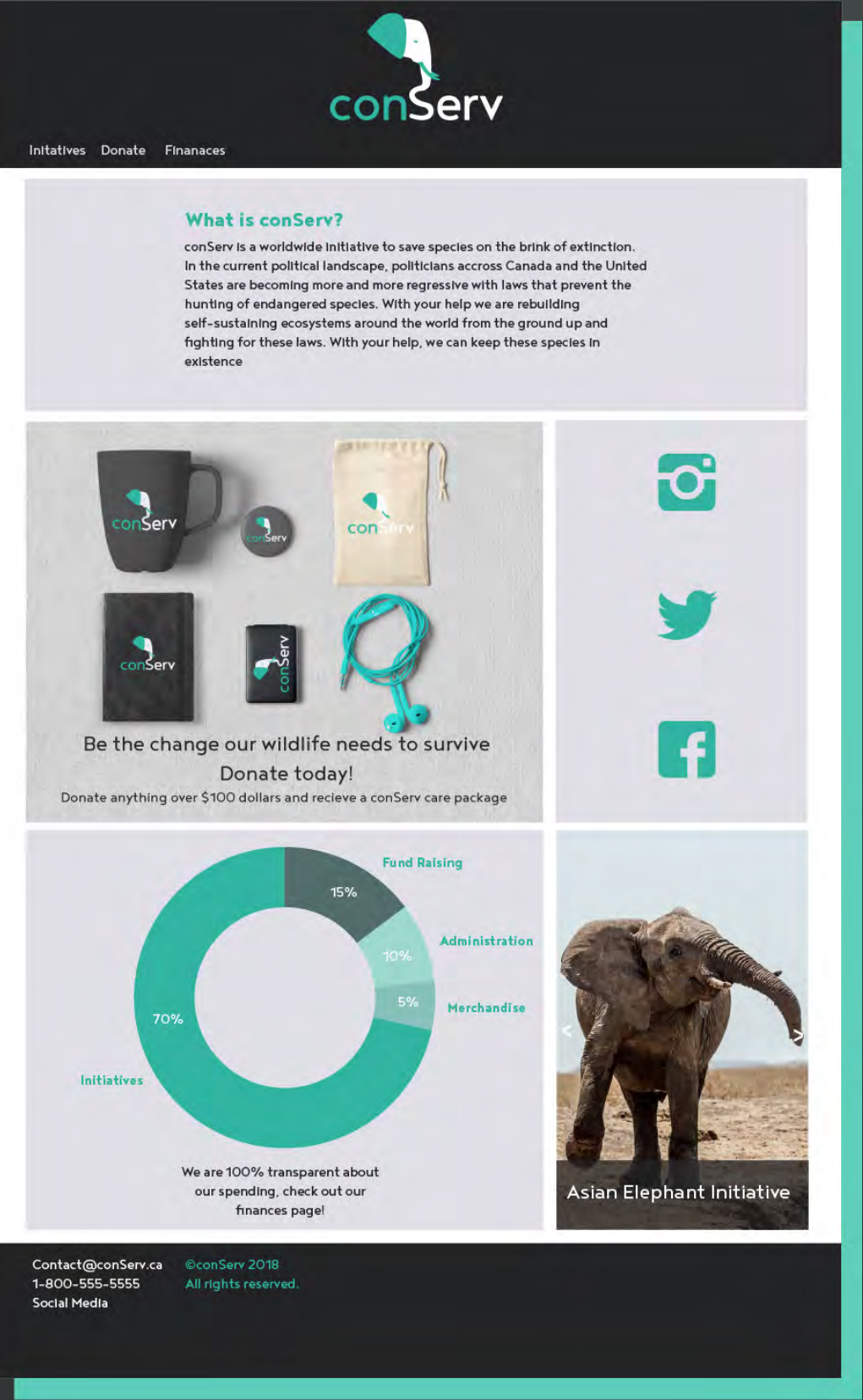


JOSHUA **GASPAR**

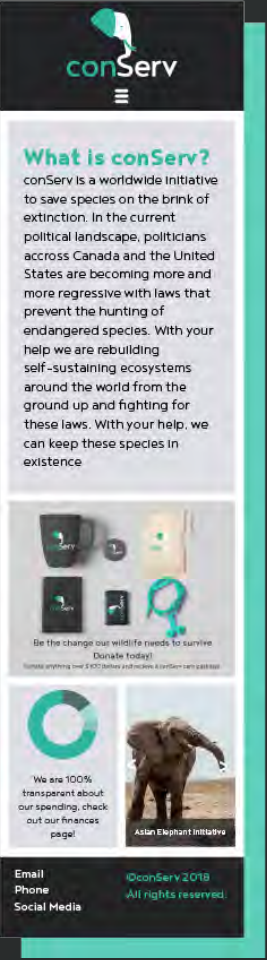
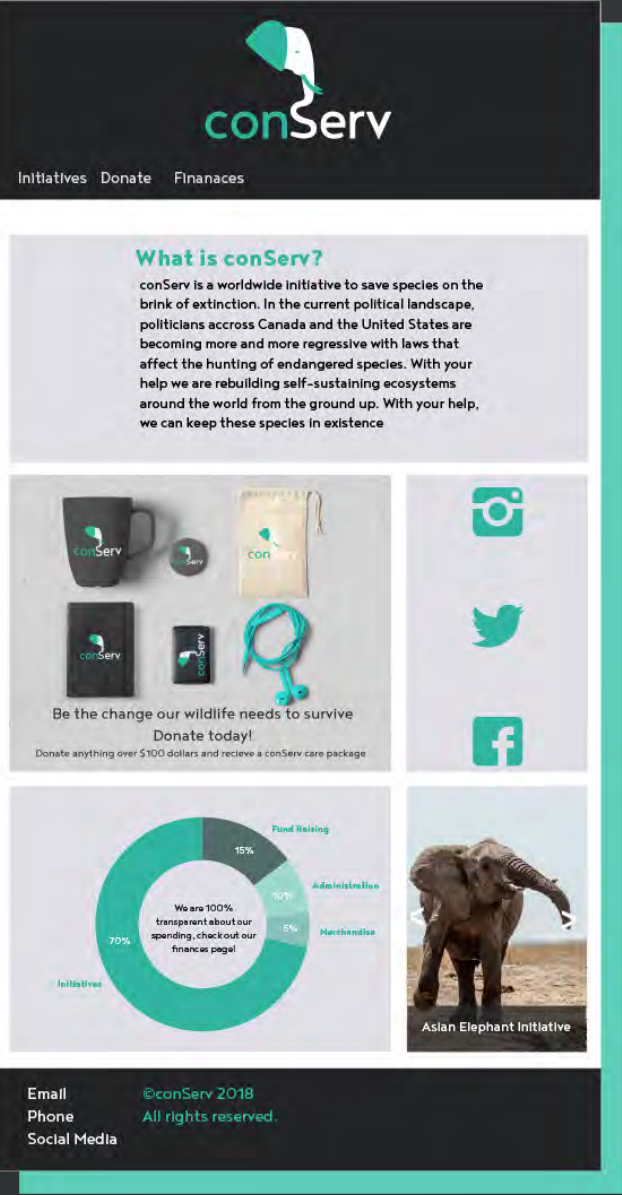
Creative Portfolio

Home Page



conServ is a responsive website designed and coded for a fictional wildlife rescue charity. I executed all of the branding, visual identity and coding myself. The main concept was to create a wildlife charity that was transparent in it's goals, spending and funding, while also creating encouragement, through product

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](#)



Branding



Product Branding

RESPONSIVE WEB DESIGN



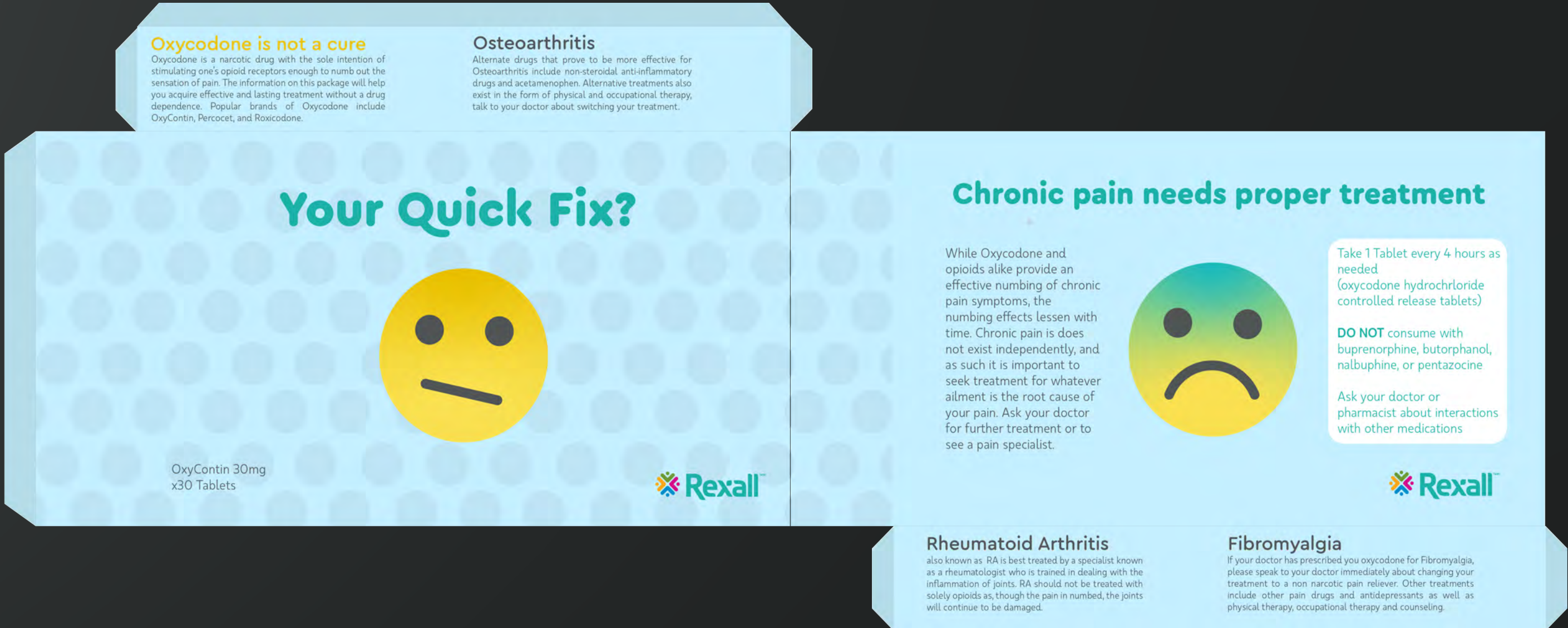
Your Quick Fix? encourages it's audience to seek lasting treatment for their chronic pain instead of sticking with their prescription drugs. This campaign consists of a poster that contains an informational pamphlet to be displayed in pharmacies as well as packaging. The core concept of this campaign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

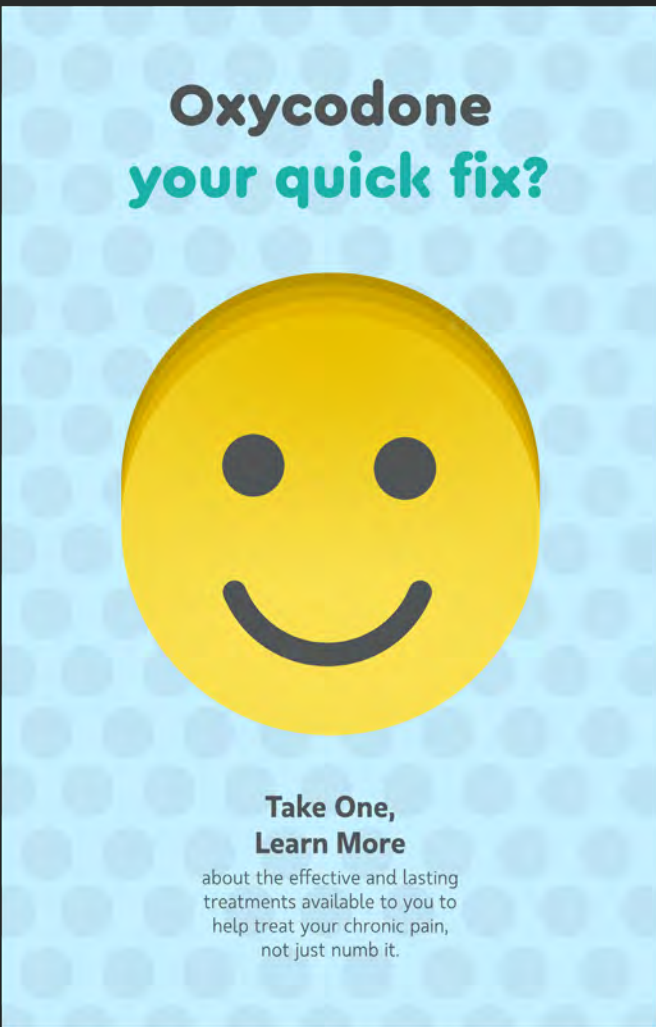
*This project is in no way associated with Rexall or the CCSA. Logos are property of the respective organizations/brands.

SOCIAL COMMUNICATION CAMPAIGN

Packaging



Poster



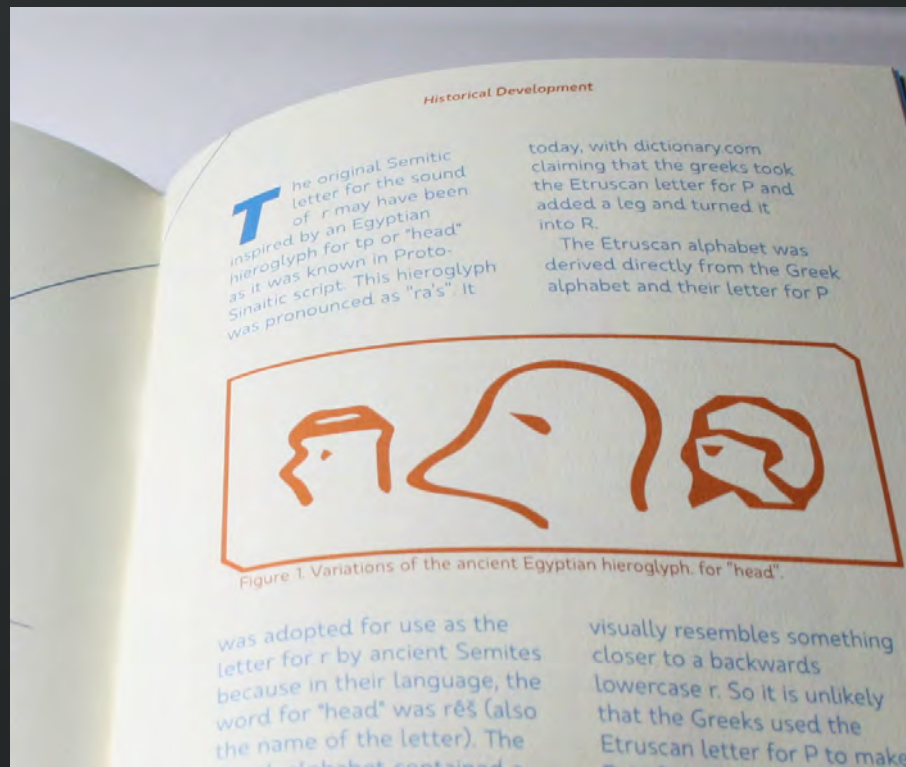
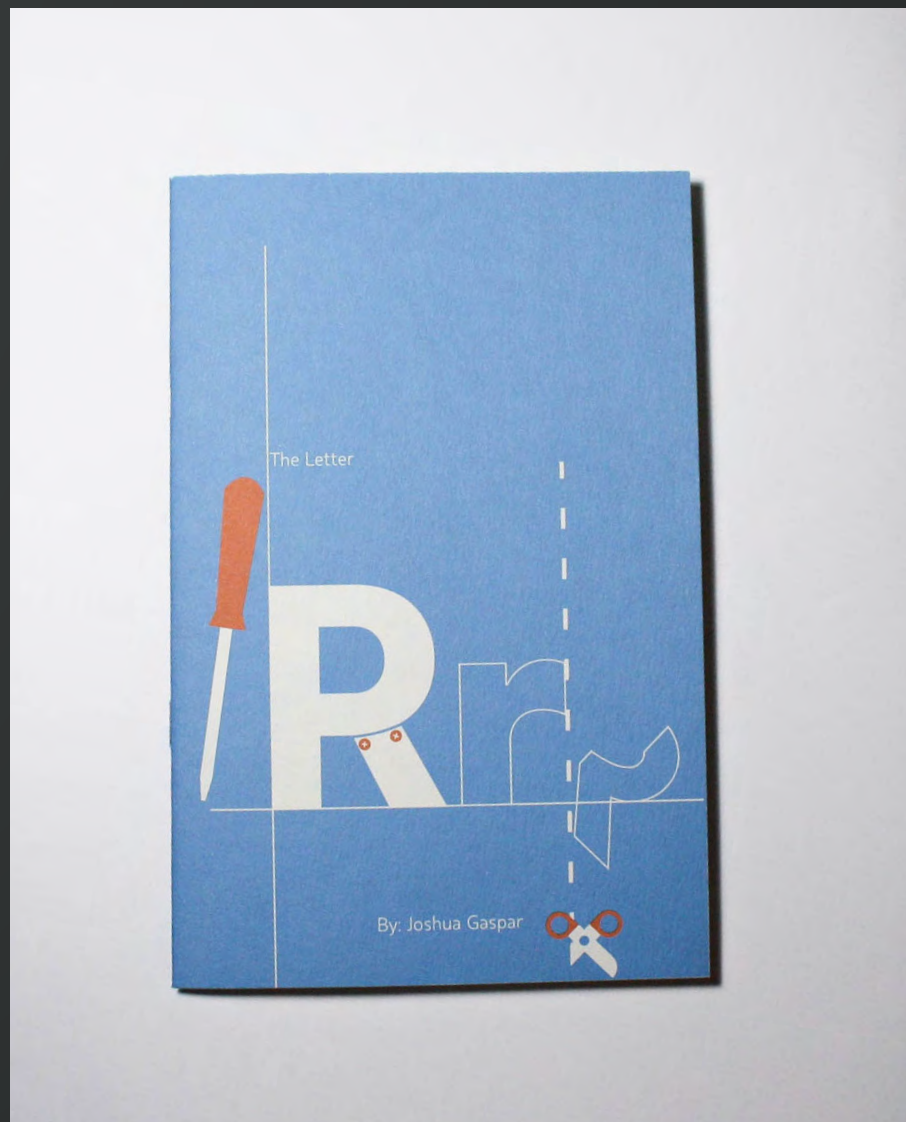
Pamphlet

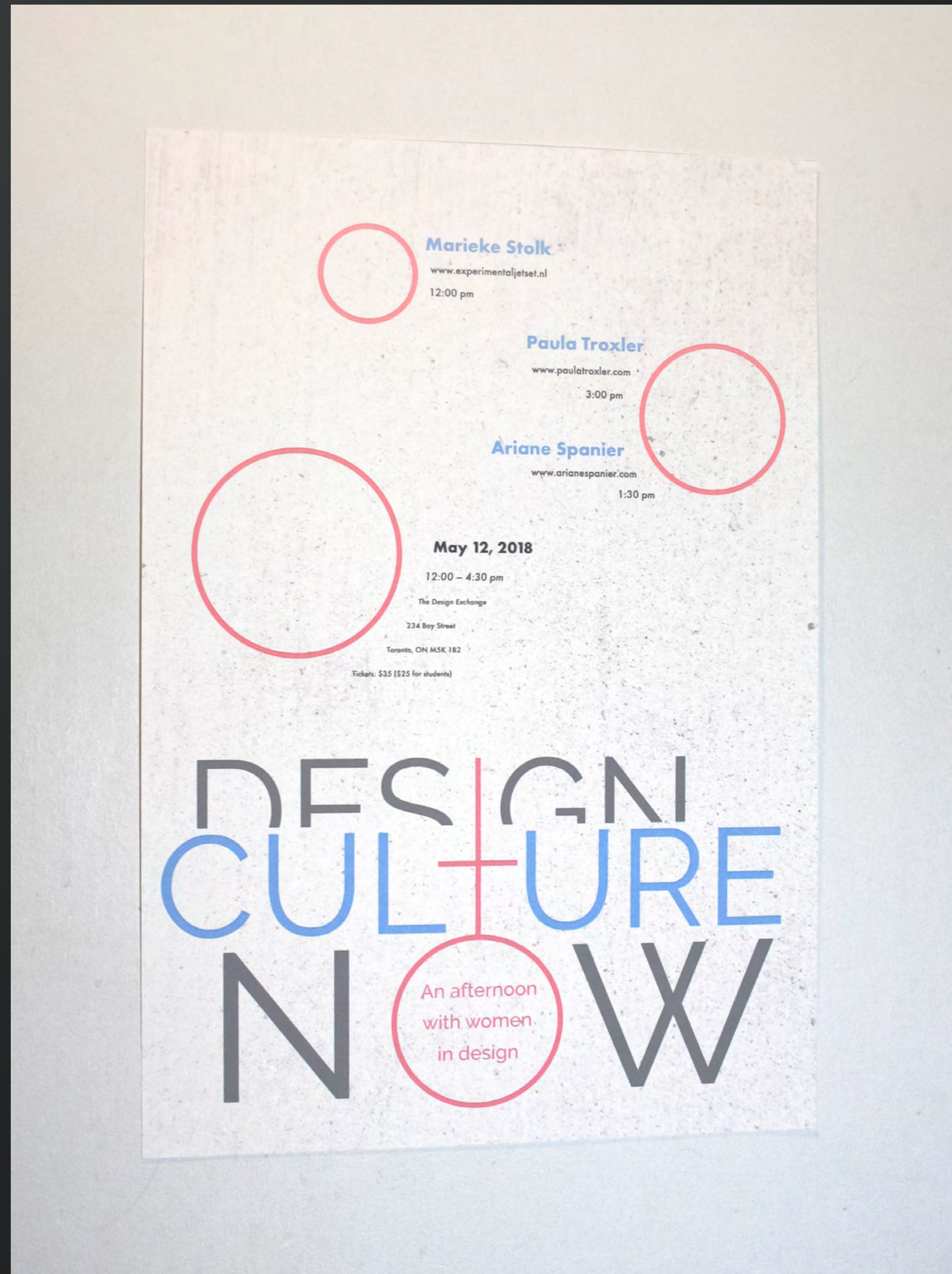
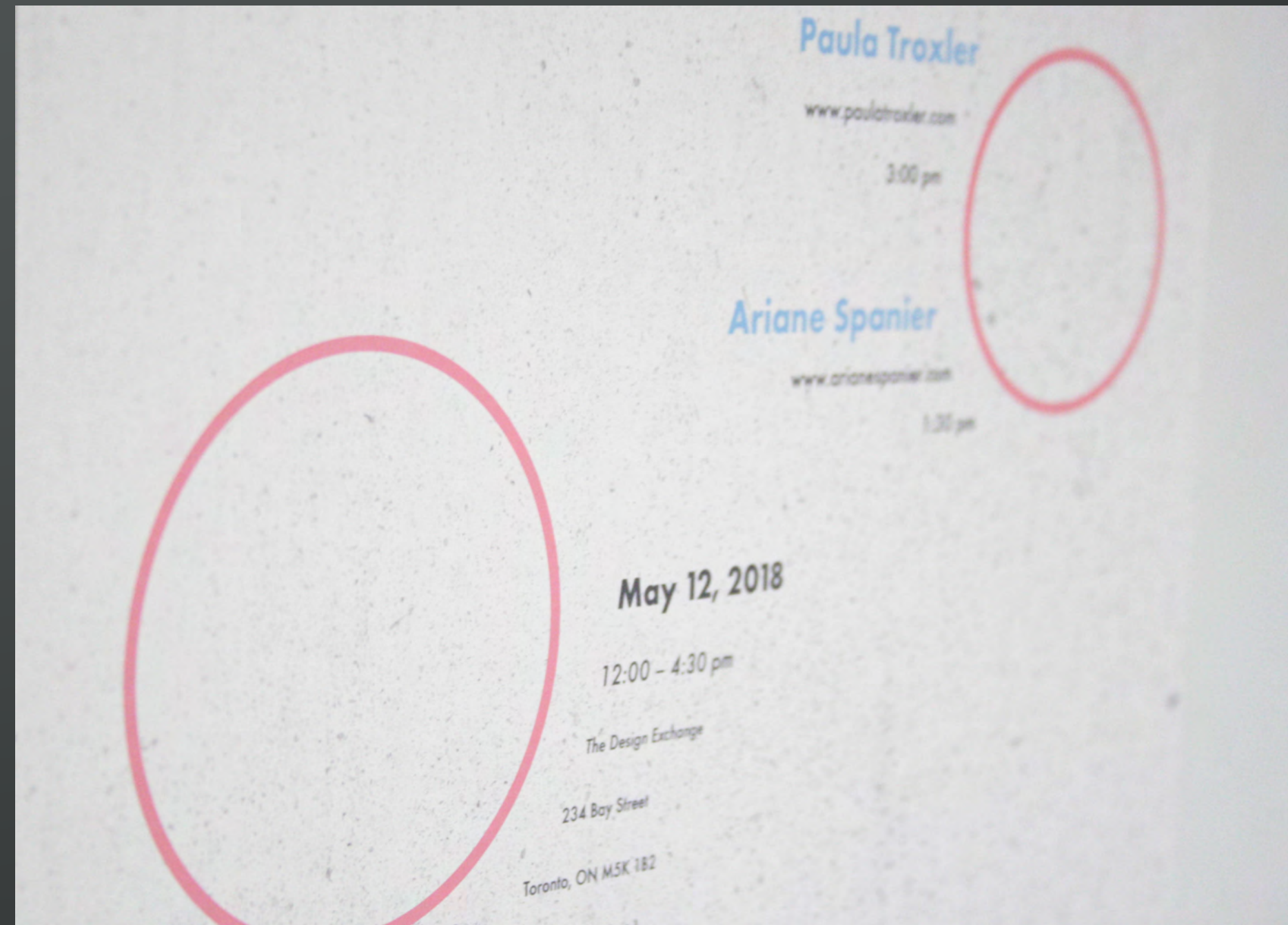


The Letter R is a booklet about the letter R. It has been designed with deep consideration of the history and culture surrounding the letter R. The creation of this booklet being one of my first endeavors into editorial design taught me the ins and outs of designing for print and editorial.

A full pdf of the booklet's spreads can be accessed [here](#).

EDITORIAL DESIGN





This promotional poster designed as a school project to promote *Design Culture Now: An Afternoon 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

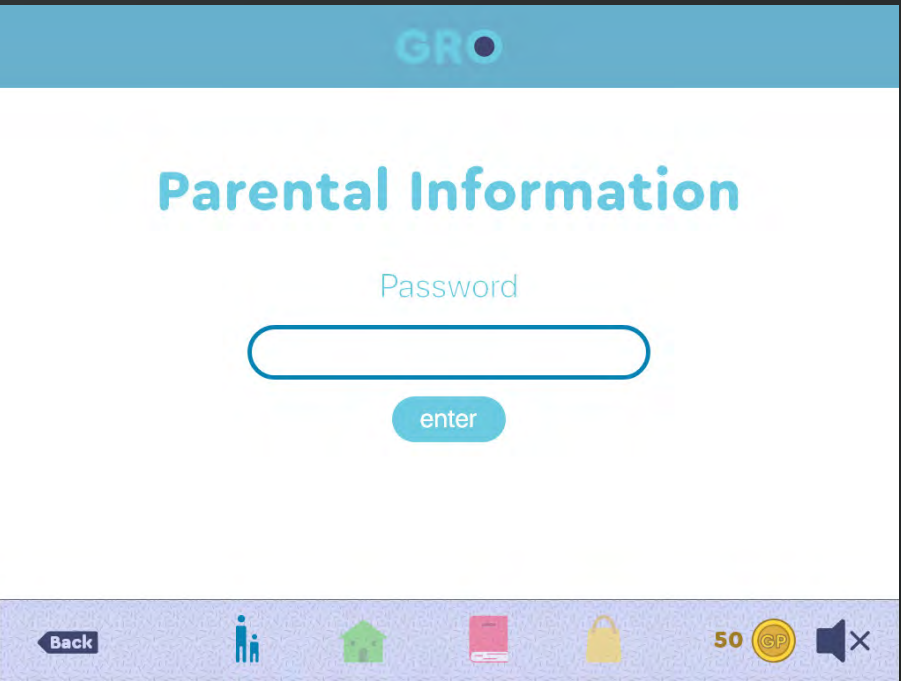
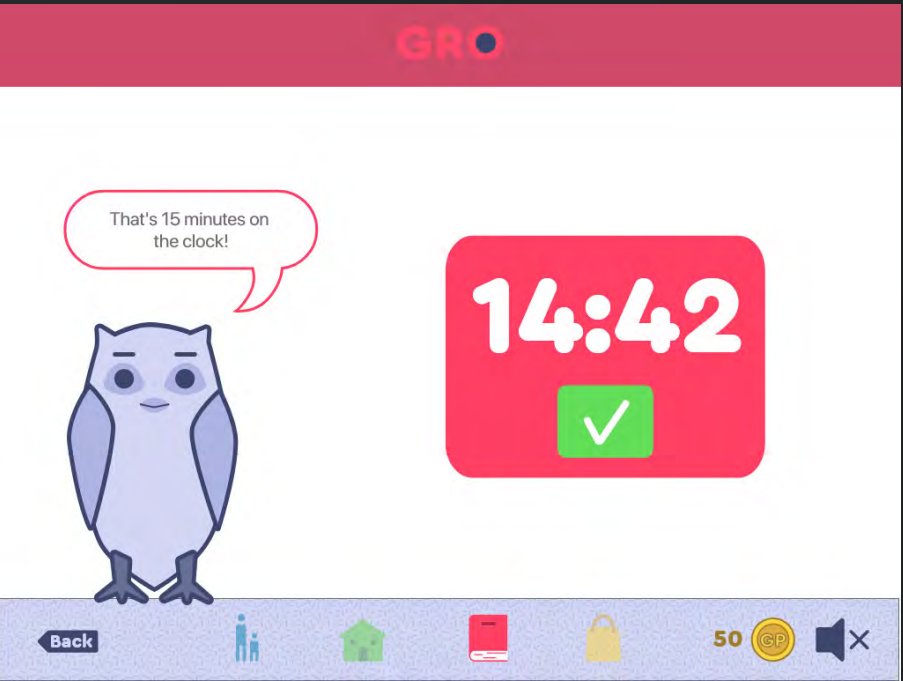
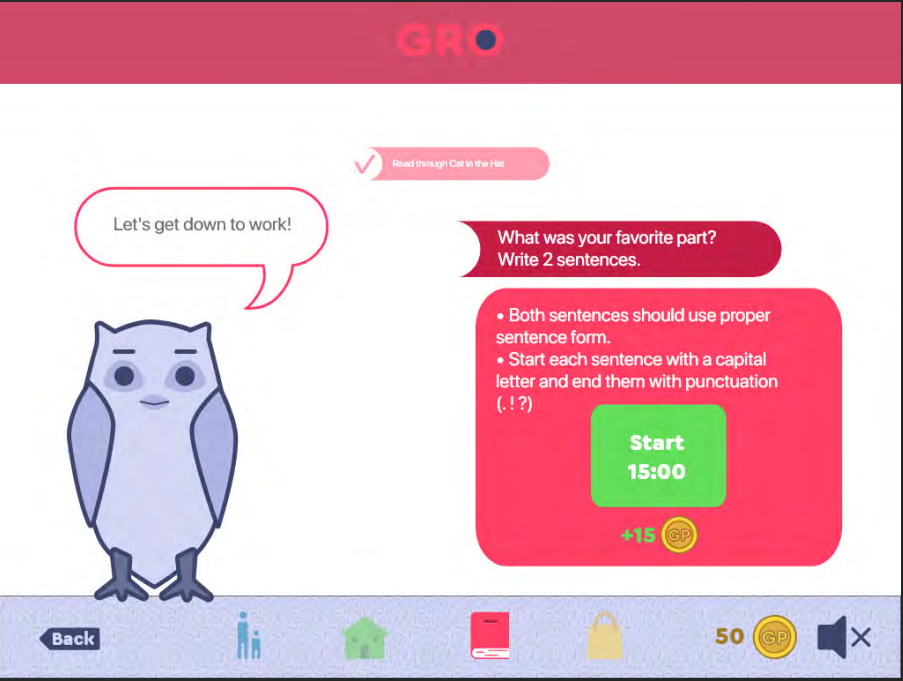
language. The text, ornament and colours all extend from the female symbol's signification of social constructs of gender.

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 [here](#).

APPLICATION DESIGN

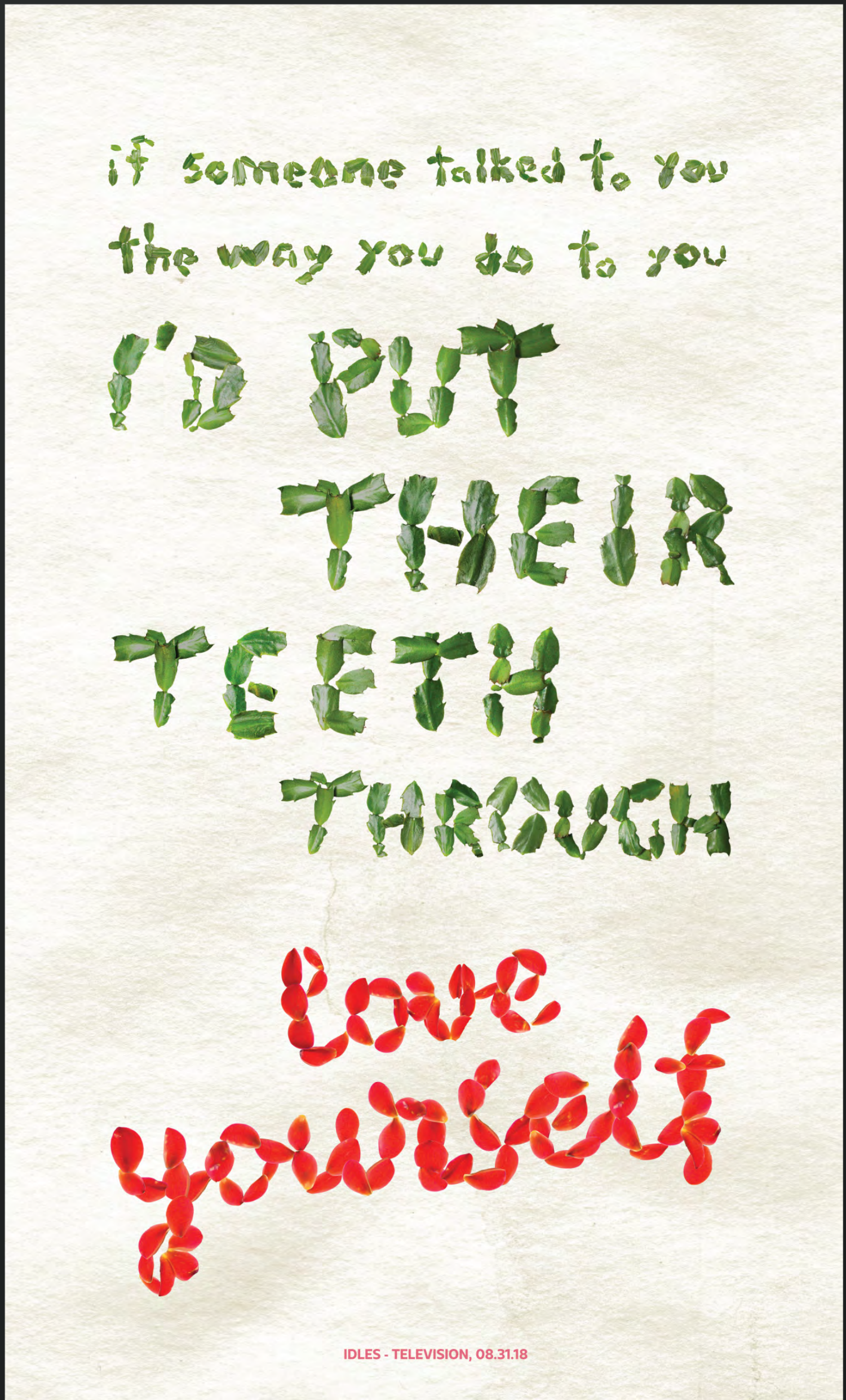
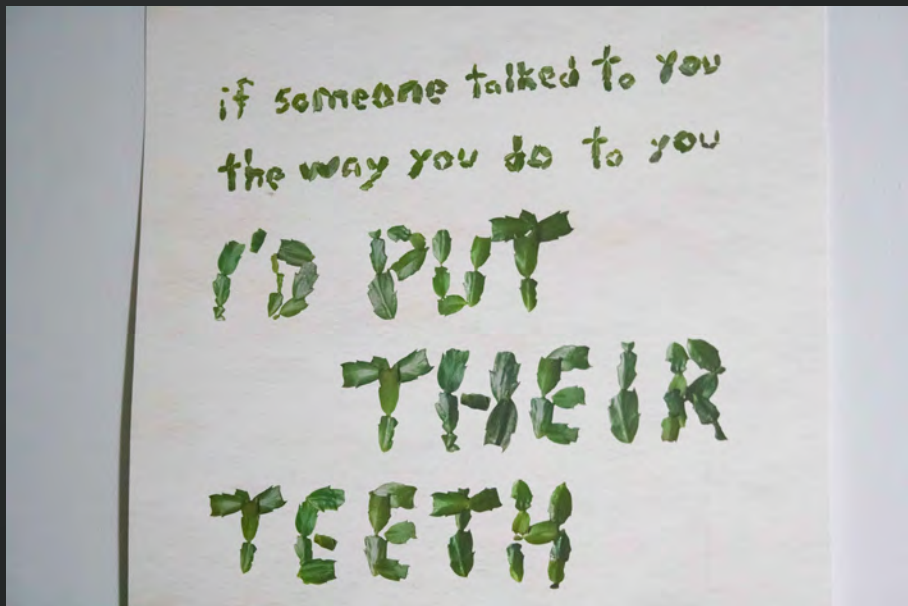


11% visible minority population



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

SOCIAL AWARENESS INFOGRAPHIC



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 legitimization 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