



ART DIRECTION

MULTIMEDIA DESIGN

WEB DEVELOPMENT

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Advertising

Client: **Wildlife Preservation Canada**

Media: **Posters - Transit Shelter**

Method: **Illustrator, Photoshop**



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Advertising

Client: Air Canada

Media: Poster - Horizontal

Method: Illustrator



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Advertising

Client: **Air Canada**

Media: **Poster - Vertical**

Method: **Illustrator**



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Advertising

Client: **The Fan 590**

Media: **Poster, City - Vertical**

Method: **Illustrator, Photoshop**

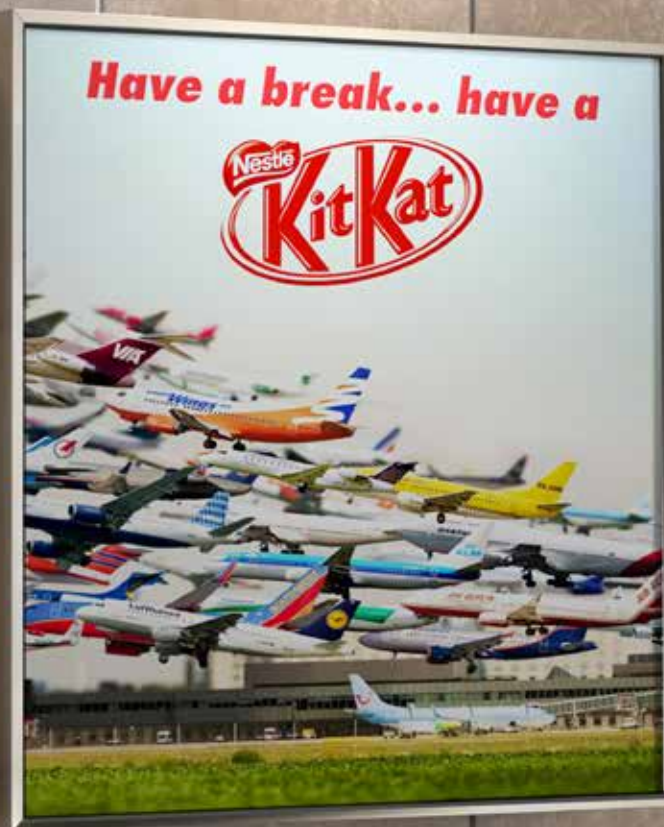


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Advertising

Client: **Kit Kat**

Media: **Poster - Square**

Method: **Illustrator,
Photoshop**



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Brand Identity

Client: **Decadance Bistro**

Media: **Logo Design**

Method: **Illustrator**



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Brand Identity

Client: **Decadance Bistro**

Media: **Logo Design + Outdoor Signage**

Method: **Illustrator**



ART DIRECTION
MULTIMEDIA DESIGN
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Brand Design

Client: **Decadance Bistro**

Media: **Packaging, Promotional**

Method: **Illustrator, Photoshop**



ART DIRECTION
MULTIMEDIA DESIGN
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Advertising

Client: **Decadance Bistro**

Media: **Poster, City - Vertical**

Method: **Illustrator, Photoshop**



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Experimental Typography - Aether

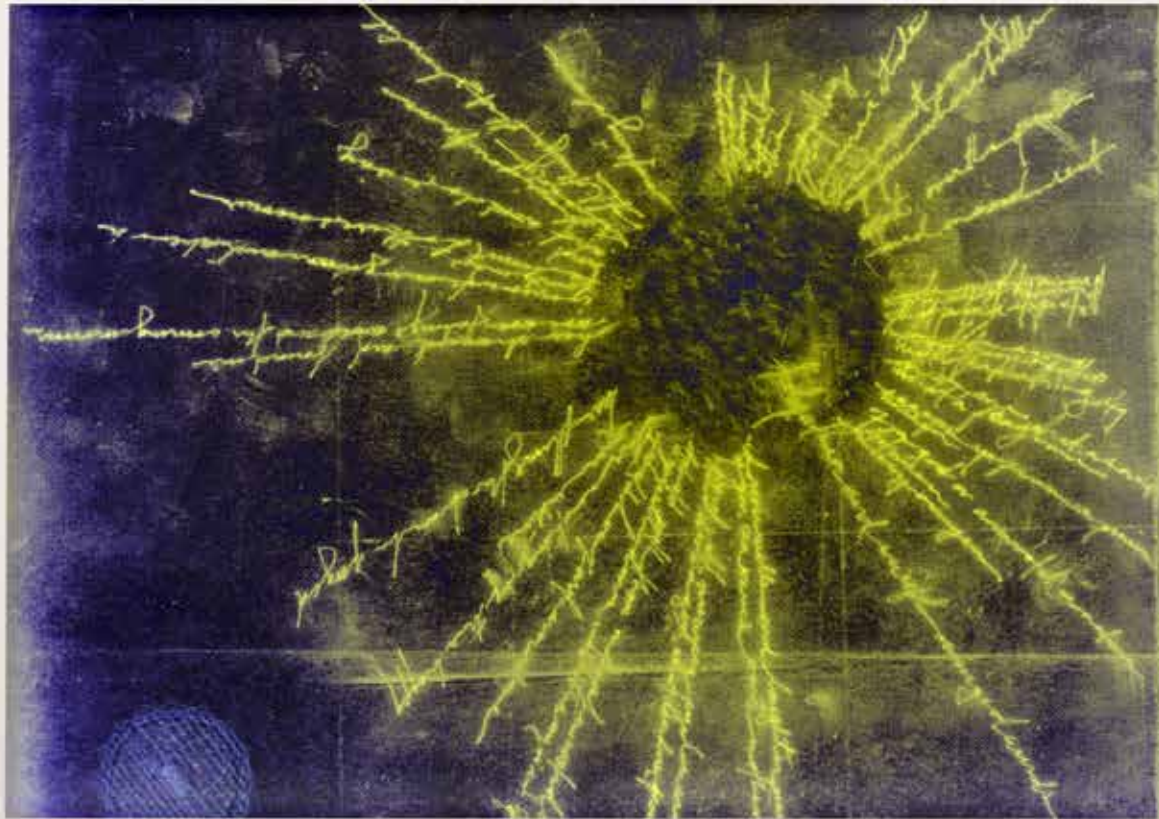
Client: **George Brown College**

Media: **Digital Print**

Method: **Ink, Photoshop, Illustrator**



ART DIRECTION
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Experimental Typography - Fire

Client: **George Brown College**

Media: **Digital Print**

Method: **Ink, Photoshop, Illustrator**



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Web Design & Development

Client: **Intragreen Roofing Systems Inc.**

Media: **Website & Social Media**

Method: **Wordpress CMS, HTML, CSS, PHP**



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GESTALT THEORY

The word *Gestalt* simply means *pattern* in German. Gestalt psychologists produced a set of Gestalt Laws of pattern perception. Originally the psychological theory was established by Wertheimer, Kohler and Koffka. They saw objects within an environment being perceived both as individual elements and as a global construct. The whole is the "gestalt" and the theory attempts to explain how humans naturally perceive each whole.

The claim is that we can isolate principles of perception as seemingly innate mental laws, which determine the way in which objects are perceived. Gestalt theorists were intrigued by the way our mind perceives wholes out of incomplete elements (Brehmer 1984, Muller & Sano 1999). "To the Gestaltists, things are affected by what they are and by what surrounds them... so that things are better described as more than the sum of their parts." (Brehmer 1984, p. 49). Gestaltists believed that context was very important in perception.

While the mechanisms proposed by these researchers to explain the how have not withstood the test of time, the laws themselves have proved to be of enduring value in visual design.

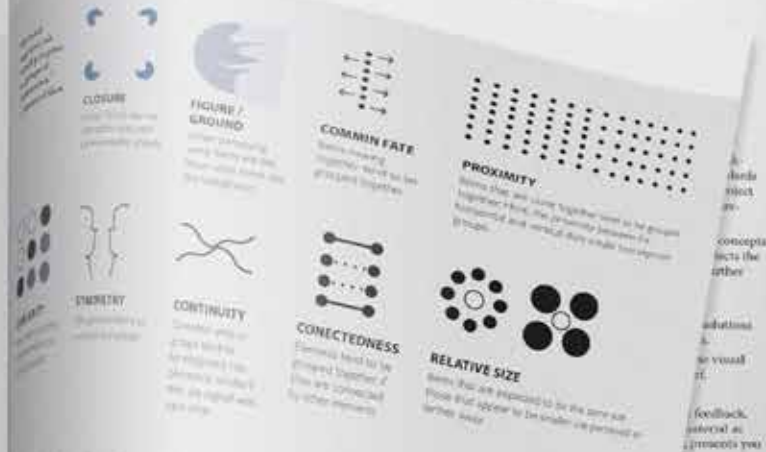
In visual design, the Gestalt laws are used as principles for information display, proximity, similarity, closure, continuity, relative size, and common fate.

An easy-to-understand example of this is a simple line drawing of a face. The eyes are represented by two dots, the nose by a single dot, and the mouth by a curved line. The Gestalt laws of perception help us to understand how we perceive this simple drawing as a face.

To Queen St. Easton Centre



GESTALT



VISUAL UNITY

Visual unity is the quality of a design that makes it appear as a single, unified whole. It is achieved by using a variety of visual elements, such as color, line, and shape, to create a sense of harmony and balance.

The designer's job is to create a visual unity by using the laws of perception. The designer must create a sense of harmony and balance by using a variety of visual elements, such as color, line, and shape, to create a sense of unity.

but the viewer is already attempting to find some coherent pattern and unity. This is one of the conclusions from studies in the area of perception. Since early in the twentieth century, psychologists have done a great deal of research on visual perception, attempting to discover just how the eye and brain function together (Ware 2001). Most of this research is, of course, very technical and scientific, but it is useful for the designer to understand some of the basic findings. The most widely known of these perception studies is called the Gestalt theory of visual psychology.

DESIGN PROCESS

Web Design & Development

Client: **Intragreen Roofing Systems Inc.**

Media: **Website & Social Media**

Method: **Wordpress CMS, HTML, CSS, PHP**



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SPACE IN DESIGN

Space is the absence or void between or around things. Space separates or unites, highlights, and gives the eye a visual rest, increasing the appeal of a composition through subtle means. We live in a three-dimensional world of depth.

When we look around us, some things seem closer, some further away. The term is also used by musicians to indicate silence within a piece. Space can be used to:

- Give the eye a visual rest.
- Create ties between elements.
- Highlight an element.
- Put a lot of white space around something.
- Important to call attention to it.
- Make a layout easy to follow.
- Make type as legible as possible.

OVERLAPPING

When objects are partially obscured by other objects in front of them, we perceive them as further back than the covering objects. We do not see them as inconspicuous forms, just further back.

DETAIL (AERIAL OR ATMOSPHERIC PERSPECTIVE)

Atmospheric perspective creates an illusion of distance by showing objects which are further away gradually lose their distinct features. They fade into the background, becoming darker and less distinct.

SIZE & VERTICAL LOCATION

Smaller objects in our experience feel smaller when they are further away. The easiest way to show depth is to make size of objects, with close objects being larger and more distinct, objects further away being smaller. As well, we perceive things as higher on the page and screen being further away than things that are in the forefront of a picture.

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Design Process

DESIGN

DEVELOPMENT

- The designer reviews the brief back-ground material and identity standards to ensure understanding of the project context and your corporate requirements.
- The designer develops the draft concepts and preliminary designs and selects the most appropriate options for further development.

PRESENTATION

- The designer presents visual solutions and explains design decisions.
- Together you will evaluate the visual presentation against the brief.
- Refinement.
- Following your review and feedback, the designer amends the material as required and, if necessary, presents you with new design(s).

ARTWORK

- Your designer prepares the artwork files and provides a proof (email or hard-copy).
- You either approve the artwork by signing the proof, or mark-up changes you'd like to make.
- A further proof is provided if required.
- Any "author's corrections" (client requested changes to content already provided which may include additional charges) these should be detailed in any quote conditions provided with your initial quote.

PRODUCTION

The designer forwards the artwork to a commercial printer.

- The designer views the printer's proof and passes the proof on to the client for approval.
- In some cases, the designer can conduct a "press check" of the printed sample while the job is running on the printing press.

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Brand Identity

Client: **Intragreen Roofing Systems Inc.**

Media: **Logos & Wordmarks**

Method: **Illustrator**



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**FLAT ROOF
REPLACEMENT.ca**

intraGreen
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Web Design & Development
 Client: **Intragreen Roofing Systems Inc.**
 Media: **Website & Social Media**
 Method: **HTML, CSS, PHP**



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 MULTIMEDIA DESIGN
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ART DIRECTION
MULTIMEDIA DESIGN
WEB DEVELOPMENT



Web Design & Development

Client: **Intragreen Roofing Systems Inc.**

Media: **Website & Social Media**

Method: **Wordpress CMS, HTML, CSS, PHP**



Web Design & Development

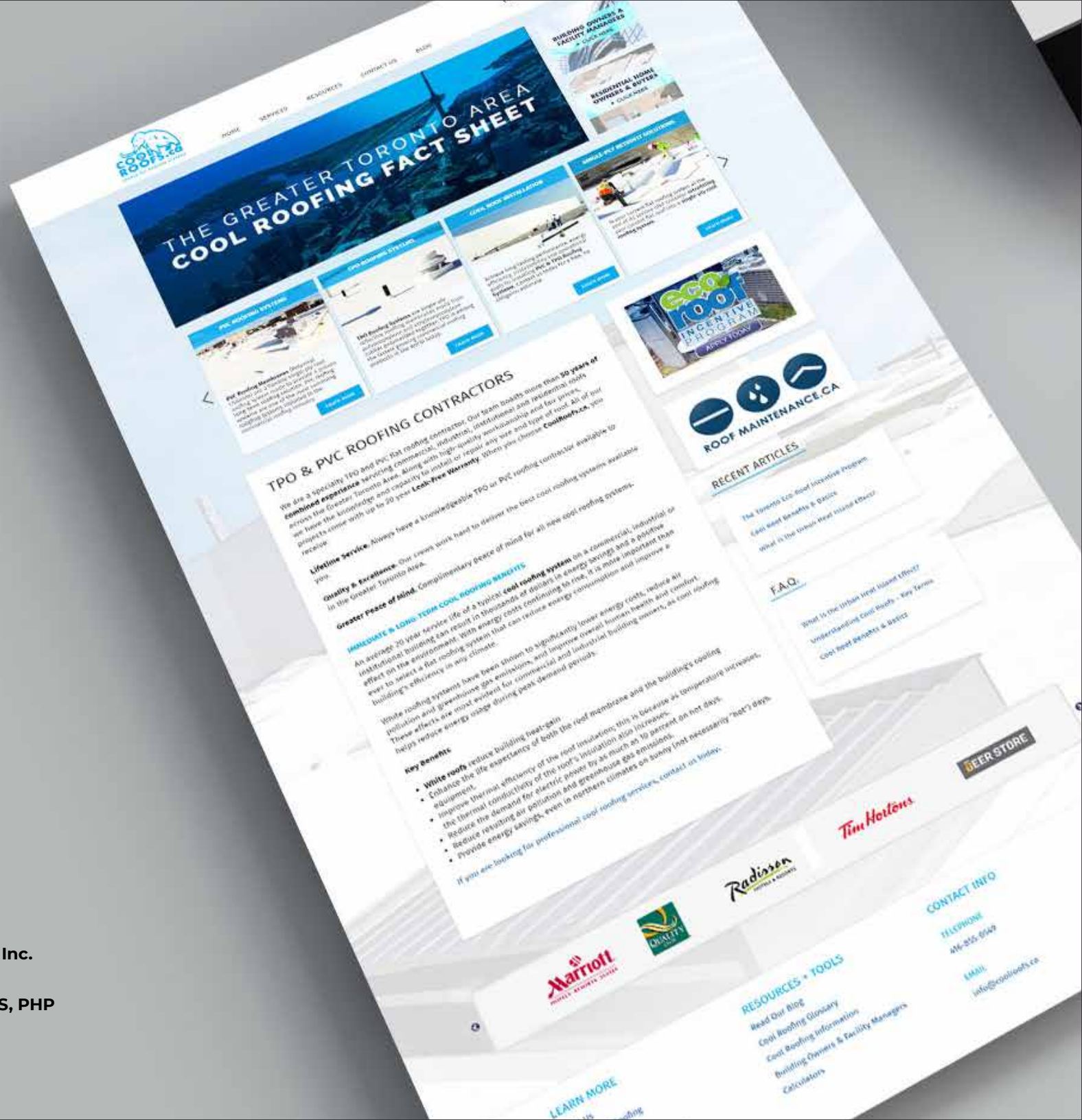
Client: **Intragreen Roofing Systems Inc.**

Media: **Website & Social Media**

Method: **Wordpress CMS, HTML, CSS, PHP**



ART DIRECTION
MULTIMEDIA DESIGN
WEB DEVELOPMENT



Web Design & Development

Client: **Intragreen Roofing Systems Inc.**

Media: **Website & Social Media**

Method: **Wordpress CMS, HTML, CSS, PHP**

Brand Identity

Client: **Intragreen Roofing Systems Inc.**

Media: **Vehicle Wrap**

Method: **Photoshop**



ART DIRECTION
MULTIMEDIA DESIGN
WEB DEVELOPMENT

Brand Identity

Client: **Intragreen Roofing Systems Inc.**

Media: **Vehicle Wrap**

Method: **Photoshop**



ART DIRECTION
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Advertising

Client: **Intragreen Roofing Systems Inc.**

Media: **Direct Mail - 6x9 Postcard**

Method: **Photoshop**



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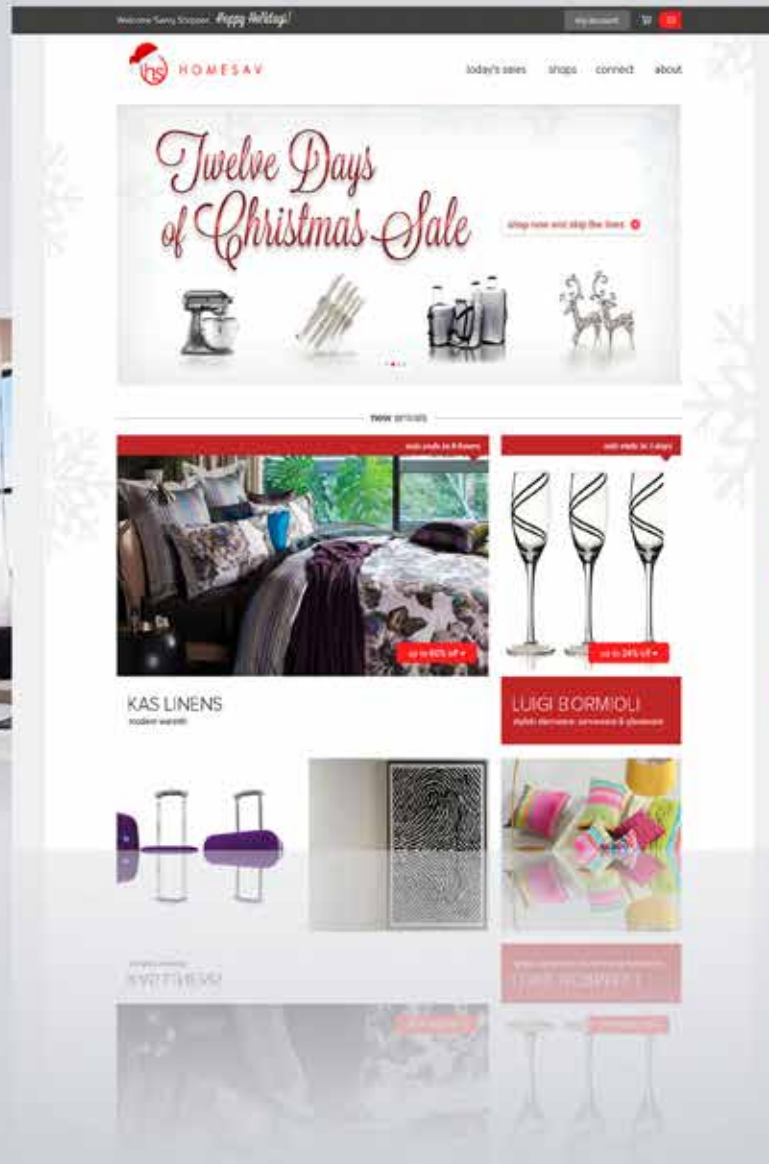
ART DIRECTION
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WEB DEVELOPMENT

Web Design & Development

Client: **HomeSav Canada**

Media: **Layout, Landing Pages**

Method: **JavaScript, HTML, CSS**



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WEB DEVELOPMENT



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MULTIMEDIA DESIGN

WEB DEVELOPMENT

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