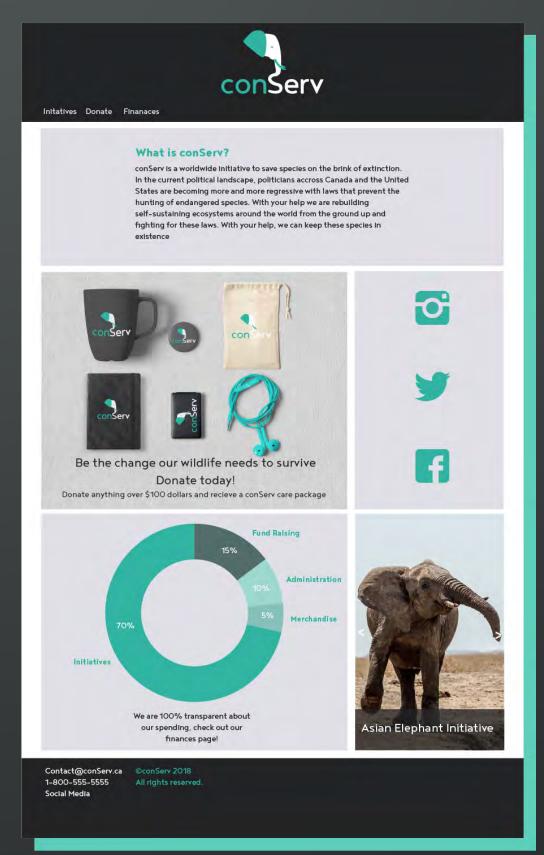
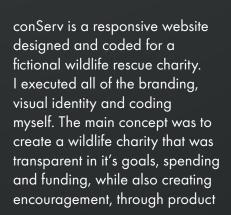
# JOSHUA GASPAR

Creative Portfolio

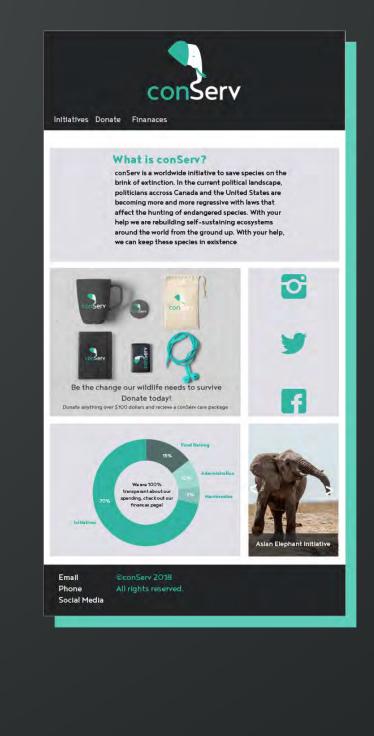
### Home Page





branding for consumers to donate. Summatively, the product is a website and charity that consumers trust and desire to donate to.

Access online copy here





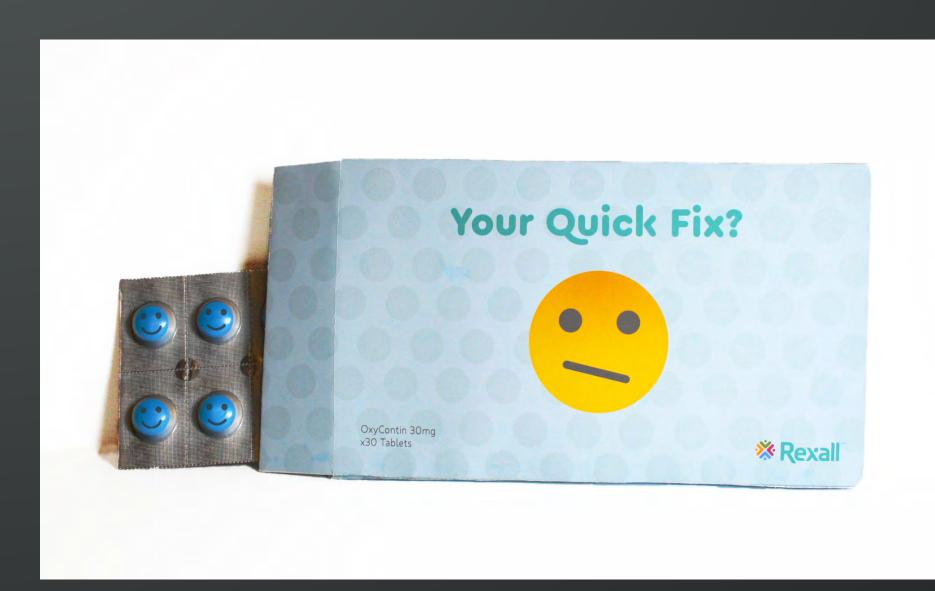
## RESPONSIVE WEB DESIGN

### Branding





Product Branding



Your Quick Fix? encourages it's audience to seek lasting treatment for their chronic pain instead of sticking with their prescription drugs. This campaign consists of a poster that contains an informational pamphlet to be displayed in pharmacies as well as packaging. The core concept of this campaign is

the blister pack that turns the consumer's pills from happy to sad with every pill, making Your Quick Fix? a lasting and effective communication campaign.

\*This project is in no way associated with Rexall or the CCSA. Logos are property of the respective organizations/brands.

SOCIAL COMMUNICATION CAMPAIGN

### Packaging

### Oxycodone is not a cure

Oxycodone is a narcotic drug with the sole intention of sensation of pain. The information on this package will help you acquire effective and lasting treatment without a drug dependence. Popular brands of Oxycodone include OxyContin, Percocet, and Roxicodone.

#### Osteoarthritis

Alternate drugs that prove to be more effective for Osteoarthritis include non-steroidal anti-inflammatory drugs and acetamenophen. Alternative treatments also exist in the form of physical and occupational therapy,

### Your Quick Fix?



OxyContin 30mg x30 Tablets

**\* Rexall** 

### Chronic pain needs proper treatment

While Oxycodone and opioids alike provide an effective numbing of chronic pain symptoms, the numbing effects lessen with time. Chronic pain is does not exist independently, and as such it is important to seek treatment for whatever ailment is the root cause of your pain. Ask your doctor for further treatment or to see a pain specialist.



Take 1 Tablet every 4 hours as needed (oxycodone hydrochrloride

controlled release tablets)

DO NOT consume with buprenorphine, butorphanol, nalbuphine, or pentazocine

Ask your doctor or pharmacist about interactions with other medications



### Rheumatoid Arthritis

as a rheumatologist who is trained in dealing with the inflammation of joints. RA should not be treated with solely opioids as, though the pain in numbed, the joints will continue to be damaged.

### Fibromyalgia

please speak to your doctor immediately about changing your treatment to a non narcotic pain reliever. Other treatments include other pain drugs and antidepressants as well as physical therapy, occupational therapy and counseling.

### Poster

## Oxycodone your quick fix? Take One, Learn More about the effective and lasting treatments available to you to help treat your chronic pain, not just numb it.

### Pamphlet



also known as RA is best treated by a specialist known as a rheumatologist who is trained in dealing with the inflammation of joints.

RA should not be treated with solely opioids as, though the pain in numbed, the joints will

### Fibromyalgia

oxycodone for Fibromyalgia, please speak to your doctor immediately about changing your treatment to a non narcotic

Other treatments include other pain drugs and antidepressants as well as and counseling.

### Osteoarthritis

Alternate drugs that prove to be more effective for Osteoarthritis include non-steroidal anti-inflammatory drugs and acetamenophen.

Alternative treatments also exist in the form of physical and occupational therapy, talk to your doctor about switching your treatment.



### Oxycodone is not a cure

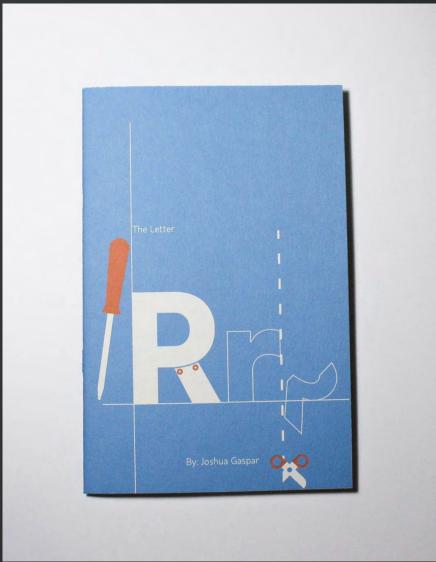
The information on this pamphlet will help you acquire effective and lasting treatmer without a drug dependence.

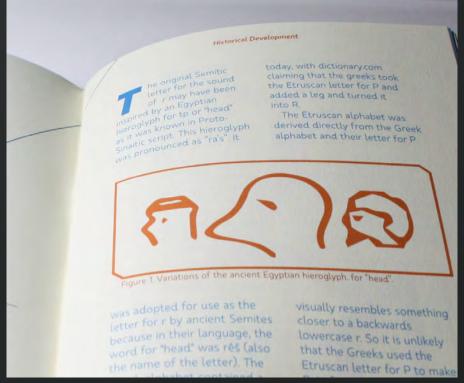
Popular brands of Oxycodone include











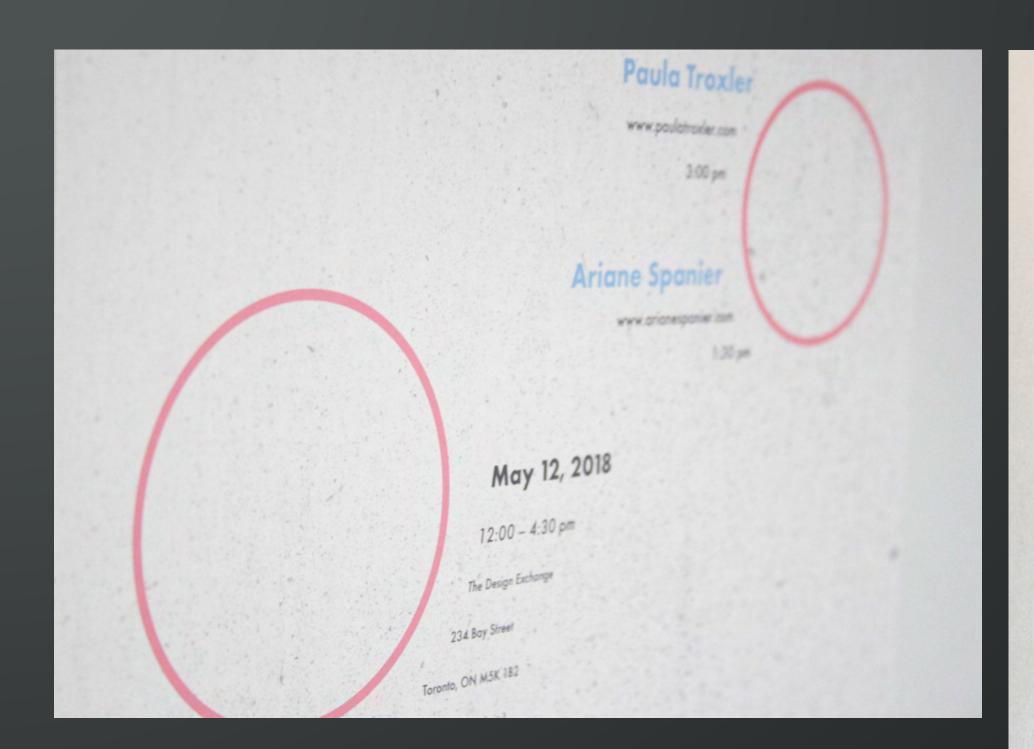
The Letter R is a booklet about the letter R. It has been designed with deep consideration of the history and culture surrounding the letter R. The creation of this booklet being one of my first endeavors into editorial design taught me the ins and outs of designing for print and editorial.

A full pdf of the booklet's spreads can be accessed <u>here.</u>





## EDITORIAL DESIGN

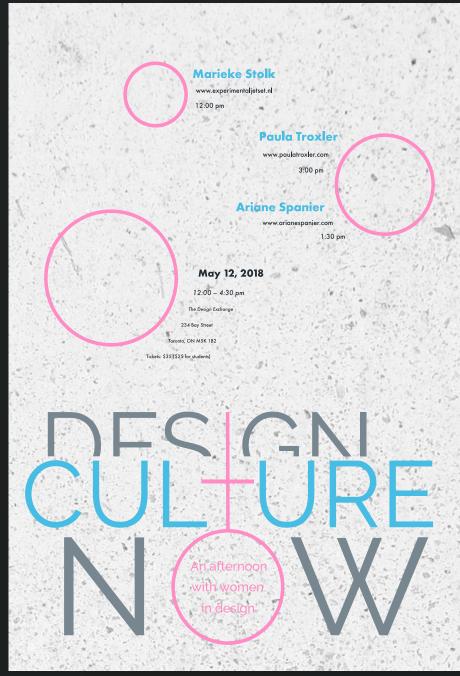


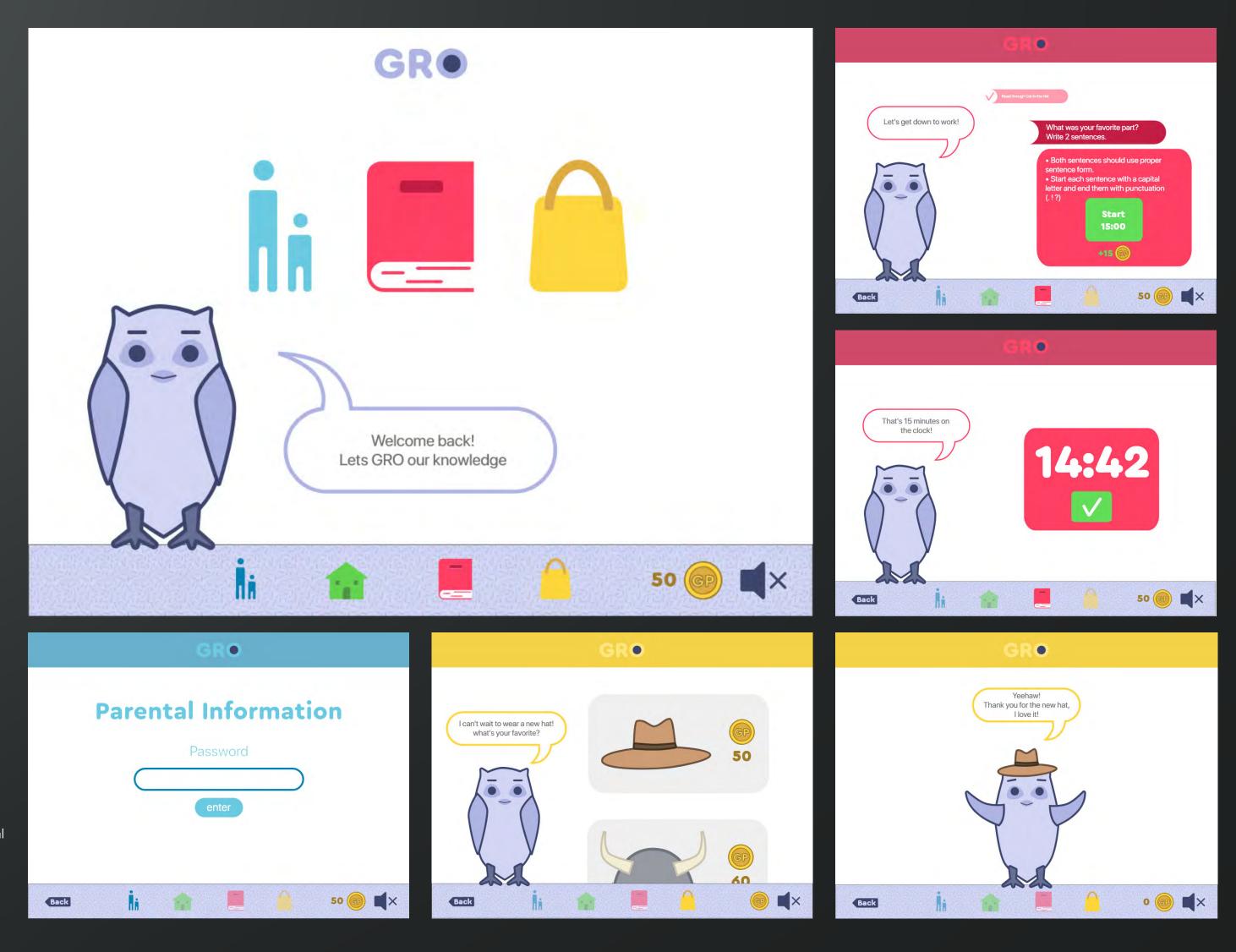
This promotional poster designed as a school project to promote Design Culture Now: An Afternoon symbol's signification of social With Women in Design makes use of the symbolism of female iconography integrated into the typography, flipped upside down to indicate a disturbance of social norms. Further, the iconography is extended into a cohesive visual

language. The text, ornament and colours all extend from the female constructs of gender.

## PROMOTIONAL POSTER





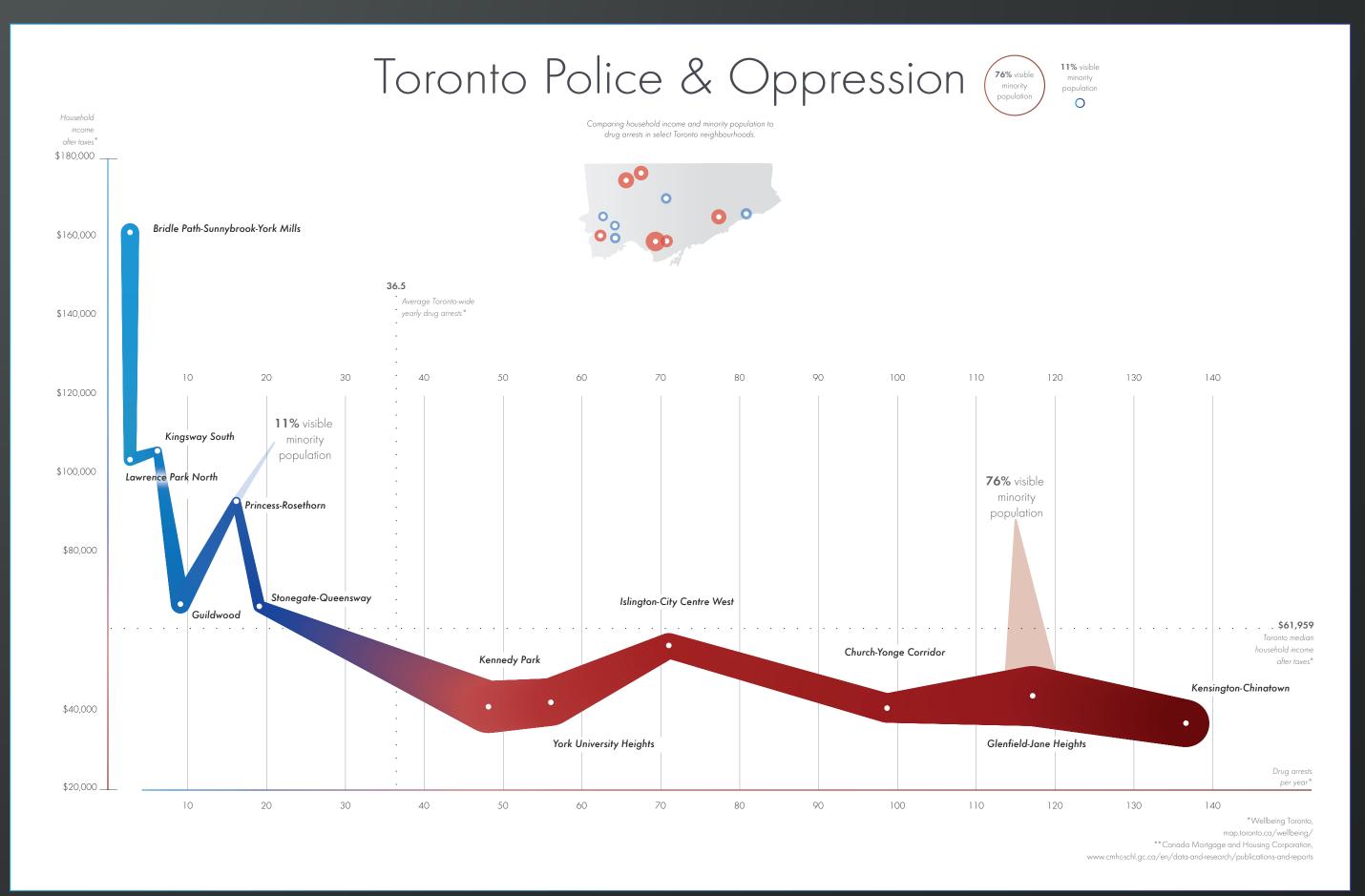


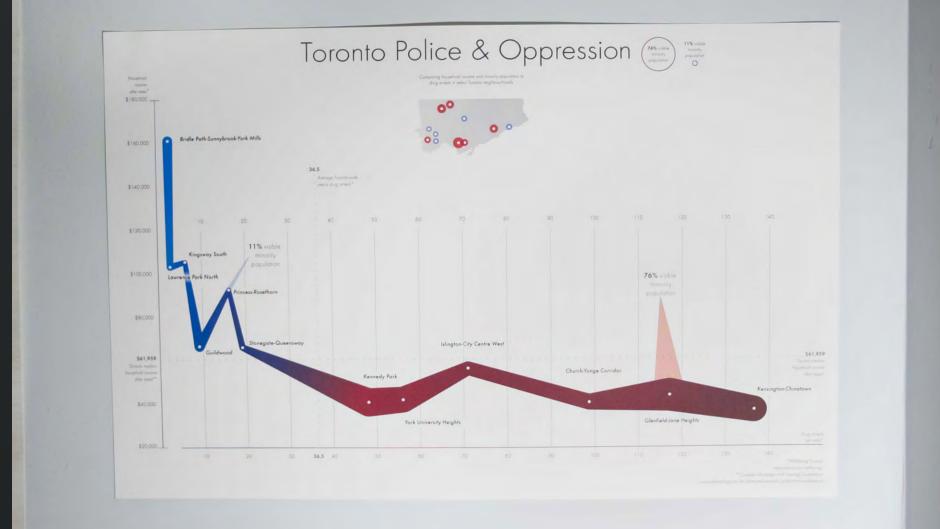
GRO takes the traditional homework app and removes all the baggage. It is designed for the iPad to help children 10 and under manage their time when completing homework. It provides a clearly navigable and colourful interface and a reward system in the form of GRO points that can be redeemed for rewards as a system of motivation.

Additionally, GRO has a parental information section to keep parents up to date with the goings on at their child's school.

A full view of the main pathways of interaction through the application can be viewed <a href="https://example.com/here">here</a>.

## APPLICATION DESIGN





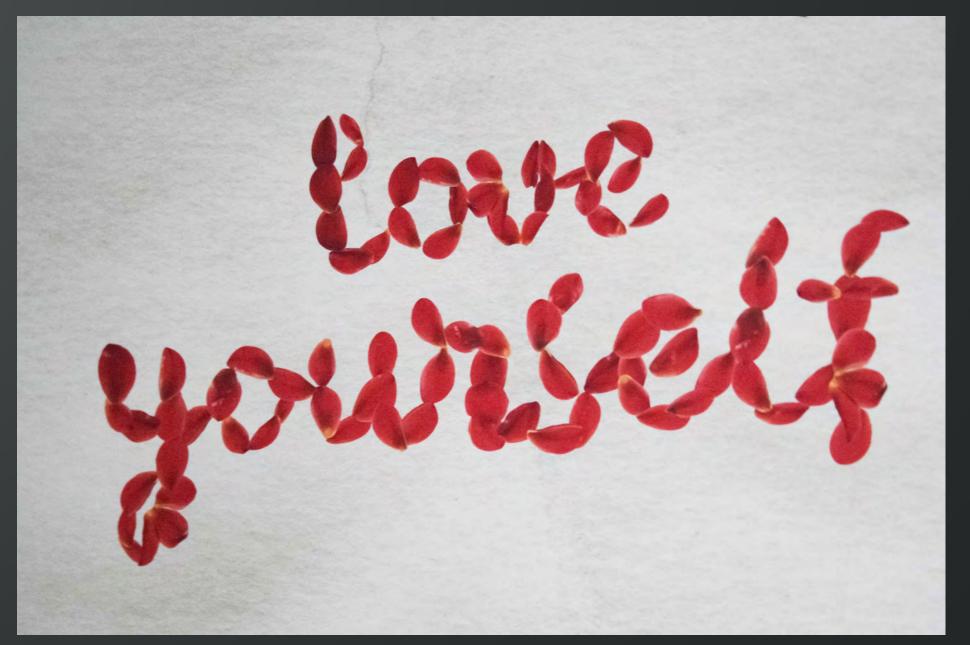
This information design piece was designed to bring attention to the racial bias that can be enforced with harsh drug policy.

The graphic uses blue and red colour as well as explicit wording to outline the issue as one concerning the practices of the the more specific statistics and police force, rather than framing geographical representation.

the issue as one with minorities

The information is displayed geographically and relationally with multiple layers of information for the consumer to digest, from the large, imposing line graph to

## SOCIAL AWARENESS INFOGRAPHIC



if someone talked to you the way you do to you the way You do to you THEIR

This poster features all custom typography, save for the attribution at the bottom. It was designed around this song lyric from the band IDLES.

The different parts of plants provide quite the effective metaphor for the legitamization of violence in some form (thorns)

that accompany and compliment a truly positive message (the flower).

The final product is visually captivating, textured and bold. It provides an accurate typographic expression of what IDLES portrayed lyrically.

EXPRESSIVE TYPOGRAPHY POSTER

if someone talked to you the way you do to you THEIR THRUSH IDLES - TELEVISION, 08.31.18