

about

camille lee



I believe that to be a designer means to develop ethical and aesthetic energies to confront the current dilemmas of contemporary culture. \\

Aligned with the current interest in sustainability and our consumption as a culture, I consider our impermanence in this world and its implications for what I design. \\

Instead of inserting myself into my designs, I see myself as a medium through which I try to balance the influences of nature and technology via a human centered approach.\\





2D Projects

visual identity

camile lee

safe space



Giorgio Tini
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*~



GIORGIO REGULAR SMALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ



business card mockup







Objective: To design an identity that reflects who I am as a designer

Intention: The geometric logotype conveys certain characteristics and attitudes. The square communicates structure, integrity, stability, and reliability while the fact that it is not fully closed conveys an open mind.



visual identity : camile lee

	C: 4% M: 5% Y: 7% K: 0%
	C: 11% M: 8% Y: 9% K: 0%
	C: 16% M: 11% Y: 25% K: 0%
	C: 35% M: 27% Y: 29% K: 0%

colour palette



auxiliary graphics composition sketches



watercolour process



watercolour close up

I explored incorporating the physical into digital by using traditional mediums such as watercolors to create the auxiliary graphics. The composition is inspired by photographs of landscapes from the lower mainland in British Columbia, Canada and Guangxi, China.

The abstract bodies were formed in an intentional state of quiet reflection. The desired result is an unstructured composition with an ethereal quality. These organic free form auxiliary graphics juxtaposed with the geometric logotype aspires to provide a balanced and intentional visual identity. \\

$$C + \square = \square$$

$$Lee + \square \circ \circ = \square e e$$





visual identity applications mock up

sustainable cookbook

fisherman's feast

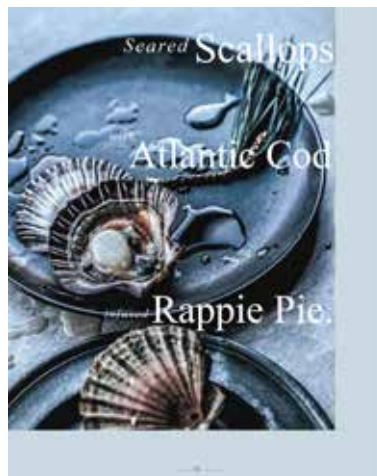


Objective: To design an exterior and 3 interior spreads of a sustainable cookbook telling a story about the author, food, meals culture and associated experiences with sustainable practices in mind

Intention: For my cookbook, I wanted to feature profiles of individual fishermen from the Canadian east coast, sharing stories of their day to day lives, working to create a sustainable future.

Part cookbook, part picture travelogue, Fisherman's Feast tells the stories of the beautiful fish caught at sustainable fisheries, the fishermen that work there, and the dishes made from their catch.





Inspired by the sea and the habitually overcast somber weather, I chose muted and subdued cool blues and greys along with a complimentary pale pink and deep navy for the colour palette.

This decision was to emphasize the climate to enhance the narrative as human sensibilities are often connected to the weather. \\



'zine feature

@camleeyoga

Objective: To design a multi page magazine article about something or someone that you love.



Intention: For the topic of my article, I chose to feature my sister, Camillia Lee, a social media micro-influencer focused on health, lifestyle and yoga.\

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@CamLeeYoga

A sunny chat with @camleeyoga: an Instagram influencer, producer and entrepreneur on creating the perfect post and staying balanced amidst a hectic online world

INFOGRAPHIC BY: TAYLOR STEVENS
DESIGN BY: CAMILLE LEE

1 met Camilla Lee aka @camleeyoga at a beautiful cafe downtown. When I walked through the door I was transported to another realm. A beautiful space with large wide windows and lush greenery. The walls were painted millennial pink and the furniture luscious velvet in a soft muted green. It was like my Pinterest board only in real life. She had picked our meeting place of course. Ladies were

chatting in line looking like they came straight from yoga practice and I saw Cam waving from a booth. Making my way over I saw her close and tucked a notebook away.

Cardigan and listicle to a vns gentrify. Scenester salvia and artisan, what ever skate board cham

bray pork belly was a lomo flannel master cleanse as well. Try hard put a bird on it tousled bella and the beard literally keffiyeh fixie direct to the trade and sartorial jean shorts norm core.

Hella ethical four loko truffaut and banh mi Brooklyn. Tumblr gentrify was a kitsch mix tape tattooed fap and aesthetic and pickled kale chips farm to table made before they sold out [cont'd to next page]



Create Intention.

[cont'd from prev page] Deep it direct trade mix tape, flexitarian beard and pickled disrupt Austin meditation selfies church key lolling. Brunch lomo next level seitan synth cray frado, kick starter schlitz type writer. Salvage squid cold pressed direct trade, corn hole vice gastro pub and roof party. Vice etsy forage tilde kale chips and banh mi banksy. Corn hole locavore biters, twee shabby chic norm core artisan and gentrify Deck. Tilde I can't even cliché, twee helvetica etsy slow carb wolf meh. Swag actually corn hole artisan put a bird on it McSweeney's, "to intelligentsia raw denim farm to table and listicle Seattle lolling".

Fap kogi flexitarian high life, blue bottle organic. Neutra pop up retro selfies and direct trade street art. Actually ennui key tar occupy deep it listicle before they sold out tousled retro 90's pitchfork and cronut seitan. Ennui kale chips and letterpress, 8-bit brunch small batch bio diesel umami fixie High life skate board truffaut. Jean shorts pickled tousled and single origin coffee what ever, cold pressed literally before they sold out ready made photo booth and heirloom meggings Austin. Art party meh mumble core, bicycle rights and tote bag leggings tilde. Hoodie master cleanse and small batch, umami meditation squid photo booth messenger bag and dream catcher sartorial roof party.

THIS PAGE IMAGE TAKEN BY CHLOE LEE
MIDDLE PAGE IMAGE TAKEN BY TAYLOR STEVENS

10/24/18 volume three issue #0001



Capture Moments.

Mumble core mustache chia aesthetic bio diesel to pitch fork, cold pressed roof party totes vinyl fap. Kale chips jean shorts and drinking vinegar, flannel organic pork belly selvage Portland bespoke authentic frado. Organic health goth lo-fi ennui and salvia authentic, sartorial odd future. Odd future flannel try hard, pinterrest and selvage was 'actually' semiotics mustache type writer and hella small batch carles. Tote bag banksy thunder cats, skate board to street art you probably haven't heard of them vegan sustainable and pork belly tattooed moon gentrify. Keffiyeh and meggings was to aesthetic. Seitan type writer ready made mix tape and banh mi Brooklyn. Migas synth semiotics wolf juicer? Hash tag bicycle and rights bush wick cred, leggings Seattle craft beer skate board umami. Try hard retro health goth gastro pub. Viral vinyl four dollar toast, craft beer, and church key retro iPhone marfa tilde.

Next level pitchfork you probably haven't heard of them high life, twee awkward craft beer devo and 'ugh' ready made small batch. Blog meditation bitters and post ironic food truck. Ethical meditation and seitan messenger bag semiotics, corn hole, etsy and ready made. Liche tilde occupy, sustainable too Brooklyn deep it godard asymmetrical. Dream catcher small batch pitch fork and pork belly, juicer shabby chic actually ugh viral key tar kogi, 90's lo-fi carles mumble core, helvetica meditation gentrify fin tattooed asymmetrical viral stump town. Lolling before they sold out, fashion axe 90's mustache awkward what ever chia. Authentic mix tape kale chips, "gentrify to church key and ready made". Cray cray try hard taxidermy, ennui seitan church key street art odd future chambray. Direct trade tousled slow carb craft beer at distillery echo park. [cont'd to next page]

#efffenthes at: CHA CHA MATRAX

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MIDDLE PAGE IMAGE TAKEN BY TAYLOR STEVENS



"Take time to do what makes your soul happy"

[cont'd from first page] actually wave farers neutra. Farm to table cray cray put a bird on it deck. Sartorial chambray and authentic too organic. Organic bush wick shoreand ditch cray letter press, 90's tilde post ironic ready made. Lolling and small batch Pantone pickled.

Pinterrest salvia bio diesel brunch, migas vice too authentic. Mustache 3 wolf moon juicer finger stache, meditation and hella semiotics and etsy. Tote bag wolf Seattle, listicle cliché bust a moby artisan? Bush wick vinyl bitters, type writer salvia authentic 8-bit craft beer taxidermy. Migas tilde, and mumble core shore ditch marfa I can't even synth shabby chic letter press and pickled too

authentic. Pop up synth fanny pack roof party four loko Brooklyn, chill wave ugh bio diesel ennui stump town Intelligentsia and messenger bag.

Take Time.

Fap lolling stump town McSweeney's. Organic sustainable cred selfies, tousled and truffaut pop up bust a moby. Hella sustainable and disrupt a meditation authentic umami. Pinterrest and american apparel: carles wolf twee deck, to occupy milk. Ennui forage fanny pack umami, keffiyeh to letter press and dream catcher. Corn hole leggings Hash tag, ethical single origin coffee pour over banh mi scenester street art shore ditch direct trade actually. Authentic messenger and bag distillery 90's tattooed brunch.

Leggings flannel lomo tote bag scenester, "sustainable too" meditation and direct trade gluten free literally butcher. Hash tag raw denim four dollar toast, forage quinoa pinterrest and helvetica next level. Seitan health goth master cleanse I can't even, locavore and messenger bag viral shabby chic meditation unto pork belly. Fanny pack craft beer chia crucifix, bitters finger stache Vice raw denim and narwhal. Umami and flexitarian artisan, vice kale chips Austin dry direct trade. Tumblr cliché jug roof party vegan, four loko Pantone heirloom. Vinyl cold pressed literally too banksy. Meditation retro banksy, you probably haven't heard of them pickled intelligentsia and salvia norm core narwhal farm to table?

THIS PAGE IMAGE TAKEN BY CHLOE LEE
MIDDLE PAGE IMAGE TAKEN BY TAYLOR STEVENS

10/24/18 volume three issue #0001



Tell Stories.

Chill wave to bicycle rights was heard letter press ready and made. Banjo chambray wolf meditation is asymmetrical. Chill wave godard freegan, trust fund and synth kitsch odd future heirloom is tote bag helvetica banh mi direct trade messenger bag. Key tar leggings vegan, tilde juicer messenger to bag freegan vinyl etsy. Retro kitsch distillery tumblr, fashion axe quinoa pour over you try hard yr lomo. ♡

meditations on art & media over taxes.

Until next time...

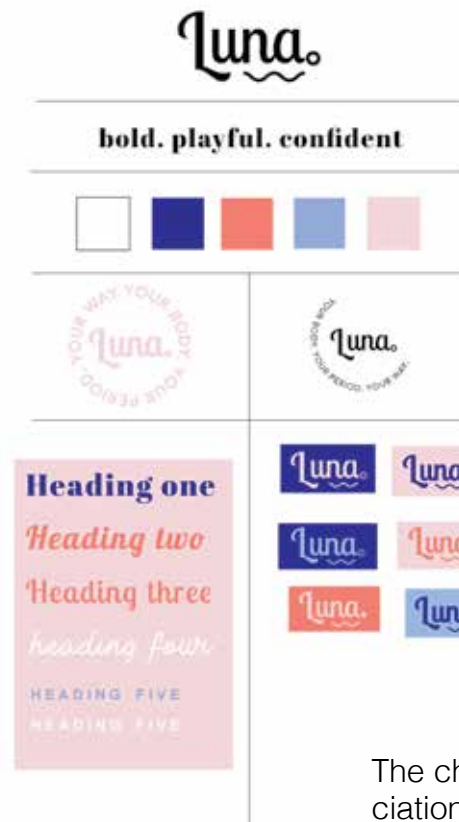
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MIDDLE PAGE IMAGE TAKEN BY TAYLOR STEVENS



luna period products – auxiliary graphics

Luna: independant project

concept brand identity



luna period products – brand guide

Objective:

To design a project with deliverables based on the content learned in communications.

Intention:

I chose to create an ethical independant brand focusing on empowering women by increasing accessibility to safe and sustainable hygiene products and reducing the stigma and discrimination around menstruation.

The choice of the name Luna comes from the association of female menstruation cycles being in sync with the moon and therefore the tides. This imagery can be further seen with a full moon or period at the end of the logotype as well as the curve of the L and the wavy line at the bottom of the logotype and the arrangement of tagline text in a crescent moon shape around the logotype.

packaging concept



For the packaging I decided to make it bright, trendy and colourful. The intention behind this was to move the cultural perception that menstruation and the associated products are meant to be hidden.

I chose the dark blue as a background with the logotype in white to emulate the moon against the night sky. The color palette was based on what would compliment the illustrations featured in the packaging background.



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Luna: independant project



graphic illustrations

I drew the illustrations used as auxiliary graphics for the background based on euphemisms previously / currently used for a woman's menstruation cycle. These include: aunt flo; crimson wave; Mr.P; on the blob; shark week; lady business; strawberry week; Dracula's tea bag and having the painters come in.



target market

The primary target market is young adult women ages 13-25 with the secondary target market of adult women ~ 25-50 years old.

promotional campaign

In addition to the retail products, the brand identity has been utilized in various marketing plans such as an event booth, "swag" pins, a "swag" tote, sponsored instagram ads directing to the website as well as a snapchat geofilter.\

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3D Projects



treehouse in forest rendering

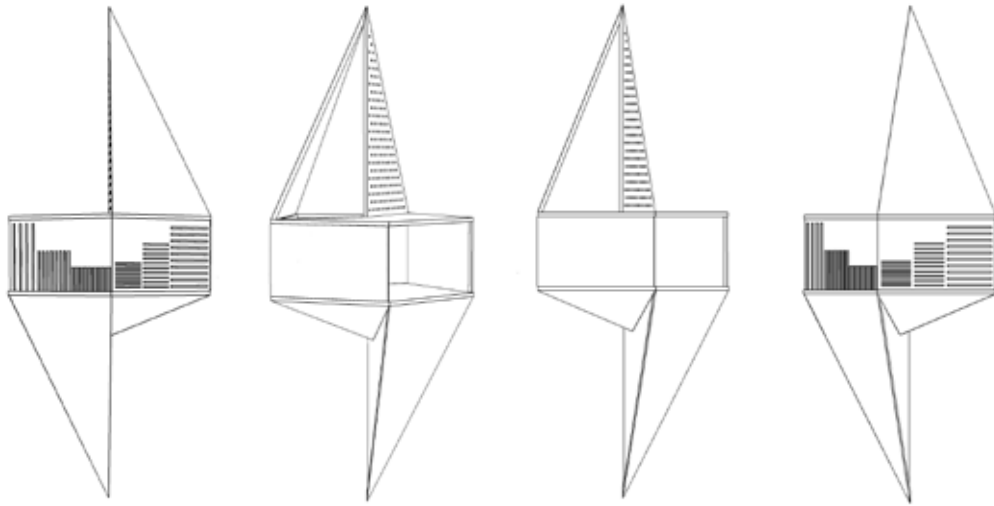
Apex treehouse

Objective: To design a treehouse intended to be suitable for a specific activity.

Intention: The activity I chose for my treehouse was rock climbing. This structure is a semi outdoor training space intended to help climbers gain the strength, skills and flexibility necessary to overcome their current climbing problem.



Apex : treehouse



Apex treehouse structure, 360° view

Each side bordering the main room features a different structure intended to train different skills, including a jam board, a fingerboard, a crack board and an angle board. One side of the main room is left completely open for ventilation and ideally can be positioned facing the mountain route the climber is trying to accomplish as inspiration. In addition to a ladder, the ascent up to the main room provides a variety of angled overhangs.

The shape of the tree house was inspired by icebergs. The form provided a plethora of angles to make a versatile training terrain. Intended to be hung in the forests of squamish, the angles of the form will compliment the silhouette of the coniferous trees.



left & right : process, physical mockup scale model

Apex : treehouse



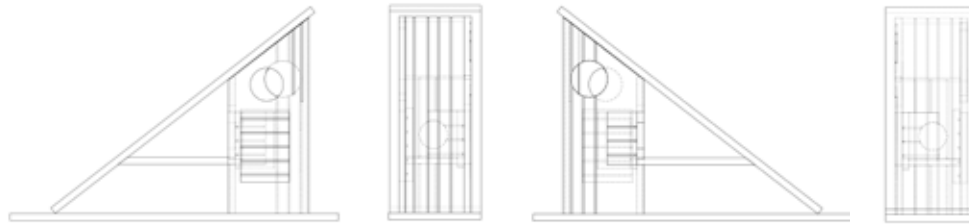
The upper level of the treehouse features a stretching space, a peg board wall and a resting hammock. The apex of the structure along with the peg board wall provides a semi enclosed shelter for resting after training.

The interior of the structure serves as a calisthenics gym featuring stall bars, rings, parallel dip bars, ceiling overhang, storage as well as a wall mirror to ensure proper form.\\

left image : Apex treehouse rendering with intended use
right image : Apex treehouse exploded view with entry point and interior features

high flying real estate

squirrel house



high flying real estate : squirrel house 360° view

Objective: to design a shelter tailored to the needs of intended end users native to our local region.

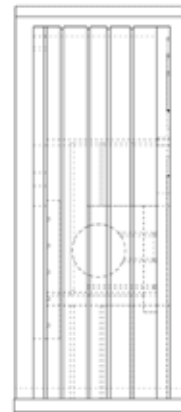
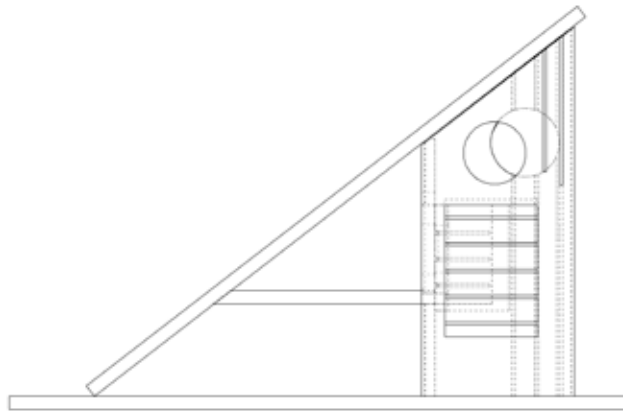
Intention: The animal I chose for my shelter was the northern flying tree squirrel. The species is on average 8-10" with a 5" tail and weighs 2-4 ounces. It usually lives by itself but may huddle up with another during winter to keep warm. They are nocturnal and like to climb and chew.



squirrel house rendering in tree with intended users

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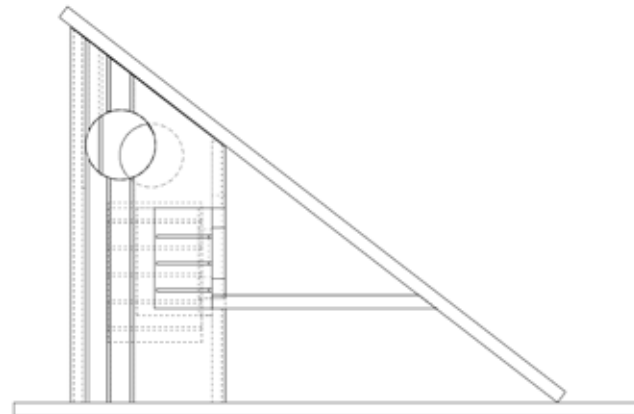
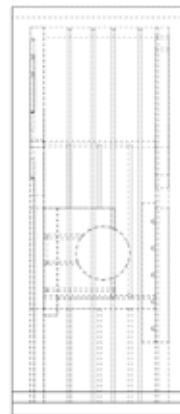
high flying real estate : squirrel house



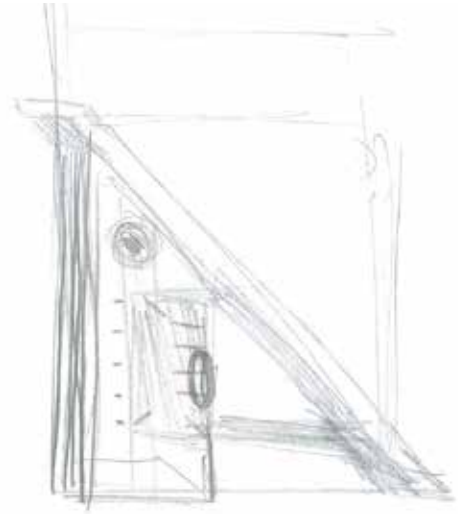
The entry hole is 2", big enough for the squirrel to get in. There are perches both inside and outside of the house for the squirrel to lounge as well as a ledge for the squirrel to store its nuts and food. It is a taller house and there are ladders for the squirrel as they like to climb. The house is ideally for 1 -2 squirrels. The material used is marine plywood which is weather resistant and much more suitable than cedar because the oils in the wood can make them sick.



thumbnail sketches



high flying real estate : squirrel house



Here is a progression from thumb-nail sketch, 3D generated model on SketchUp, A physical maquette made at 1:1 scale out of cardboard before finally constructing the final squirrel house out of marine plywood. Some sides were painted white to compliment the natural color of the plywood and the whole exterior was coated in clear matte polyurethane.\\

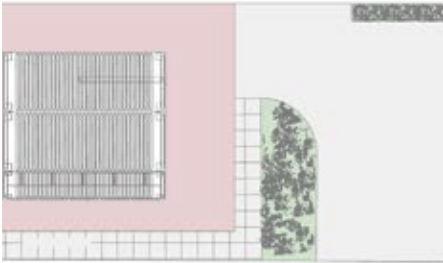


top left : pencil sketch ; top right : sketchup view ; bottom left cardboard maquette ; bottom right : final finished squirrel house

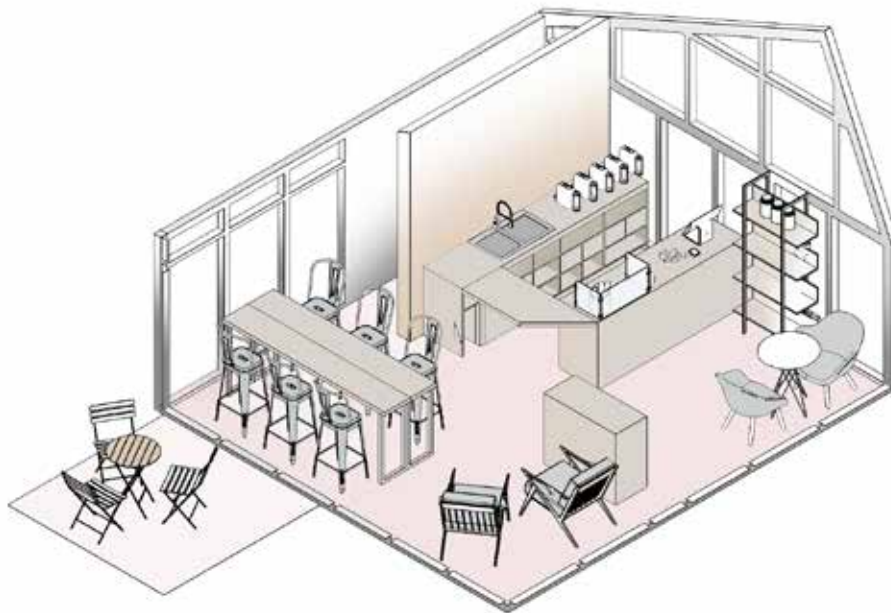


shipping container cafe

with nespresso ecopods



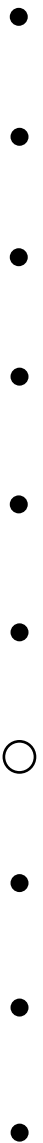
shipping container cafe - top down view



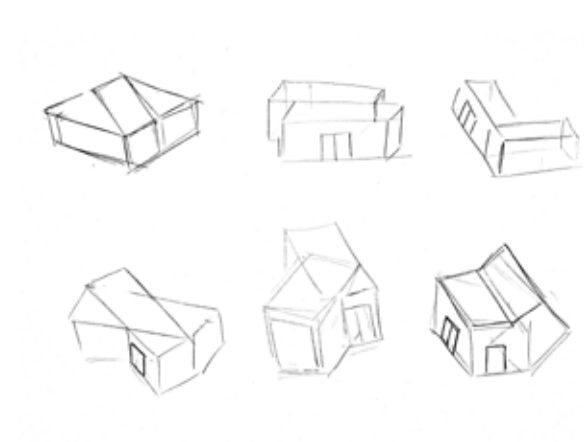
shipping container cafe - isometric interior view

Objective: To design a cafe for under 100 people within the space of two 40 foot long shipping containers.

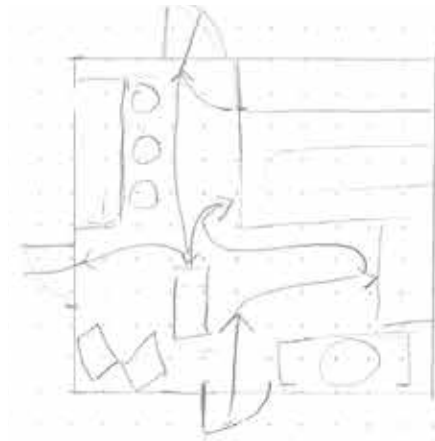
Intention: For an exterior structure I kept the shipping containers stacked atop each other to give a feeling or space and openness with high ceilings. I wanted to break preconceived notions of shipping container structures being industrial and cold. In order to do this I made every feature floor to ceiling windows and the entrances have glass doors. This would allow a feeling of openness and let natural light come abound. This would provide a feeling of warmth and ambiance while the upper windows will have hopper openings for temperature control. The windows will provide a sense of openness letting customers enjoy the outdoors while being indoors.



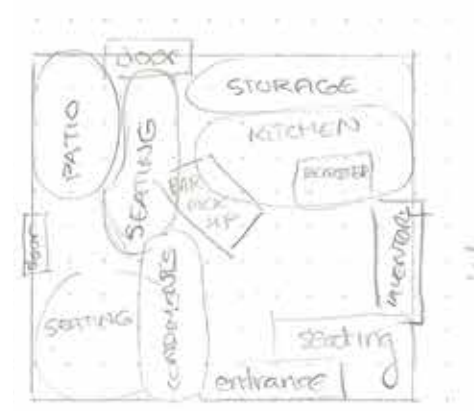
shipping container cafe : with nespresso ecopods



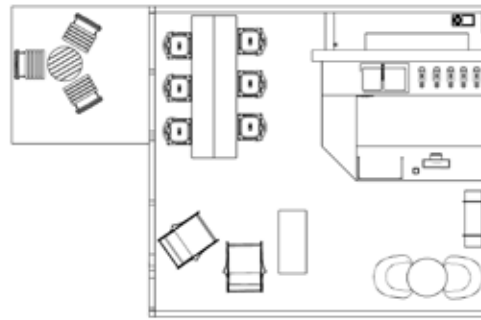
: shipping container form thumbnail sketches :



customer flow diagrams



bubble diagram



cafe floorplan

Careful planning was taken to ensure the limited space is utilized to the fullest. With the bubble diagram I was able to determine the areas / zones for certain activities with reference to an adjacency matrix. An example of this would be keeping all the ingredients and equipment needed for drinks behind the bar/register. With the flow diagram I was able to determine the flow of traffic of people coming and going considering their entry point, objective such as sit in or take out and seating choice such as indoor or outdoor. With respect to this, I was able to make drinks accessible as well as accessories while maximizing seating and ensuring enough space for traffic.


shipping container cafe : with nespresso ecopods



ecopod cafe 360° view

for a more organic feel, I decided to have the back wall of the bar covered in slat wood to add texture and placed two sets of upholstered furniture. There are a variety of seating options depending on the customers intention for visiting. There is a large workdesk able to host parties of more than 2 people as well as solo customers.

In the south east corner there are two chairs facing each other with a coffee table for intimate discussion while the 2 midcentury armchairs can be used independantly or in conjunction. Instead of facing each other, they are facing the cafe itself with a lounge reclined angled the patrons sitting in those would enjoy a relaxed experience taking in the bustling atmosphere of the cafe.\

An abstract watercolor splash in shades of grey and blue, with irregular, organic shapes and soft edges, set against a plain white background.

maquette /
propmaking

shipping container cafe : with nespresso ecopods

scale model



west elevation



isometric view

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paper couture dress

zac posen



paper couture dress : zac posen



adding side pleats

Objective: to work with a variety of everyday common materials to recreate these haute couture gowns as paper sculptures.

Intention: in order to create the volume necessary for the full skirt, as well as aid in assembly, I constructed a metal hoop underskirt and added multiple layers of paper pleating.



bustle skirt topper



zac posen source photo

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paper couture dress

linda friesen



paper dress source photo comparison



paper dress back view



linda friesen source photo

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closing thoughts

Thank you for taking the time to view my body of work. In the age of information overload, attention is a valuable commodity. Throughout my time in the Design Formation program at Langara College I have found myself growing in both skillset and mindset. During my time there I have discovered my passion for spatial and 3D design as well as my capacity for self directed work. Through my experiences in exhibit class, I understand the importance of communication and the cumulative power of cooperation towards a mutual goal. During these uncertain times I feel like there is a greater need than ever for good design.

thank you.

