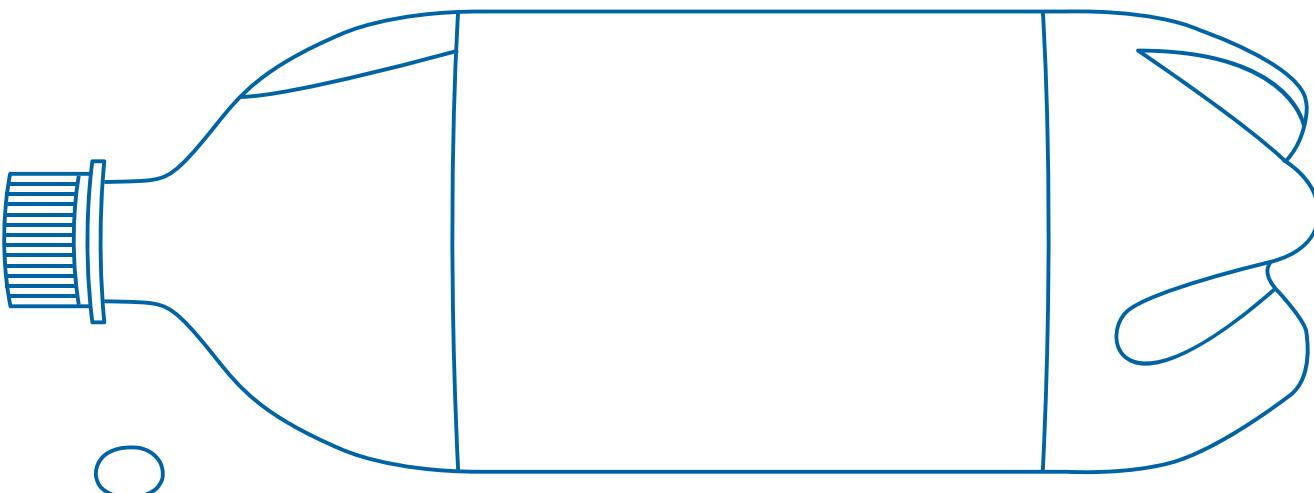


SAMAR SALIH  
Idea Couture  
July 2016



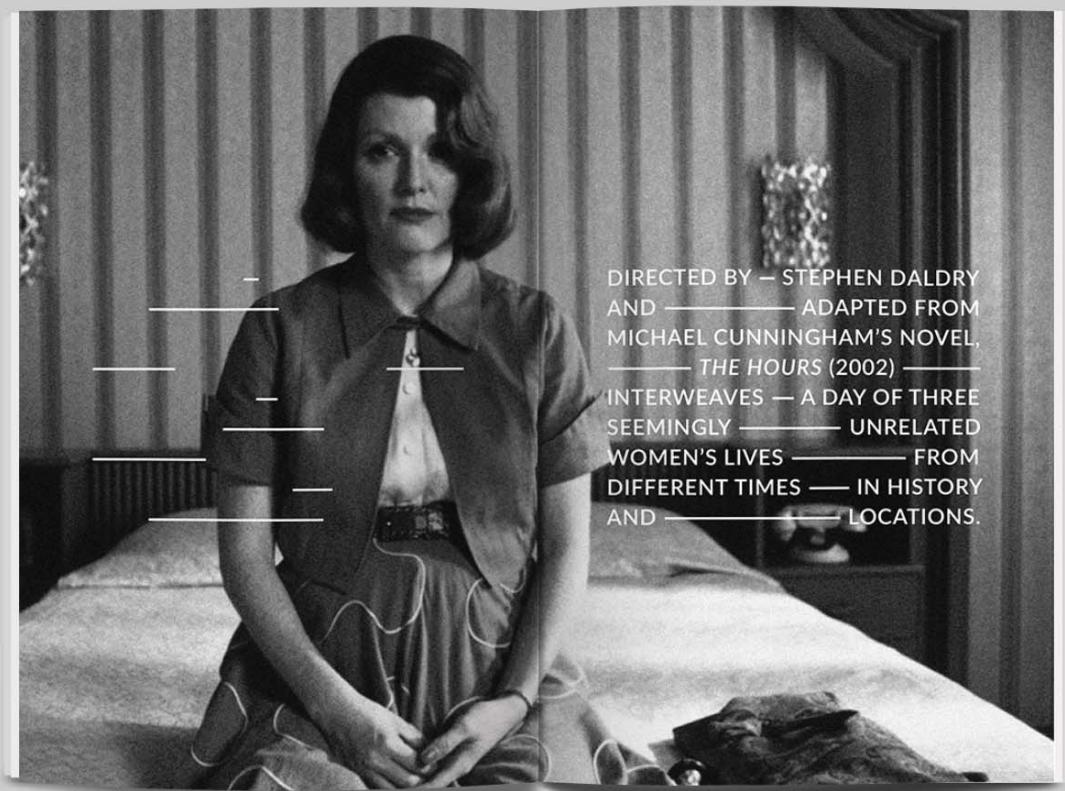
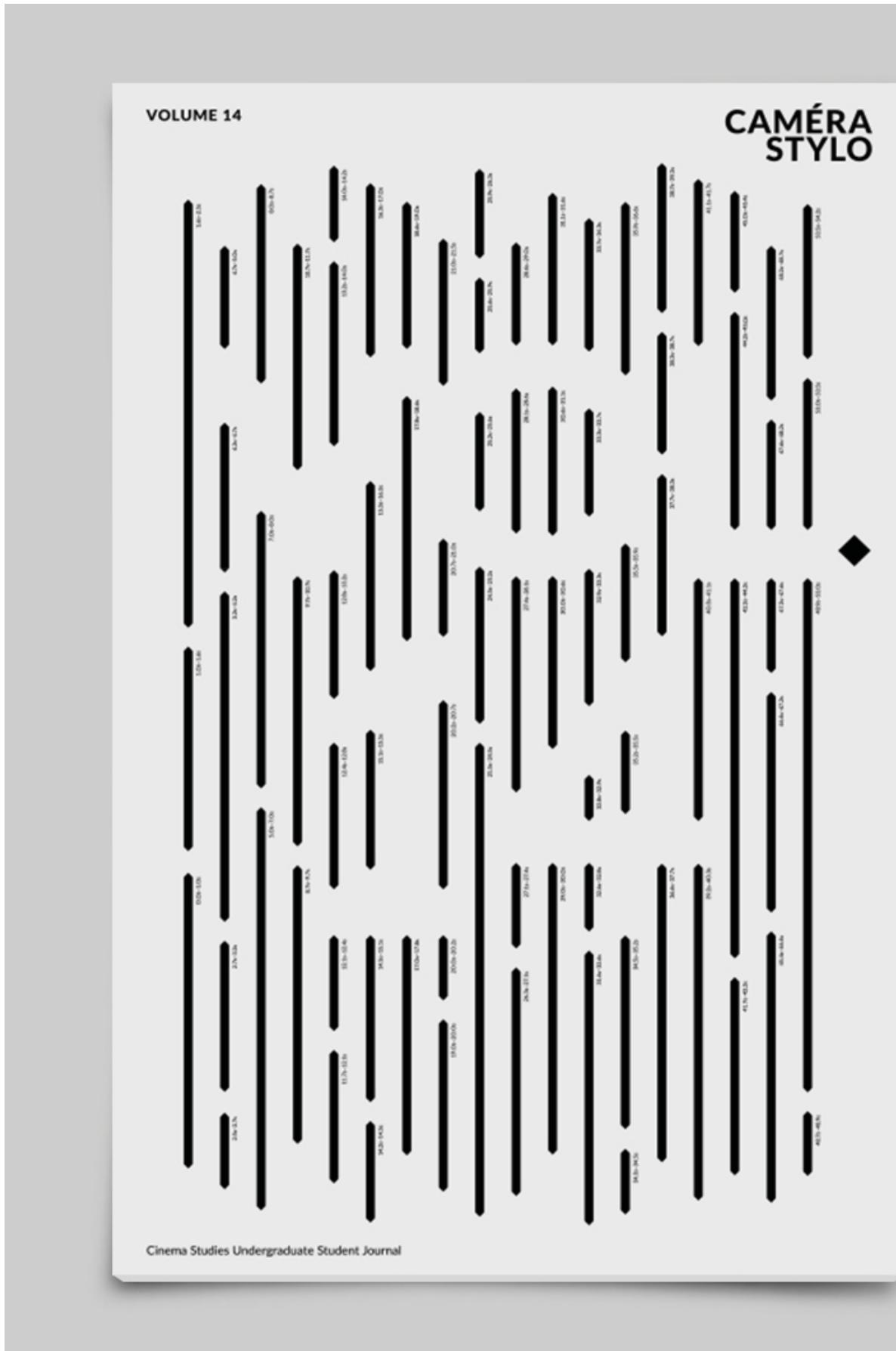
## 01

### CAMÉRA STYLO, ANNUAL JOURNAL

**"WE NEED A NEW DESIGN FOR THE JOURNAL FOR THIS YEAR. OUR JOURNAL CONTAINS A COLLECTION OF OUTSTANDING CRITICAL PAPERS ABOUT FILMS AND RELATED CONTENT."**

Seeking for the deeper meanings and connections that are not always apparent, the papers in this annual are complex and analyze small moments and interactions that change perspectives. The concept I designed for Volume 14 of Caméra Stylo played with the tactile nature of film to represent the depth of the articles within. The tone and feel of a film is determined by how long the shot was left to run through and where it was cut and spliced. This concept visualizes those specific moments down to the second, allowing a new message to appear to the viewer when they analyze the motion and pauses.

The CINSSU is a student-run union at the University of Toronto and therefore had a tight budget. Initially this book was to be full colour and have a smaller dimension. I designed this book to be better lent to a black and white scheme and grew the size slightly to save on page counts and ink costs. The union was able to print more copies and throw an after-party for their members to celebrate the launch with the leftovers.



**BECOMING—VIRGINIA WOOLF CORPOREAL AFFECTS IN *THE HOURS***

**BETTY XIE**  
*The Hours* (2002)

Directed by Stephen Daldry and adapted from Michael Cunningham's novel, *The Hours* (2002) interweaves a day of three seemingly unrelated women's lives from different times in history and locations. Connecting the three parallel narrative planes is Virginia Woolf; she is one of the female protagonists and is, of course, the voice behind her novel *Mrs. Dalloway*. Beginning and ending with Woolf's suicide, the film thematizes Virginia Woolf's desire in between facing life and choosing death, a struggle shared by the other two female protagonists, Cloris Leachman and Laura Brown. The film's portrayal of Woolf and Nicole Kidman's performance for the role have provoked many critical and popular debates on whether or not it did justice to this milestone modern writer and feminist thinker. In this essay, I shift away from understanding Woolf as an "authentic" historical figure to an icon constructed by and circulated in cultural texts. By applying Barbara Kennedy's interpretation of Gilles Deleuze's theory on "becoming woman," I examine Woolf as a queer body with no fixed subjectivity. Devising the notion "becoming-Woolf" to analyze the three female protagonists' experiences in *The Hours*, I argue that the corporeal presence of Virginia Woolf foregrounds the characters' desire. This desire is produced by and communicated through unspeakable affects, rather than subjective emotion.

**LITERATURE REVIEW: ON VIRGINIA WOOLF**  
Upon the release of *The Hours* in late 2002, scholars, film critics and "Woolfians" have fervently debated the film's

**BETTY XIE**

A fourth year student majoring in Cinema Studies and Asia Pacific Studies, Betty is keenly interested in topics including transnational Chinese cinemas, corporeal affects and the body. She has previously published her writing in the *Iris Review* and *The Iris Review*. Parallel with her academic curiosity and passion in filmmaking, her first fiction short film *Carry On* was screened at the 2013 Toronto Reel Asian International Film Festival. Currently, she is directing and co-producing the documentary *The Home Promised*.

## 02

### AESIR'S MEAD, PACKAGE DESIGN

On a mission to design something different, I came across a niche area in ales that I felt hadn't quite yet been tapped: the personal serving sized mead. After doing extensive research about mead and its history I decided to pay tribute to one of its most famous consumers, the Norse Vikings, through a conceptual brand named "Aesir's".

The contemporary design focuses on the celebrating, journeying and storytelling lifestyle of the Vikings through Way-stone inspired illustrations and Futhark runes. Shown in three SKUs with traditional ingredients and Scandinavian flavour profiles. Remove the large twist off cap and enjoy mead Viking-style—almost as if you were sipping from a tankard right out of the bronze age.

#### SOMETHING COOL

The Aesir are the high gods of Norse mythology who rule over the men of Midgard (Earth) and all the nine realms. This could be godly stuff!



03

## CLARK STANLEY'S CURE-ALL, PROMO.

An agency promotion giveaway designed to represent what Clark Stanley can do to help find the "cure for what ails you". Clark Stanley was a real historical figure known as the Rattlesnake King in the days of the Wild West. He sold Snake Oil Liniment, which he claimed could fix all your medical problems. The agency takes its inspiration from his story and offers solutions to all of the creative needs that clients may have. The Victorian-era style labels are screen-printed on Boston deep brown bottles with metal screw caps and onto soft cotton heather tees.



## 04

### NUTRIENCE, TOTAL BRAND

**NUTRIENCE IS A CANADIAN DOG FOOD BRAND THAT PROMISES ON DELIVERING “NO BAD ANYTHING” FOOD WITH EXCEPTIONAL NUTRITIONAL VALUE NEEDED FOR ACTIVE PETS TO LIVE FULL AND HAPPY LIVES.**

I have worked with Nutrience for two years to develop and expand their brand and lifestyle. The team delivers solutions for promotion strategies, photography, brand strategy, experiential event planning, campaign writing and design of all marketing materials from social and digital to magazine, print and collateral materials, multi-line package design, POP + POS, apparel, and vehicle wraps.





## 05

### "HAPPY \_\_\_\_\_!" CHOCOLATE CARD

FORGOT TO SEND A GIFT OR CARD FOR [FILL IN THE BLANK] THIS WINTER? SAY "HAPPY WHATEVER", WITH A DELICIOUS CHOCOLATE CARD.

A collaboration effort with designer Abhishek Chaudhry to make one of my most crazy and challenging pieces of design to date. Beginning with etch style hand drawn illustrations and lettering, we had our art laser engraved into solid birch. From there we made a food safe mould, which picked up all of the beautiful details of the wood grain. Step three involved melting then hand painting chocolate into the mould to cure. Wrapped, boxed, and delivered! Whew.

#### SOMETHING COOL

Beta 5 crystals, tempering and chocolate seeding. Three new terms I learned about chocolate making that have humbled me to the craft.



## 06

### CURLING CANADA, TOTAL BRAND

CURLING CANADA NEEDED A TOTAL OVERHAUL OF THEIR CURRENT CAMPAIGN STRATEGIES AND THE WAY THEY HANDLED ADVERTISING. WITH A MAIN FOCUS ON RAISING AWARENESS AND INCREASING TICKET SALES.

I worked with the team at Clark Stanley to develop a set of campaign strategies that proved to exceed Curling's expectations. We had reports from local market teams for the first event that they had their best sales weekend in history after we launched our first experiential campaign.

I have contributed to art direction for the past year on this account beginning with the team's creation of a jolly, but determined historical spokesman, Angus McStone. The full campaign build-out from my perspective included spot copy writing, photography shoot and photo editing/manipulation, experiential concepts and planning, social campaigns, and all advertising materials from print to digital. Aided CD with casting and commercial spots planning.

The campaign's art style focuses on riling up the fans by making the events larger than life. The spokesman is "curling's first fan" — literally. He was transported through time and is now leading the charge of enticing curling fans to experience the greatest game ever played on frozen sheets of hellfire live. The athletes themselves are "behemoths" of the sport and are portrayed in determined stances, with a fight poster inspired style.

**WATCH every THROW SEE EVERY GAME**

**IT'S A BATTLE OF WITS ON A FROZEN SHEET OF HELLFIRE**

**BATTLE for one CROWN**

**GET SOCIAL!**

**@CURLINGCANADA #ANGUSMCSTONE**

**DEFENDING CHAMPIONS**

**Mike McEWEN ★ ★ ★ Val SWEETING**

**DEC 2 to DEC 6**

**10017 99 Ave, Grande Prairie, Alberta**

**REvolution PLACE**

**Scotties TOURNAMENT OF HEARTS GRANDE PRAIRIE**

**19 NOV 7 JAN**

**BUY TICKETS @ CURLING.CA/TICKETS**

**Opening weekend MINI PACK (FIRST FIVE)**

**Championship weekend MINI PACK (FINAL SIX)**

**Only 'til December 24th HOLIDAY OFFER! SAVE \$5!**

**Select Single Draw Tickets**

**LIVE IT LIVE!**

**Twelve unyielding legions BATTLE for one CROWN**

**THE REIGNING QUEENS**

<b>Jennifer JONES</b> Date of Birth: JULY 7, 1974   Competitor for MANITOBA #of Hearts: 12   Medals: 10   G: 5   S: 3   B: 2 SKIP	<b>Faith Lawes</b> Date of Birth: DEC 16, 1988   Competitor for MANITOBA #of Hearts: 4   Medals: 4   G: 1   S: 2   B: 1 THIRD	<b>Jill Officer</b> Date of Birth: JUNE 2, 1975   Competitor for MANITOBA #of Hearts: 10   Medals: 10   G: 5   S: 3   B: 2 SECOND	<b>Dawn McEwen</b> Date of Birth: JULY 3, 1980   Competitor for MANITOBA #of Hearts: 8   Medals: 7   G: 4   S: 2   B: 1 LEAD
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## AUTOGRAPH SESSIONS

SPACE TO PLACE YOUR AUTOGRAPHS BELOW!

**FRIDAY, DECEMBER 4 | 11:45 A**



TEAM ROCQUE



TEAM JONES

**FRIDAY, DECEMBER 4 | 4:45 P**



TEAM LAYCOCK



TEAM SIMMONS

**THEY SAID WHAT!?**

**STRANGEST THING - WE HAVE 2 LEFTIES & 2 WITH THE SAME BIRTHDAY**  
" TEAM SWEETING

**WE ARE A TEAM OF TEA DRINKERS; WE ALWAYS TRAVEL WITH A BIG TEA SELECTION. WE USE OUR FAVOURITE MUGS IN THE HOTEL, & WE KEEP OUR TRAVEL MUGS & A KETTLE IN THE BROOM BAG.**  
" TEAM HOMAN

**COOL STAT: AMONGST THE FOUR OF US, WE HAVE 28 BRIER APPEARANCES & 6 BRIER WINS.**  
" TEAM KOE

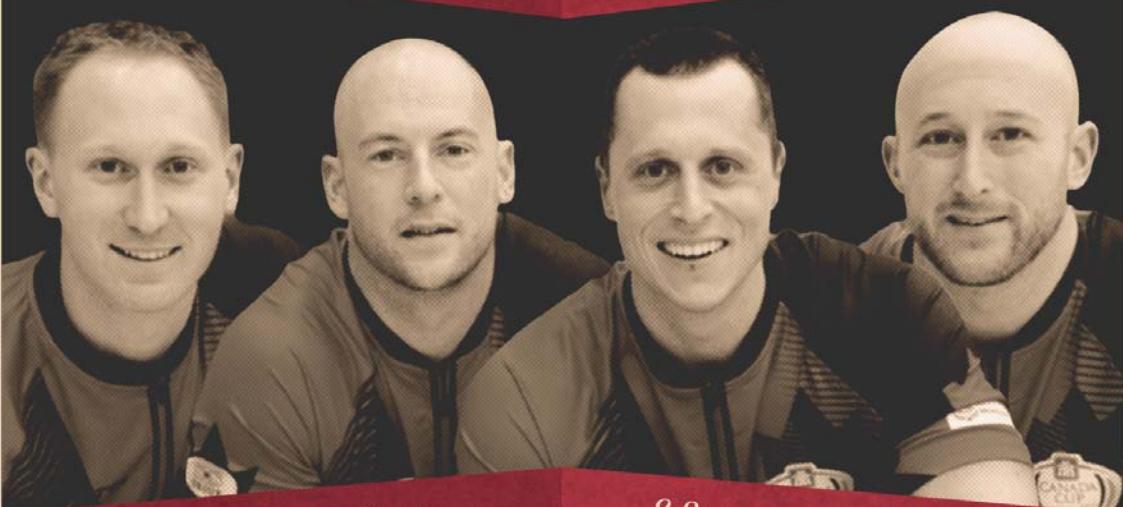
**UP CLOSE & PERSONAL**

**GET SOCIAL!** Share a photo & finish this sentence: "Hey @curlingcanada you've got to #LiveitLive because..."

FRI DEC 4 5 P / 6 P TEAM KOE

**BE FEATURED HERE & ENTER ONLINE TO WIN A SPIRIT OF CURLING CALENDAR!**

## team JACOBS



Brad JACOBS Ryan FRY E.J. HARNDEN Ryan HARNDEN

**SAULT STE. MARIE**

An emotionally charged rink that executes better as excitement builds; their hard-hitting style exposes defences and can make a lot of granite disappear in a short period of time. Look for them to shake up the field after catching their opponents on their heels.

Position SKIP Occupation OLYMPIC AMBASSADOR	Position THIRD Occupation CURLER	Position SECOND Occupation SOCIAL RESPONSIBILITY MANAGER, OLG	Position LEAD Occupation REAL ESTATE APPRAISER
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MICHAEL BURNS/CURLING CANADA



**BEHEMOTHS clash**

JONES VS. ROCQUE 6:30 P

CURLING.CA/TICKETS

**CANADA CUP GRANDE Prairie**

presented by MERIDIAN Dunvegan Solutions Inc. Alberta ALBERTA SPORT M.D. of Greenview In partnership with Travel Alberta Hansen Winter Ford All-West GLASS Official Game Ball CO-OP GRANDE Prairie REGIONAL TOURISM PETROLEUM



## Rachel HOMAN

Hometown OTTAWA, ON Skip TEAM HOMAN Occupation PERSONAL TRAINER

STARTED HER CAREER STRONG, CLAIMING FOUR STRAIGHT PROVINCIAL BANTAM CHAMPIONSHIP WINS. NO OTHER CURLER HAD EVEN WON TWICE.



## 07

### A SWEET LIFE, BRAND + CARDS

"I RUN A SMALL CUPCAKE BUSINESS AND MY COMMUNITY IS VERY IMPORTANT TO MY SALES. PEOPLE TRUST ME BECAUSE I CAN MAKE PERSONAL CONNECTIONS WITH THEM AND THEIR FRIENDS. SWEET AND SIMPLE!"

This client's number one ask was for an official brand and business cards to promote her small cupcakery which she ran from her own kitchen. Inspired by soft, sweet and delicate icing, I hand-illustrated her newly minted brand name and designed an attractive capped business card to excite new and existing customers. After she launched her new brand, she was asked to do a wedding— something she had been wanting to break into for some time!

#### SOMETHING COOL

The stock used for this card was incredibly soft and textured cotton, which made the imagery of icing look as if it were almost real if you touched it.



## FITZY, HEADPHONE CABLE KEEPER

**FITZY NEEDED A PACKAGING REFRESH. THE PRODUCT WAS SMALL AND NOT VISIBLE ON SHELF IN THE OLD PACK. TOUCH WAS AN IMPORTANT CONSIDERATION FOR THE SALE OF THIS LEATHER PRODUCT.**

This design was inspired by Indie magazines read in small cafés while listening to soft melodies and sipping cappuccino, blended with the rich history and story of how vegetable tanned leather is made. Fitzy's mantra is all about quality goods made by hand with a story to tell. This design tells the story about what it takes to bring leather from raw hide to your hands as a cord keeper, wallet, etc. Putting it right out there, this design reinforces that this piece is an heirloom. It will last and it will change, synonymous with you as a human, changing with time.

The maker's signature was used as a focal piece, heightening the product value and creating continuum with the themes of history and story. A quality crafted product, made by an actual person, by hand.

A seal with a descriptor icon is placed delicately over the copy texture. The universal signifier of orderly string, the bow, is made into symbol here to reinforce the cord keeper's purpose. This icon was pitched as a system of labeling, with similar descriptive iconography, to be carried over for use with future product packaging.



BEFORE



AFTER

## 09

### ABSOLUTE TERRITORY, ZINE

Young Japanese women are now "renting" out their absolute territory, *Zettai ryouiki koukoku*, or the smooth exposed flesh between a knee sock and a skirt hem, as advertising space. The service is being promoted by Absolute Territory PR which claims the number of women taking part increases by the day. Participating women are asked to affix a temporary tattoo of an ad to their thighs and go on with their normal lives. They receive payment as long as the ad is visible for at least eight hours a day.

This mini zine highlights pages that are stitched together and feature simultaneous time lines of women's fashion history and the evolution of women's rights. Screen-printed over-top the images in typical baby colours are famous ad tag lines that have equated products with the sexuality of women. The zine is wrapped with a stiff dryer sheet sleeve.

#### SOMETHING COOL

A temporary tattoo is affixed to the sleeve so the reader can participate to hit the idea home.



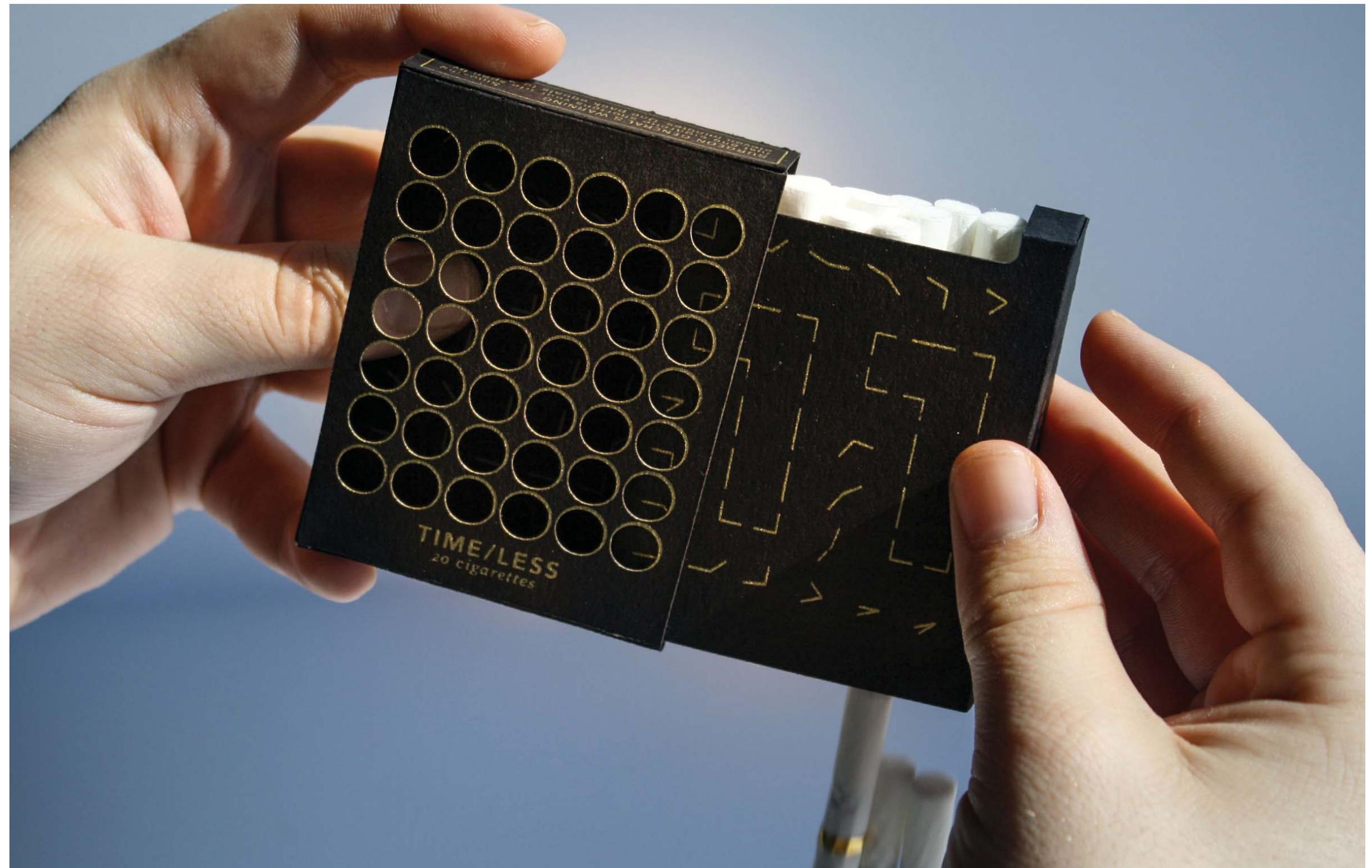


## 10

### TIME/LESS CIGARETTE PACK CONCEPT

A concept for a high priced cigarette pack that would deter smokers from smoking faster than visuals alone. The package slides open easily with one hand with a slot on the left side. Would you continue to smoke if every time you grabbed a cigarette you had to pick them all up off the floor? The cigarettes are held in the package by tightness alone. There is a hole on the bottom of the package, so when a cigarette is removed another cigarette or two will fall out. The more that are smoked, the more that fall each time. This design works by targeting user humiliation.

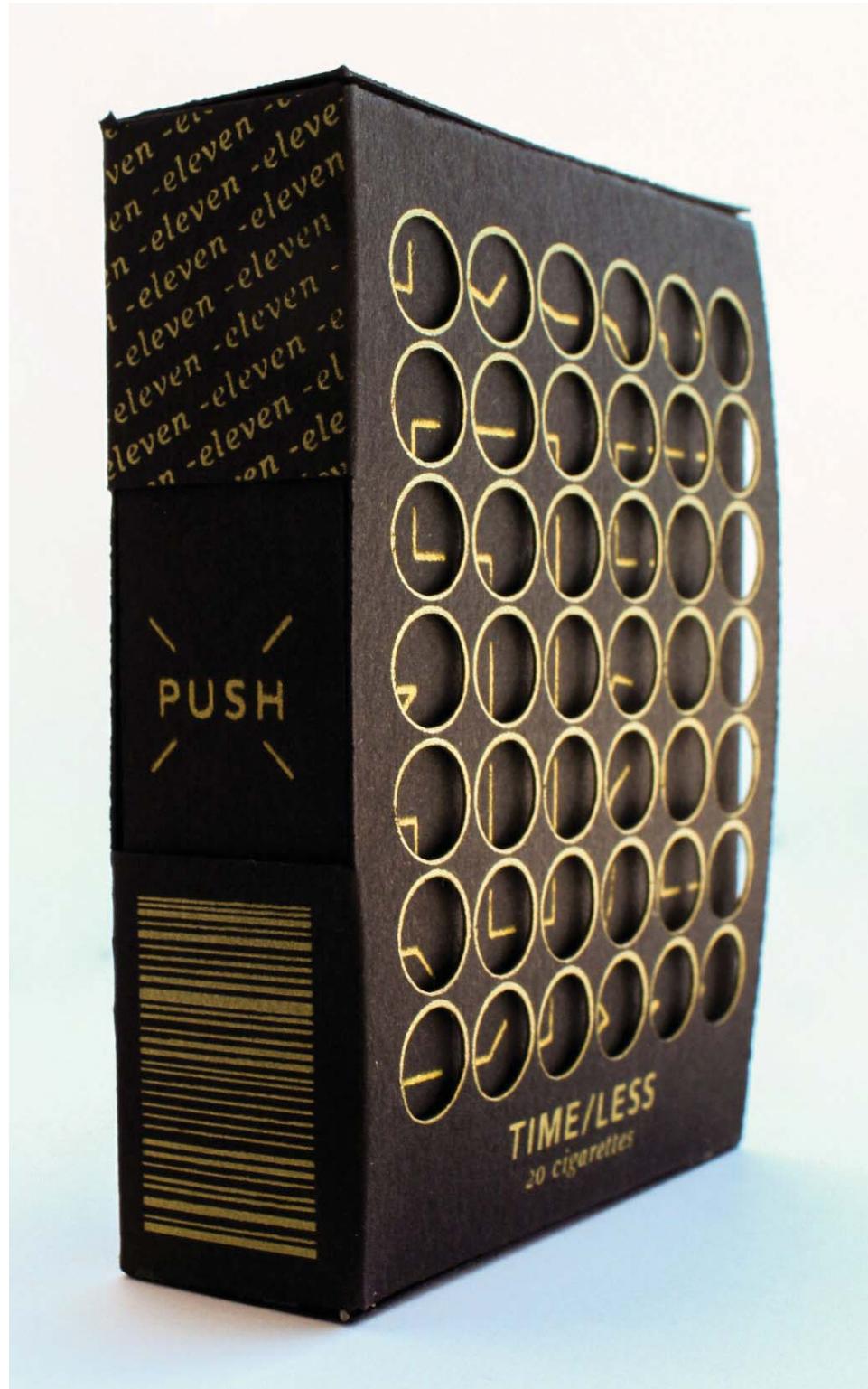
Visual queues on the package inform and reinforce the anti-smoking message. Based on a study from the University of Bristol which states that smoking just one cigarette equates to roughly eleven minutes deducted from your life. With a high price like that, the Time/less brand should be luxurious as well. Gold screen printed clock hands show the number eleven on the face, as the interior carton moves in the sleeve, the clocks arrange to show a skull. The reverse has a fun maze game with two paths to death, the natural long life, and the smoker's quick end. Each premium cigarette is delicately foil stamped with the word "eleven", just to remind you of what you stand to lose. Cheers.



# tasha dibiagio

A: 65 High Park Avenue  
Apt 1509, Toronto, ON,  
M6P 2R7, Canada

E: tashadibiagio@gmail.com  
P: +1.647.389.2300



TIME/LESS CIGARETTE PACK CONCEPT

## 11

### BRUTAL VINYL, PRINT

Heavy metal music is famous for having incredibly hard to read band logos. The harder to read, the more brutal it is. To celebrate metal music, fundamental sayings that are heard at concerts are letterpressed in black letter and in reverse, just like that old adage about secret messages being heard when vinyl records are played backwards.

#### SOMETHING COOL

This piece was letterpressed on TerraSkin stone paper.  
Rock on.



## 12

### A STORY ABOUT HUMANITY: INFINITY

The very concept of immortality raises concerning questions about the future of the human race. What could increased longevity lead to? Issues such as overpopulation, resource squandering, the decline of human ingenuity and growth, the stagnation of ambition, and even a world war, are just a few of the concerns. Bolstering our speculations with research based on the work of biomedical gerontologist Dr. Aubrey de Grey, my collaborator and I built a narrative that traced a fictional and time line of humanity's "future" history, as well as its visual language and the design artifacts that would exist in this future.

Pictured is a design for a hypothetical injectable containing ingredients that have been postulated by Dr. Aubrey de Grey to reverse the genetic effects of aging and extend a human's life. Developed by a fictional (world-ending) company, ORB, this serum would be shipped to you at home where you would inject yourself in a tattooed location on your body to reverse the effects of time.

The project also included a research journal, shipping logos for different countries and a cave-painting style mural "made by the last immortal man" that forewarned the future of humanity to the mistakes of the past.

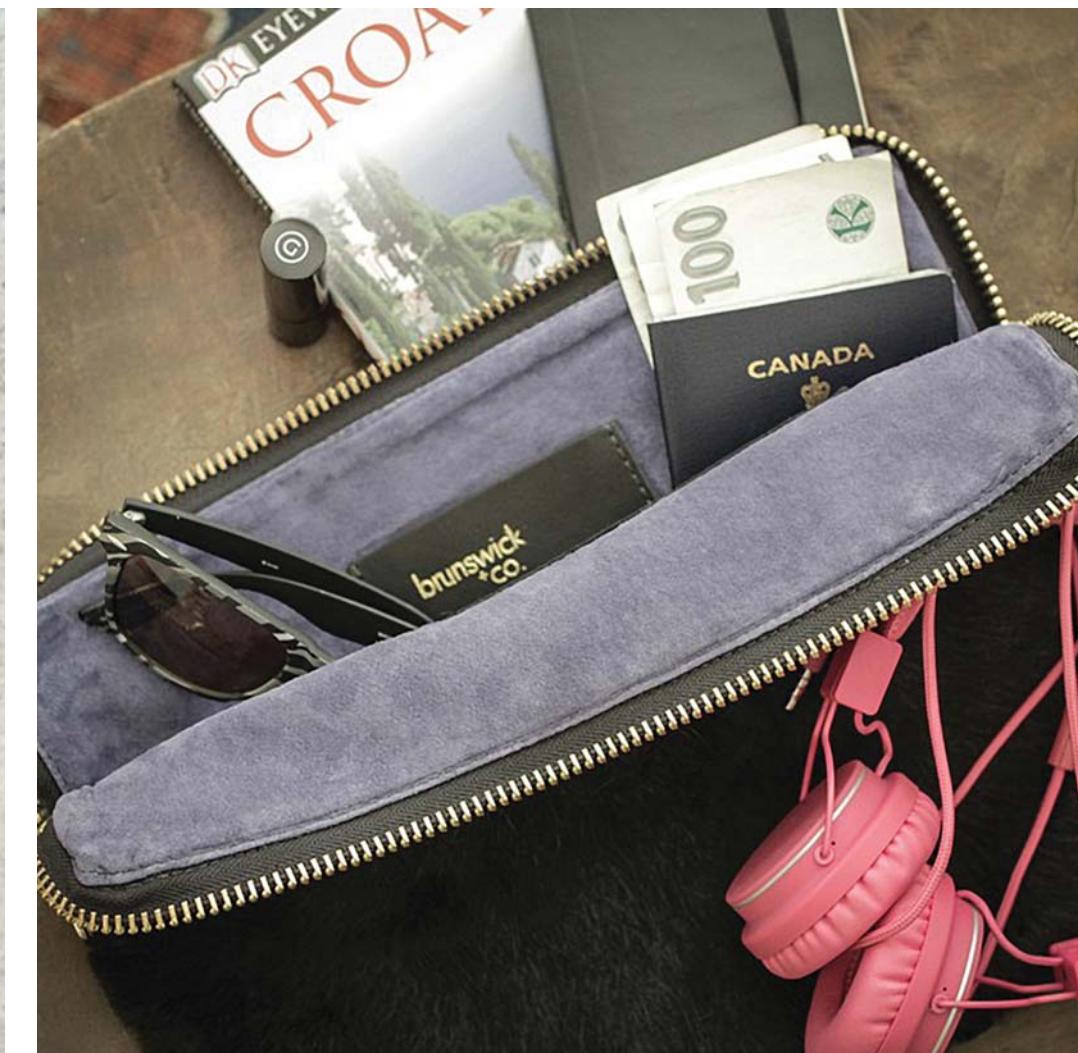


## 13

### BRUNSWICK & CO. SOCIAL/DIGITAL

Digital strategy for Toronto luxury handbag brand Brunswick & Co. I assisted team directors with style development of an Instagram driven five part story series named "Follow that Bag". In addition, I created a selection of images for use on social media and web to promote social initiatives and raise brand awareness during World MasterCard Fashion Week.

Follow that bag can be viewed on Instagram:  
@brunswickandco or Facebook: BrunswickandCo



Thank you

