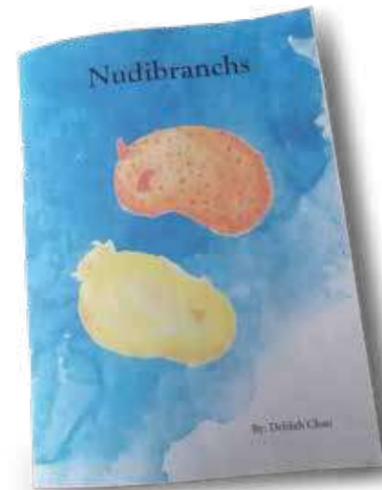
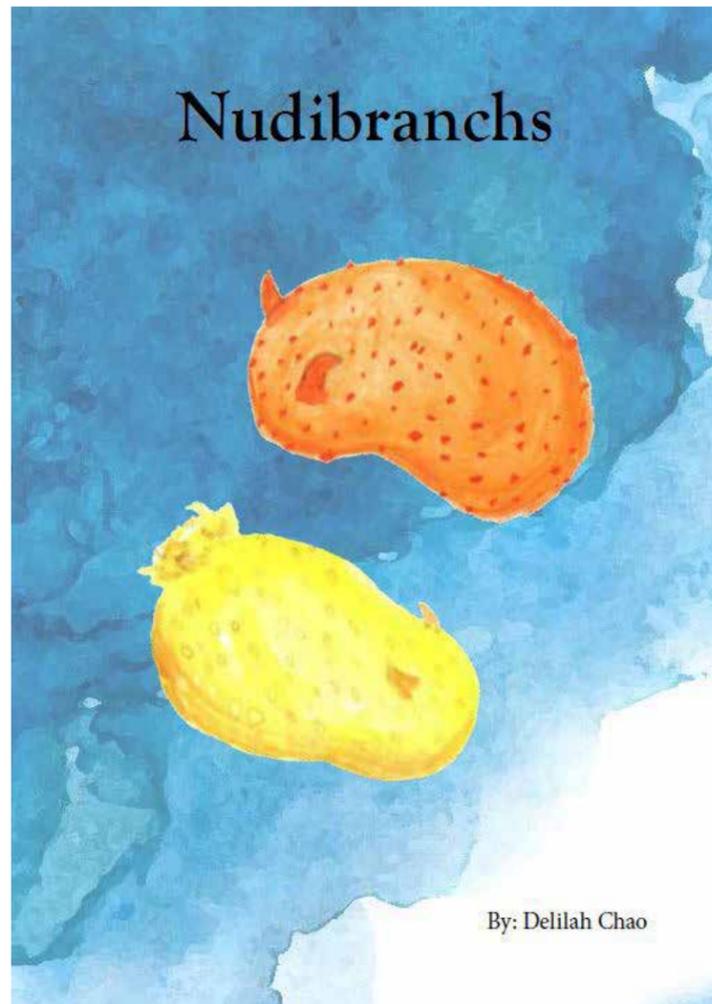




Architectural Photomontage

Objective: to create photomontage using the skills learned for photo manipulation and exploring an idea or theme and architectural space that can be real or imagined by collecting buildings or parts of buildings to communicate the idea of a place.

The theme for my photomontage was a repetition of points and angles. A challenge I faced when creating my photomontage was getting all of the shadows to look right on my newly created building. Another challenge was creating the path way to my new building. I wanted the path way to somewhat mimic the shape of the building.

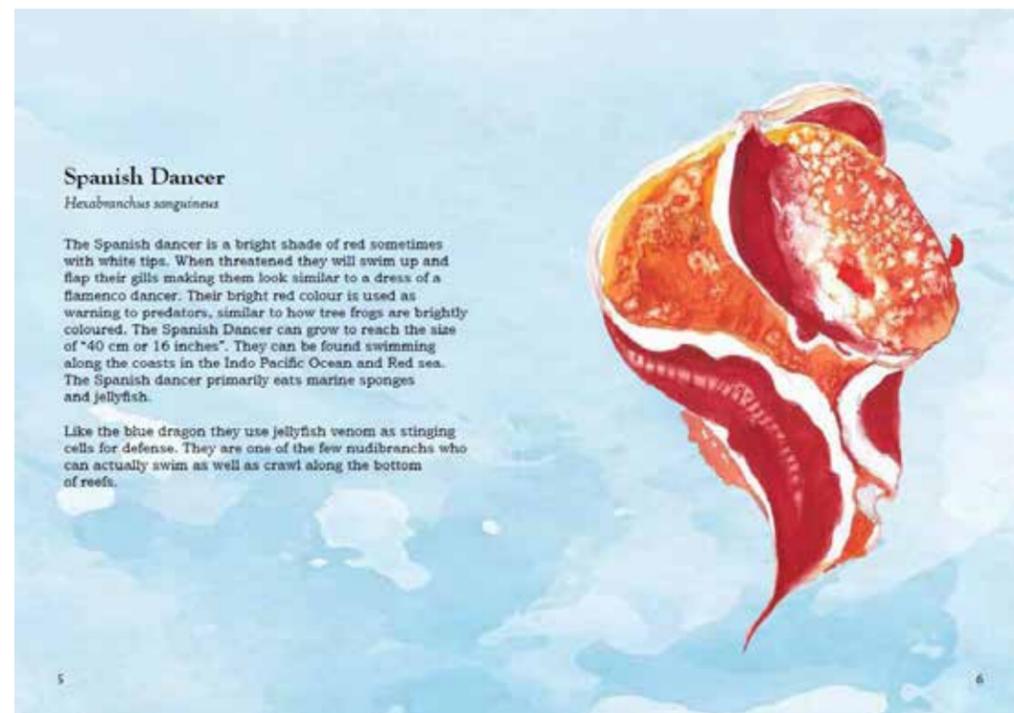


Independent Project

Nudibranch Book

Objective: to design and create a book in InDesign that educates about nudibranchs (sea slugs) for children in early high school, while working with the constraint of a document size of 5 by 7 inches and maximum of 32 pages. All images of nudibranchs must be hand done and, the book must follow a cohesive theme.

I chose to do book on nudibranchs because I had a teacher in high school who liked these interesting little creatures, and that is how I got to know about them. I thought that a water colour theme for the book would work well, since nudibranchs are sea creatures.



Water Colour Illustrations



Candy Brand Project

Sugar palm

Objective: To design and create a brand identity for a new Canadian candy brand as well as packaging for their five products sour twists, black licorice, lollipops, gummy worms and root beer hard candies.

Young / Novelty / Pop



Point of Purchase Project

Objective: To create a Sketch up rendering of a point of purchase tower display that supports and reflects the candy brand and displays the merchandise as a complete line.

I had initially started with a honey and plant based theme, but I had been playing around with some other ideas as well. one of those other ideas happened to be hands, and I thought it could be a fun and whimsical design for a candy brand. Sugar palm was the candy brand that had been created from this idea. Working on the colours for the packaging of Sugar palm was challenging because the logo itself used 3 very vibrant colours. I had to match the logo colours with the packaging colours without making it look too discordant. It was challenging but fun to use so many colours for this project. Getting the main colour of the point of purchase display tower was a bit difficult as well. I went with blue, since it did not drown out the different colours from the graphics of the packaging and logo for the brand.

Colour Version



Minimum Reduction



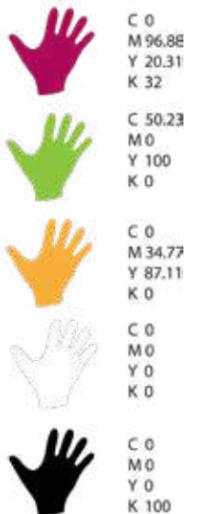
Social Media Avatar



Type Face

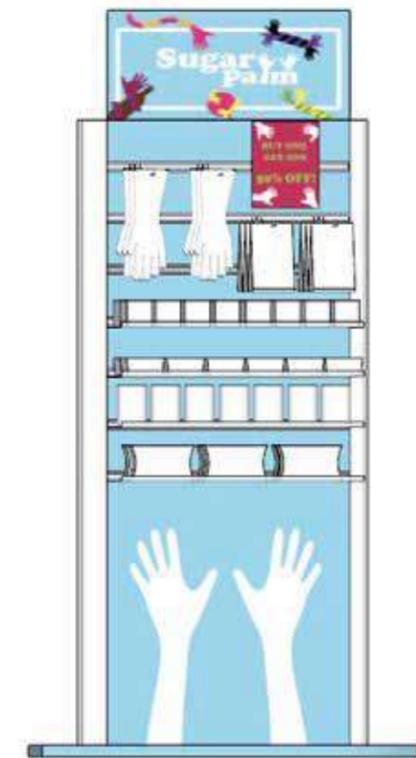
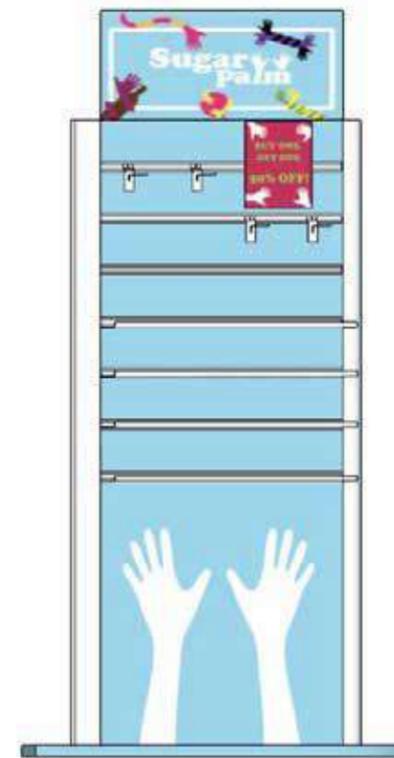
Coop Black LT
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Colour



Candy Brand Packaging

Point of Purchase Tower Display



Tree house project

Wide View Wedge

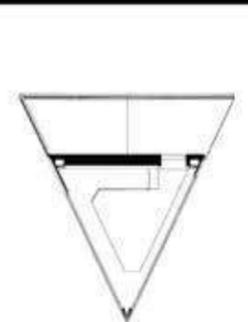
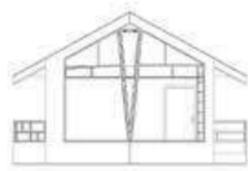
Objective: To apply the content of the course into a creative design for a tree house, and to generate and organize views into a plan to document and effectively communicate ideas.

The theme I had chosen for my tree house was a wide view. I has started with many different shapes for my tree house but I ended up choosing a shape that resembled a pie wedge. I this chose this shape, since I thought it had a lot of potential and because I like food. Working with two instructors that had different points of view was a fun challenge. Both instructors liked the theme of wide view, but one instructor had suggested in adding in a focal point. This gave me the idea of creating a smaller slanted window in the front of the tree house that could draw the viewers attention forward. The initial colour of the tree house was a key lime green colour but I had decided to change it to an industrial yellow, since another part of my theme was to have my tree house stand apart from nature.

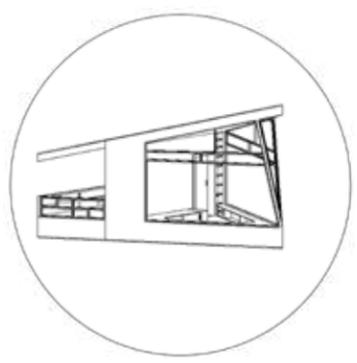
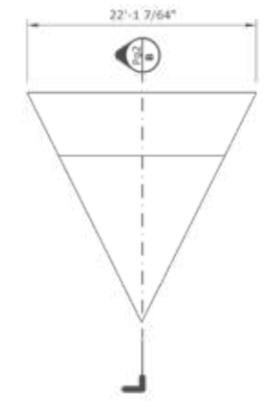
WIDE VIEW WEDGE



Wide View Wedge was inspired by the idea of a wide view and contrasts between the viewer and the scenery. The body of the wedge is triangular with large windows on each side allowing for an almost panoramic view. The front angled window gives the viewer a starting point which pans out on either side to reveal more of the scenery. The corrugated bright yellow metal and industrial style differentiates it self from the environment. This helps give the feeling of separation between the viewer and the scenery.



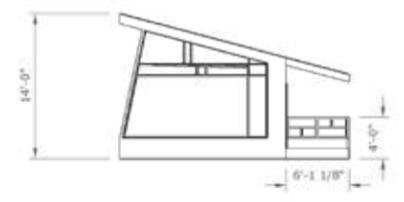
TOP VIEW



FRONT ELEVATION



RIGHT SIDE ELEVATION



SCALE: 1:8

Tradeshow Booth Re-do Project

BN3TH men's underwear and apparel

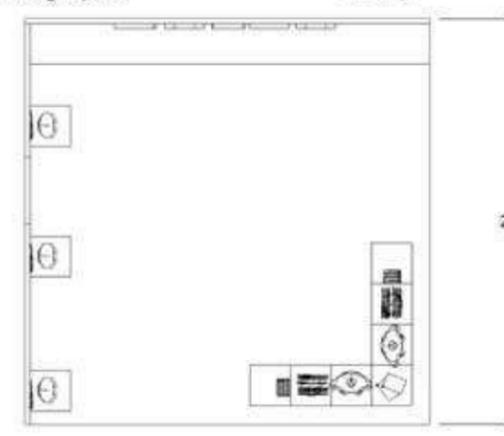
Objective: To rework the booth design that reflects the branding and marketing of a exhibitor from the KnowShow at the Vancouver Trade and Convention center.

I chose the company BN3TH because I thought that their brand and product would not be one that I would initially think of to design for. I was interested by the challenge that size of their booth posed as well, since originally it was a 10 feet by 10 feet space. The space did pose a challenge and I had ended up making the booth into a 20 feet by 20 feet space to better convey the brand and display the merchandise. Another challenge I faced was that there were not very many unique ways to display underwear, so I decided to use many different methods of display to create possible interest in the booth.

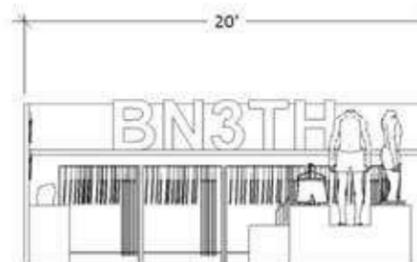
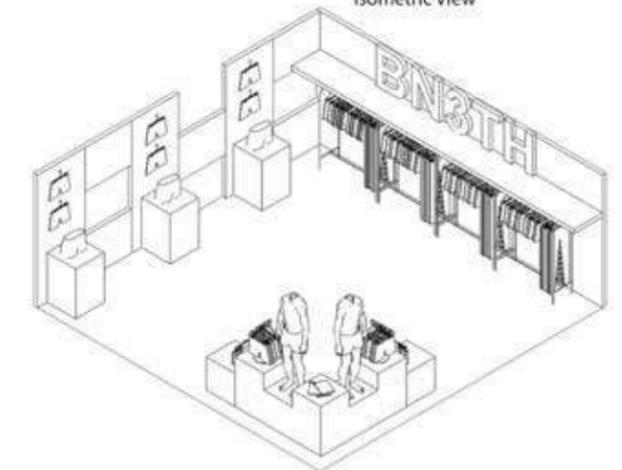


Orthographic

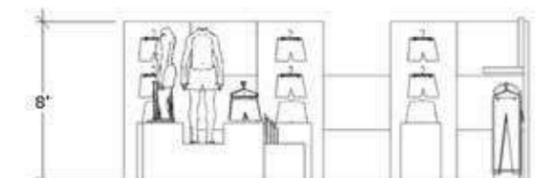
Top View



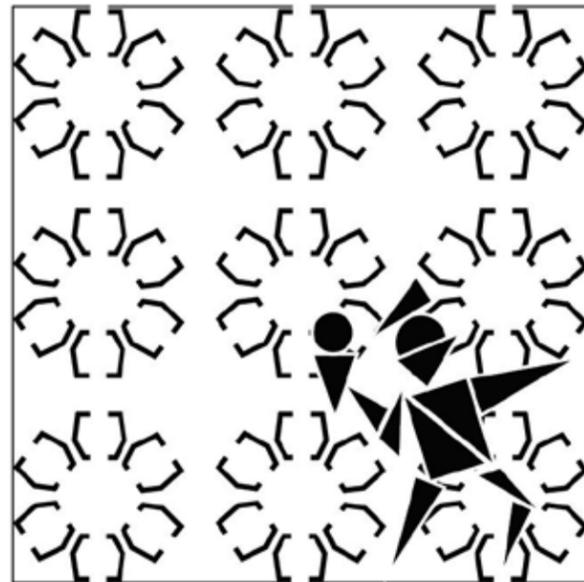
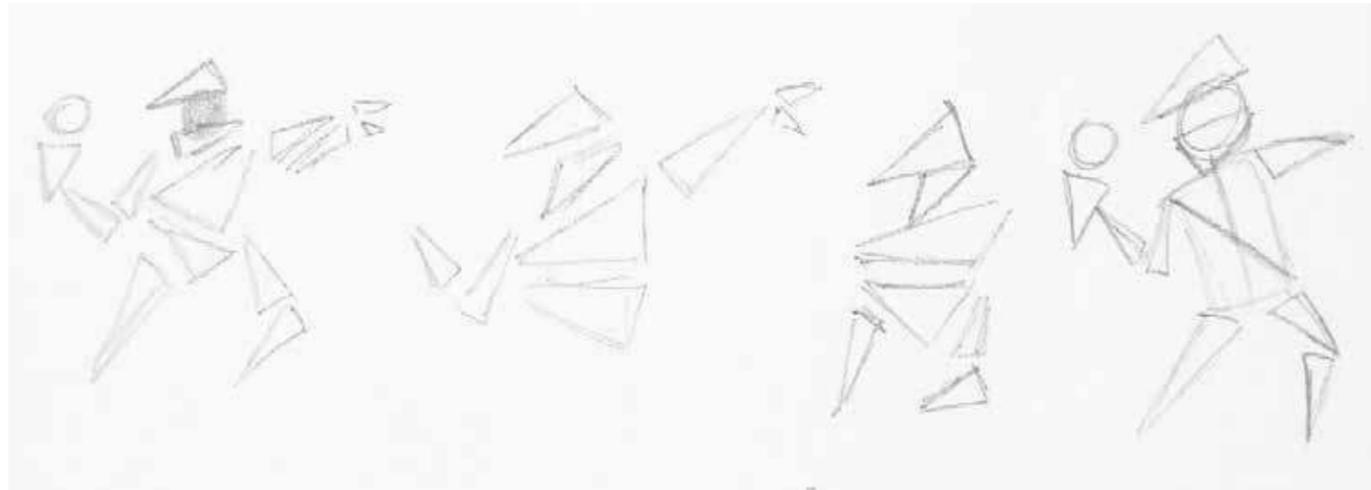
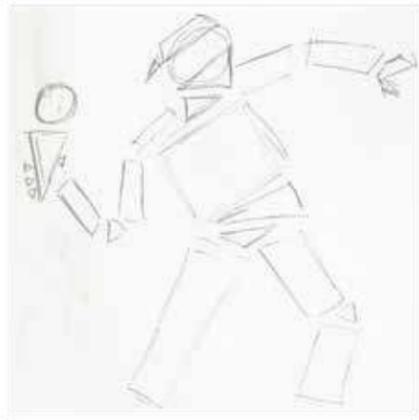
Isometric View



Front View



Right Side View

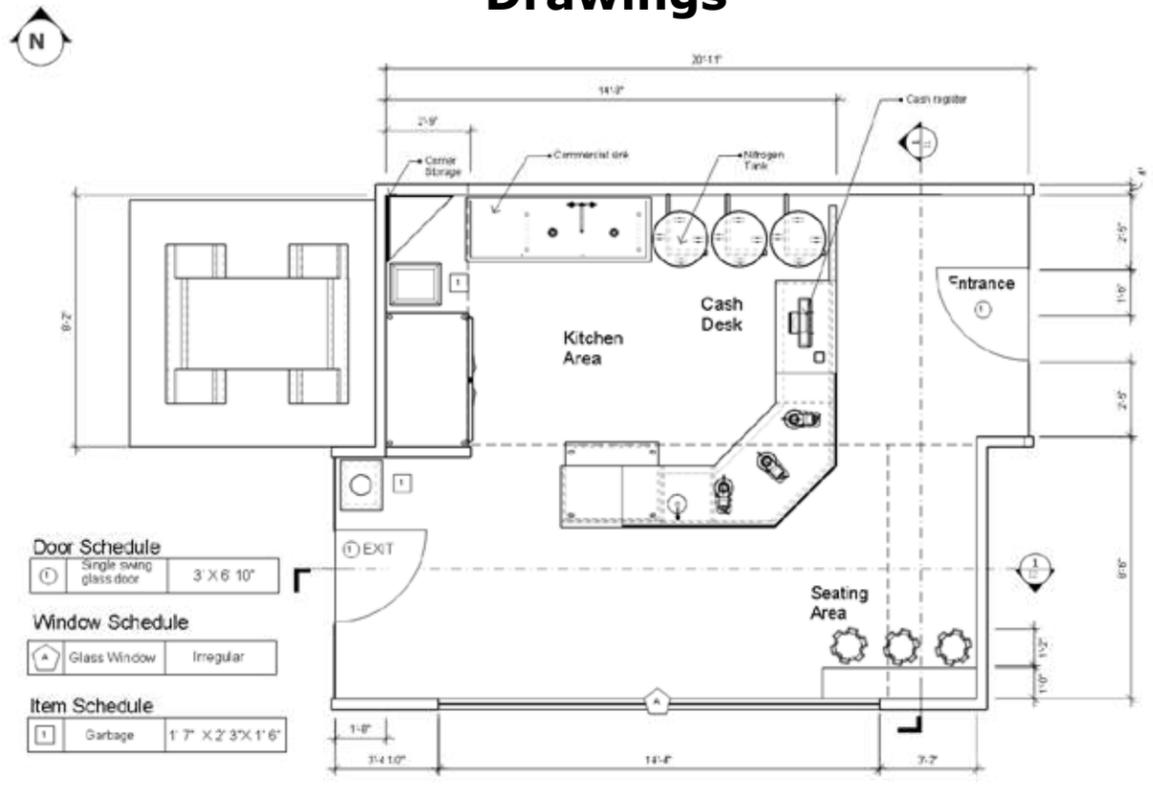


Nitro Ice Cream Shop Project

Objective: To create a stencil pattern that can be applied to the interior of the ice cream shop, and to use two shipping containers to create a space for the nitrogen ice cream shop, that could be modeled in Sketch up and used to organize views into a plan to document and communicate ideas.

For my stencil I had decided to create an ice cream version of the graffiti “The Flower Thrower” by Banksy. To keep with the ice cream theme I created a snow flake like pattern for the background of the stencil that ironically ended up looking like flowers. For my Ice cream shop I decided on a space that would have height and width, so I cut each container box diagonally and stacked the two halves on top of each other. This created an interesting shape for the roof of the shop while adding height. A challenge I faced was with natural lighting in the shop. I initially only had the two windows for the entrance and exit of the shop, and I realized that there would need to be a lot of artificial lighting to keep the inside bright. I added a large window to the side of the store so that people passing by could take a look in and customers seated at the counter could have an outside view.

Drawings



Door Schedule

①	Single swing glass door	3' X 6' 10"
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Window Schedule

Ⓐ	Glass Window	Irregular
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Item Schedule

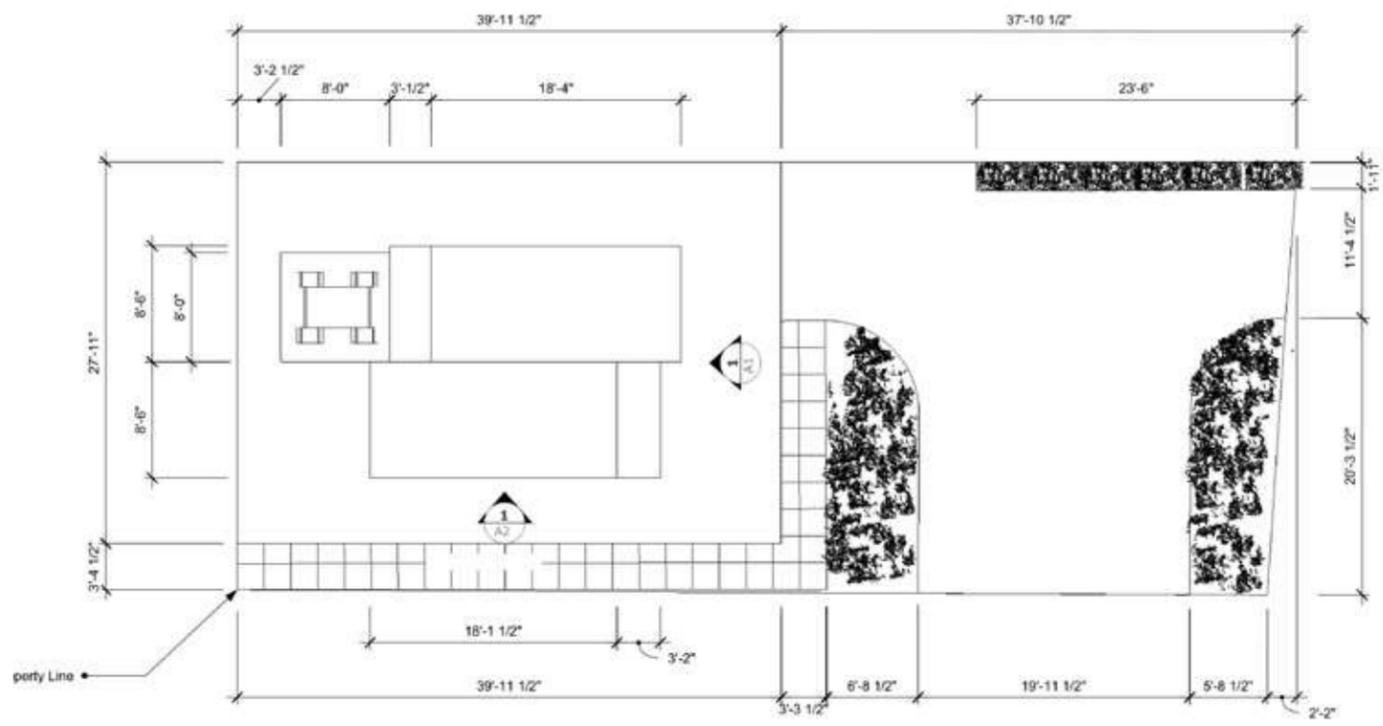
①	Garbage	1' 7" X 2' 3" X 1' 6"
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04

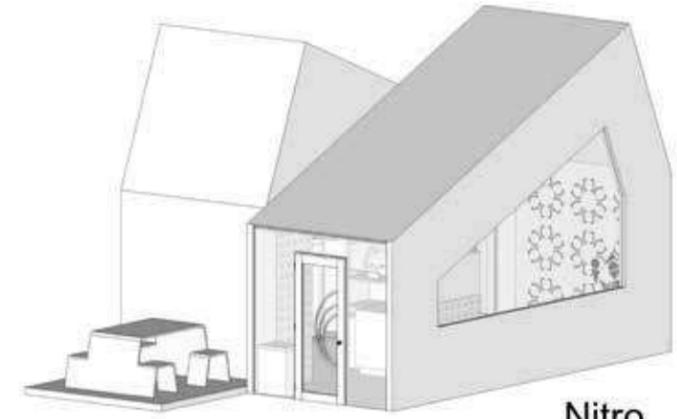
Project No: 0004 1253
 Nitro Ice Cream Shop

Issue: October 16, 2019
 Date: 10/16/19

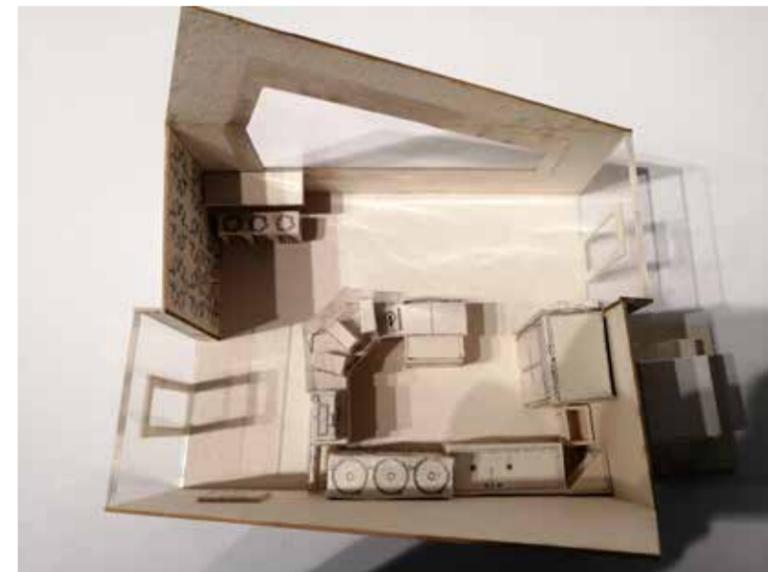
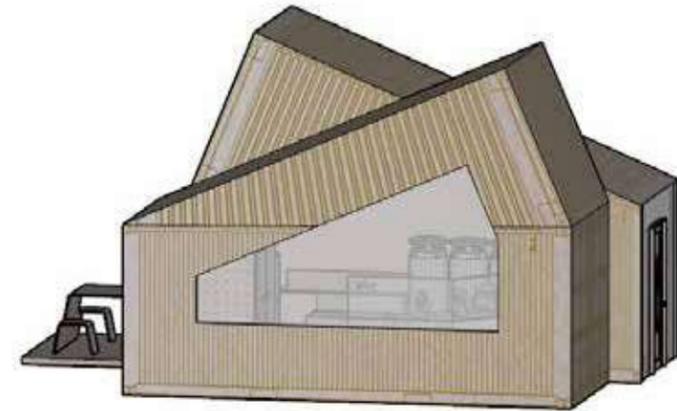
Issue: 04
 Update: 10/16/19



Models



Nitro Ice Cream



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Issue: 04
 Update: 10/16/19