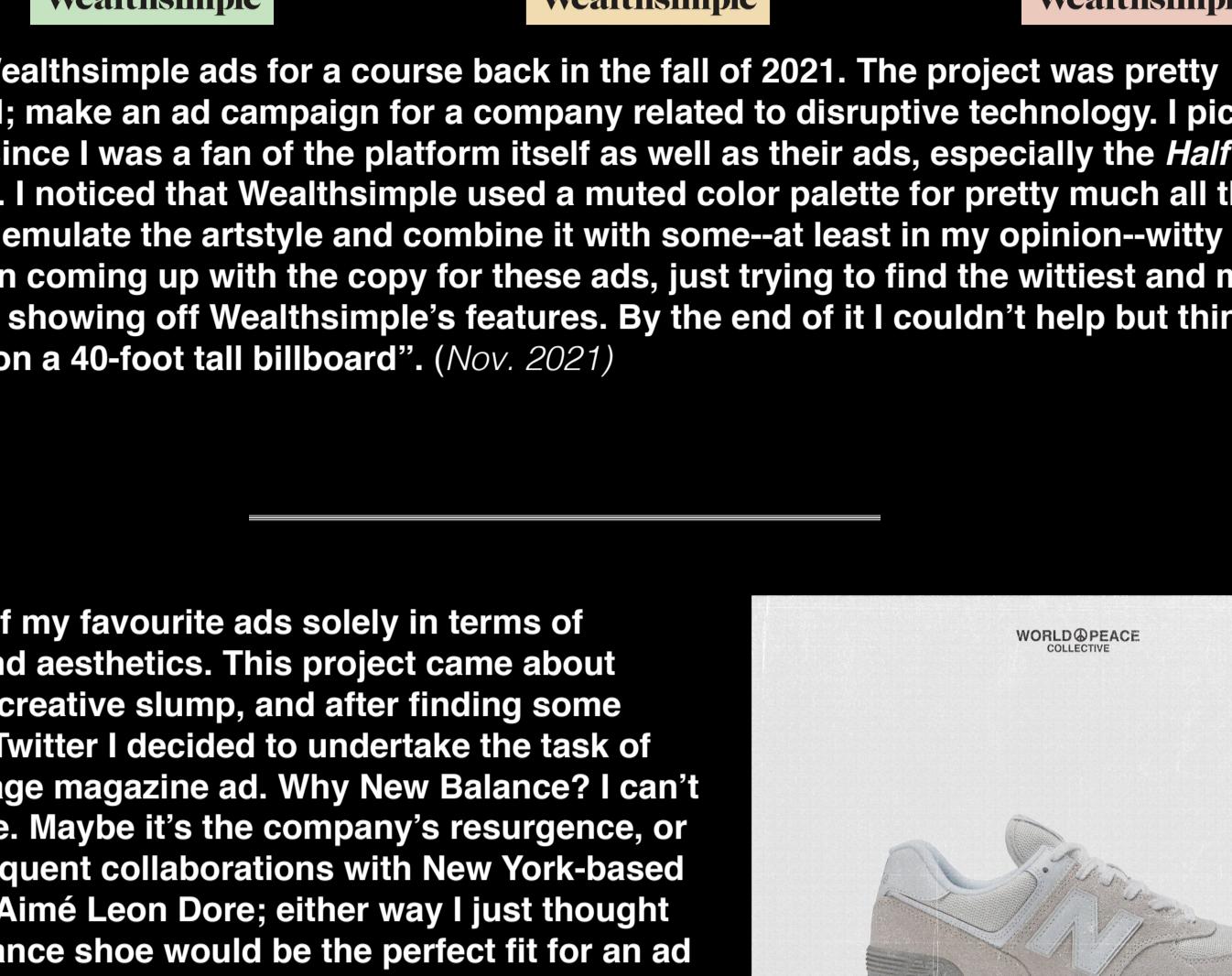


PORTFOLIO

The image consists of three separate photographs arranged horizontally. The first photograph on the left shows a black iPhone displaying a Google search result for 'How do I get rich through stocks?'. The search results are all identical, showing the URL 'wealthsimple'. The second photograph in the middle shows a white ceramic mug with the words 'WORLD'S BEST BOSS' printed in black capital letters, set against a solid yellow background. The third photograph on the right shows a single slice of pumpkin pie with a dollop of whipped cream on top, resting on a white plate, set against a solid pink background.



how about one of those metallic bags that dispensaries give you? Hell yeah.

So I started off by designing a custom typeface on Adobe Illustrator. I wanted to go for a subdued and subtle Y2K direction, because I didn't know what type of beats were going to be on the album and I didn't want an aesthetic clash. The typeface turned out great and so I decided to use it for the artist name; Lapse. As for the fake shipping labels and stickers, they were fun to make. Trying to make the typeface and graphics seem like they were printed on the stickers was immensely satisfying; I used a bunch of different effects on Photoshop to get that ink bleed and worn out effect. Of course I couldn't help but put a not-so-subtle shoutout to World Peace Collective in the form of that conspicuous red sticker.

Lapse and I maintained contact throughout the day as I worked on cover, showing him my progress and following his feedback. By the end of the day I presented Lapse with the finished cover and we both liked the end result. I threw in an alternate cover in silver just in case he wanted something a little different.

Oh and the sale never went through. Still waiting on that... (Edit: 2022)

World Peace Collective is a passion project that I spearheaded, and this project came about after a realization that the collective lacked promotional material.

Yeah, I might've rehashed the vintage magazine ad idea but this felt especially fitting. Something about the grain, scratches, scan marks, and imperfections not only signifies a bygone era that we look back on and remember fondly--whether or not we were present--but it also reflected the collective. I kept the copy as simple as possible. "Terminally Online." Who or what's terminally online? The website? Me? The collective? The reader? It doesn't matter. As long as there's an internet connection and a person behind the screen, World Peace Collective continues to live and breathe.

As for the technical aspects of the ad, I just took a picture of my Macbook with my phone and fixed the lighting and shadows on photoshop, added a blue glow to the screen and of course the World Peace sigil. I also added a CRT-screen effect on the laptop just to add to the anachronistic 90's verisimilitude.

(Mar. 2022)

Miscellaneous/Inc

The image shows three identical circular logos for the World Council for Peace. Each logo features a stylized globe in the center, with horizontal and vertical grid lines representing latitude and longitude. The words "WORLD COUNCIL FOR PEACE" are arranged in a circle around the globe. The "WORLD" and "PEACE" words are at the top and bottom respectively, while "COUNCIL FOR" is split into two segments on the left and right sides. The entire logo is contained within a thin circular border.

The image is a collage of different logo variations for 'WORLD PEACE COLLECTIVE'. At the top, there are three circular logos with a sun-like symbol in the center, each enclosed in a circle with the text 'WORLD PEACE' at the top and 'COLLECTIVE' at the bottom. Below these are two horizontal rows of text. The top row contains the text 'WORLD PEACE' above 'COLLECTIVE' in a bold, sans-serif font. The bottom row contains two instances of 'WORLD PEACE' followed by 'COLLECTIVE' in a smaller, regular weight font. In the bottom right corner, there is a graphic of a globe with a grid pattern, and the text 'WORLD PEACE COLLECTIVE' is overlaid on it.



A screenshot of a Windows desktop. On the left, there is a window titled "nostalgia.msi" showing a low-poly illustration of an apple against a blue sky with white clouds. To the right of the window is a file icon for "worldpeace.html", which features a small globe and a peace symbol.



A hot air balloon with a blue and white polka-dot pattern is flying over a desert landscape with red rock formations.

