



ART DIRECTION

MULTIMEDIA DESIGN

WEB DEVELOPMENT

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✉ [paolocastro@gmail.com](mailto:paolocastro@gmail.com)



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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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ART DIRECTION

MULTIMEDIA DESIGN

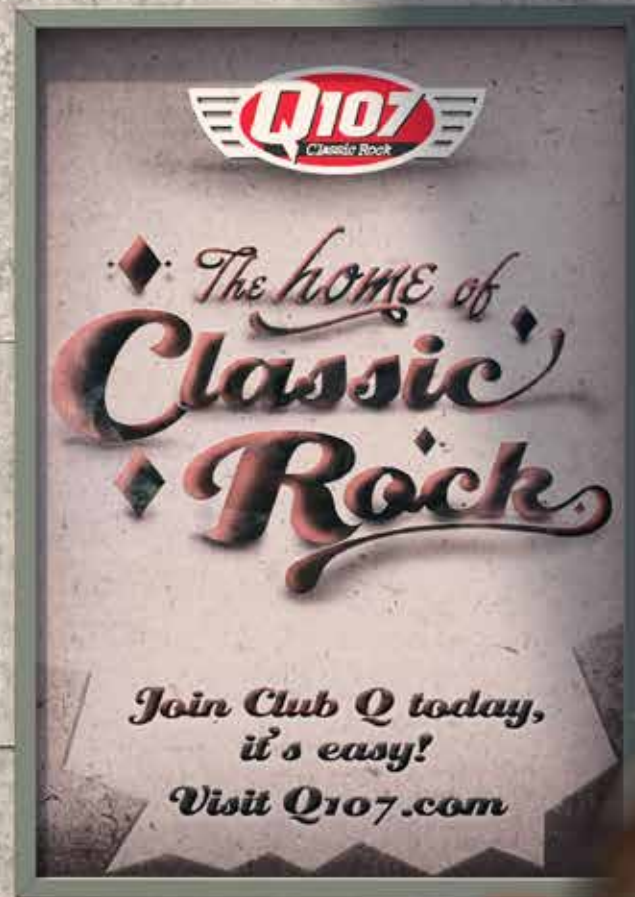
WEB DEVELOPMENT

## Advertising

Client: **Q107 Toronto**

Media: **Poster - Vertical**

Method: **Photoshop**



## Advertising

Client: **The Fan 590**

Media: **Poster, City - Vertical**

Method: **Illustrator, Photoshop**



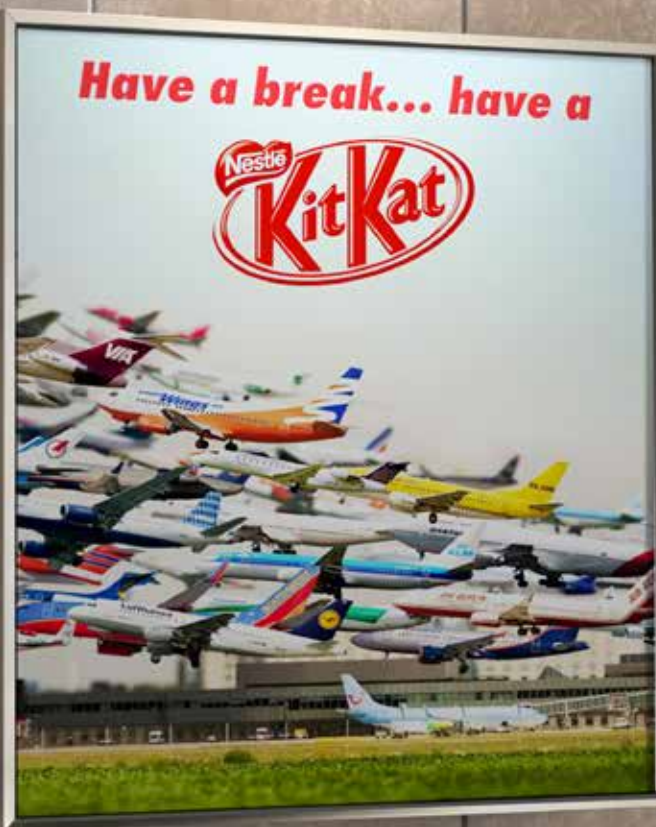
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**Advertising**

Client: **Kit Kat**

Media: **Poster - Square**

Method: **Illustrator,  
Photoshop**



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## Experimental Typography - Aether

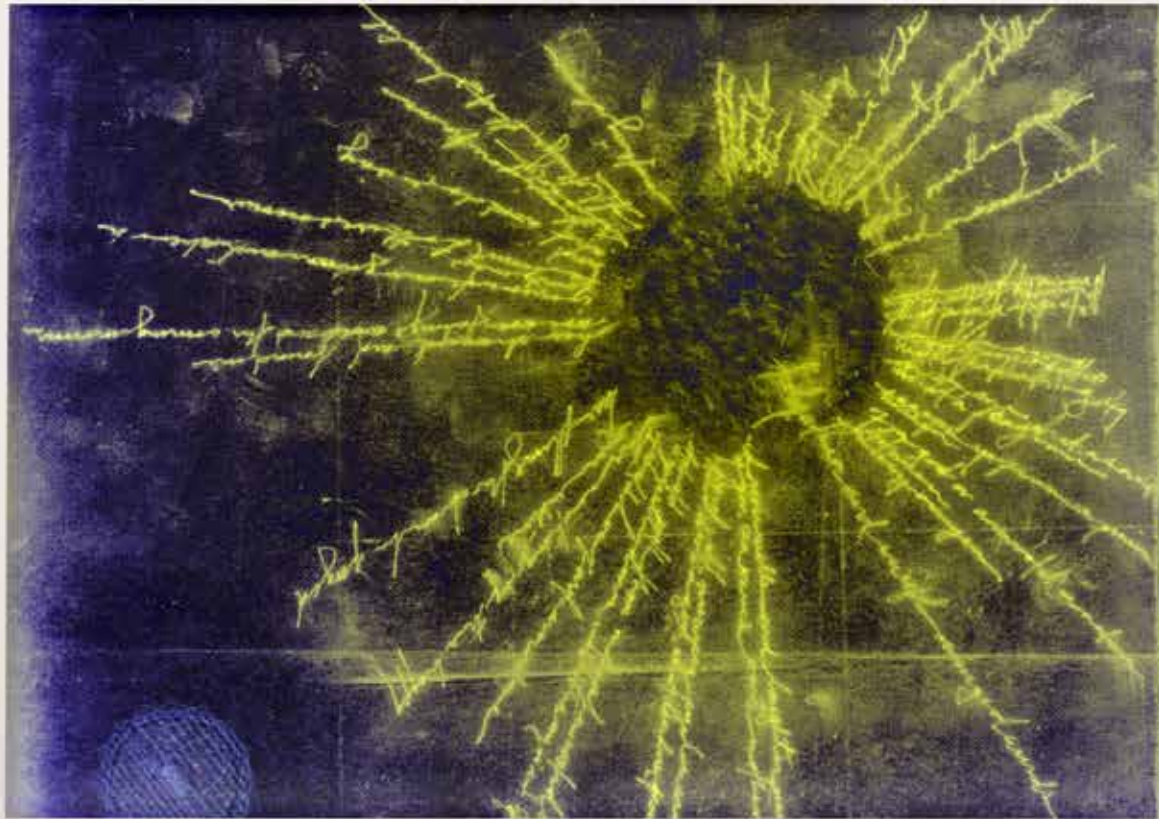
Client: **George Brown College**

Media: **Digital Print**

Method: **Ink, Photoshop, Illustrator**



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## Experimental Typography - Fire

Client: **George Brown College**

Media: **Digital Print**

Method: **Ink, Photoshop, Illustrator**



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## Music Therapy For Autistic Children

Client: **George Brown College**

Media: **Brochure - Gate Fold**

Method: **Illustrator, InDesign, Photoshop**



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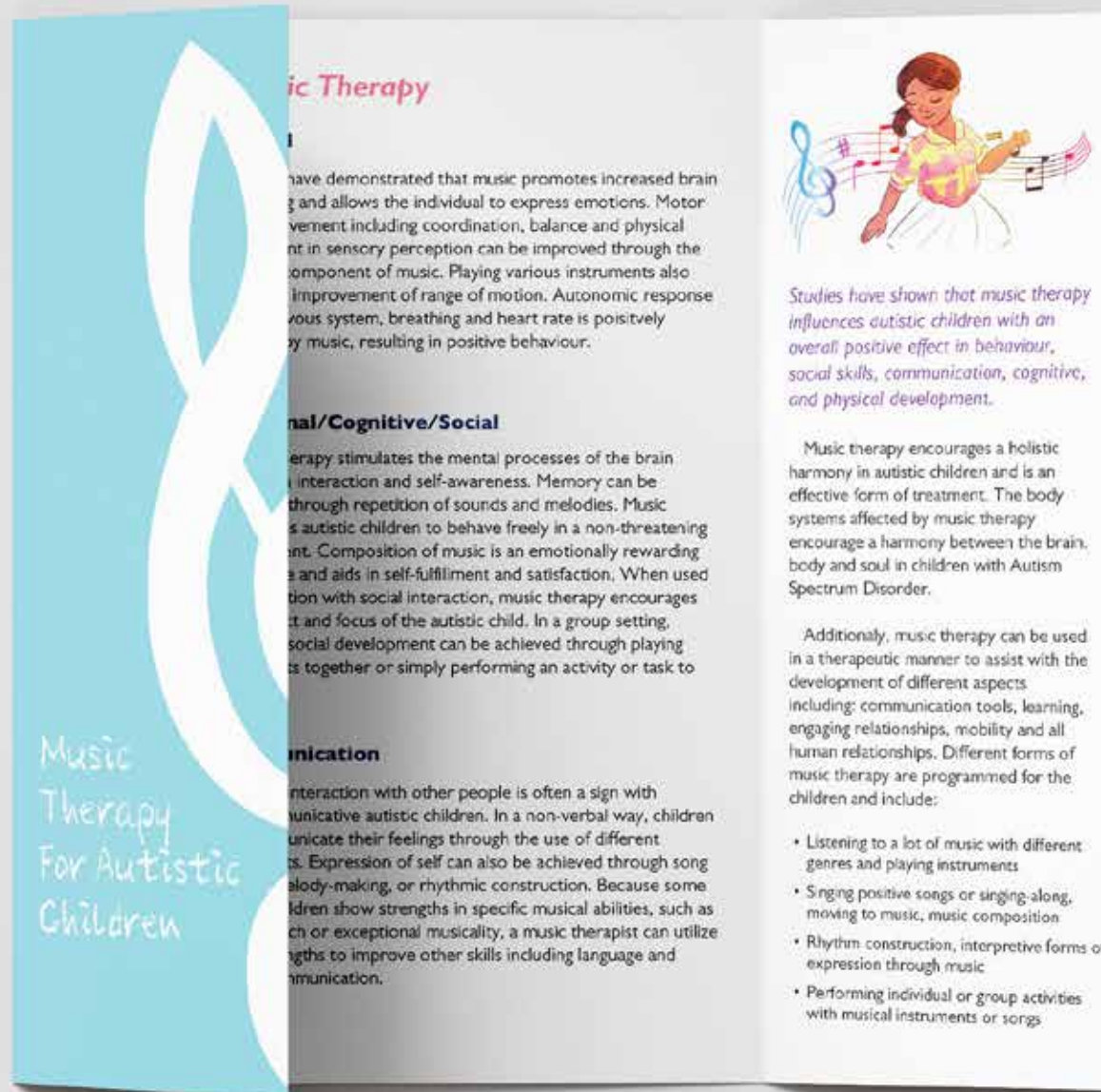


## Music Therapy For Autistic Children

Client: **George Brown College**

Media: **Brochure - Gate Fold**

Method: **Illustrator, InDesign, Photoshop**



ART DIRECTION  
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# Music Therapy For Autistic Children

Client: **George Brown College**

Media: **Brochure - Gate Fold**

Method: **Illustrator, InDesign, Photoshop**

## How can Music Therapy be used in the Treatment of Children with ASD?



Autism Spectrum disorder is a neurological developmental disability that affects communication, social abilities and behaviour. Autism is usually diagnosed at 1-3 years of age, thus, treatment is effective at almost any age. Due to its non-threatening, non-invasive and non-verbal elements of music as therapy, it is well suited for autistic children.

*"Music as a universal language can provide auditory, visual and tactile stimulation for autistic children."*

## Benefits of Music Therapy

### Physical



Studies have demonstrated that music promotes increased brain functioning and allows the individual to express emotions. Motor skill improvement including coordination, balance and physical engagement in sensory perception can be improved through the rhythmic component of music. Playing various instruments also aids in the improvement of range of motion. Autonomic response of the nervous system, breathing and heart rate is positively influenced by music, resulting in positive behaviour.

### Emotional/Cognitive/Social



Music therapy stimulates the mental processes of the brain involved in interaction and self-awareness. Memory can be improved through repetition of sounds and melodies. Music encourages autistic children to behave freely in a non-threatening environment. Composition of music is an emotionally rewarding experience and aids in self-fulfillment and satisfaction. When used in conjunction with social interaction, music therapy encourages eye contact and focus of the autistic child. In a group setting, increased social development can be achieved through playing instruments together or simply performing an activity or task to music.

### Communication



Limited interaction with other people is often a sign with non-communicative autistic children. In a non-verbal way, children can communicate their feelings through the use of different instruments. Expression of self can also be achieved through song writing, melody-making, or rhythmic construction. Because some autistic children show strengths in specific musical abilities, such as perfect pitch or exceptional musicality, a music therapist can utilize these strengths to improve other skills including language and verbal communication.



*Studies have shown that music therapy influences autistic children with an overall positive effect in behaviour, social skills, communication, cognitive, and physical development.*

Music therapy encourages a holistic harmony in autistic children and is an effective form of treatment. The body systems affected by music therapy encourage a harmony between the brain, body and soul in children with Autism Spectrum Disorder.

Additionally, music therapy can be used in a therapeutic manner to assist with the development of different aspects including: communication tools, learning, engaging relationships, mobility and all human relationships. Different forms of music therapy are programmed for the children and include:

- Listening to a lot of music with different genres and playing instruments
- Singing positive songs or singing-along, moving to music, music composition
- Rhythm construction, interpretive forms of expression through music
- Performing individual or group activities with musical instruments or songs



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## Music Therapy For Autistic Children

Client: **George Brown College**

Media: **Brochure - Gate Fold**

Method: **Illustrator, InDesign, Photoshop**



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WEB DEVELOPMENT





## 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. Objects fade into the background, becoming less distinct and more atmospheric.

### 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, and objects further away being smaller and less distinct. As well, we perceive objects as higher on the page and more important further away that objects which are in the foreground of a picture.

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### 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 (canal in 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 as 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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**Web Design & Development**  
 Client: **Intragreen Roofing Systems Inc.**  
 Media: **Website & Social Media**  
 Method: **HTML, CSS, PHP**



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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  
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## Brand Identity

Client: **Intragreen Roofing Systems Inc.**

Media: **Vehicle Wrap**

Method: **Photoshop**



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## Advertising

Client: **Intragreen Roofing Systems Inc.**

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

Method: **Photoshop**



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## Brand Identity

Client: **Decadance Bistro**

Media: **Logo Design**

Method: **Illustrator**



ART DIRECTION

MULTIMEDIA DESIGN

WEB DEVELOPMENT







## Brand Identity

Client: **Decadance Bistro**

Media: **Logo Design + Outdoor Signage**

Method: **Illustrator**



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## Brand Design

Client: **Decadance Bistro**

Media: **Packaging, Promotional**

Method: **Illustrator, Photoshop**



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MULTIMEDIA DESIGN  
WEB DEVELOPMENT



## Advertising

Client: **Decadance Bistro**

Media: **Poster, City - Vertical**

Method: **Illustrator, Photoshop**



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MULTIMEDIA DESIGN

WEB DEVELOPMENT



## Brand Identity

Client: **Talavera General Inc.**

Media: **Logo Design**

Method: **Illustrator**



ART DIRECTION

MULTIMEDIA DESIGN

WEB DEVELOPMENT





## Web Design & Development

Client: **Talavera General Inc.**

Media: **Website & Social Media**

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



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WEB DEVELOPMENT



## Web Design & Development

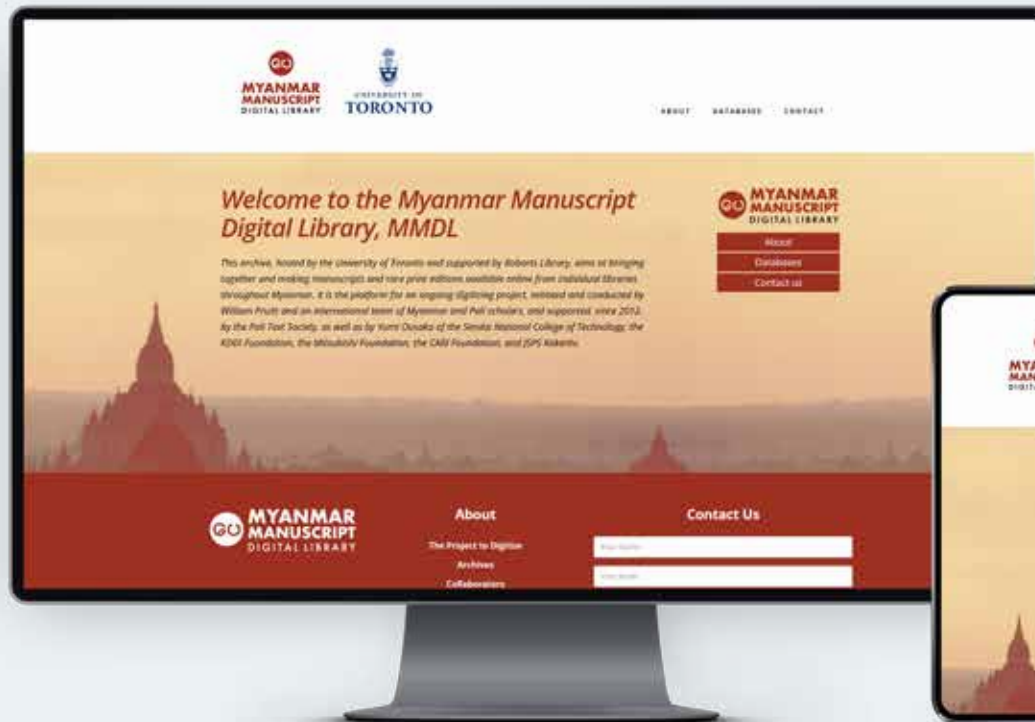
Client: **MMDL - University of Toronto**

Media: **Website**

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



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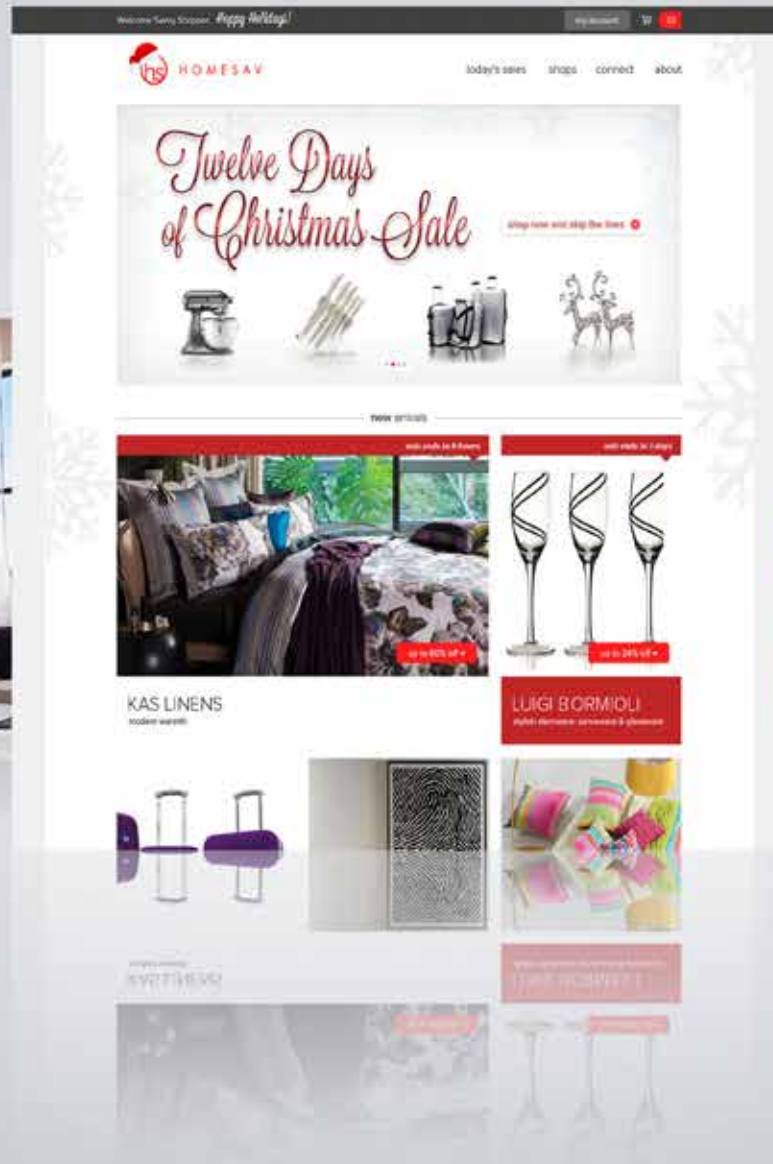


## Web Design & Development

Client: **HomeSav Canada**

Media: **Layout, Landing Pages**

Method: **JavaScript, HTML, CSS**



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