Roxanne Baril-Bédard

Portfolio of selected works

Fall 2016

Branding + PR /
Projet de Rêve + SMCL

Lynn Hughes, my lab director, has approached me to help her organize and promote a residence restitution event. TAG hosted two French game designers and a playwright teaching at École Nationale de Théâtre. I had to create logo and layouts for Eventbrite, Facebook, and a press communiqué.

Soirée Mode Collège Lasalle is a fashion show held in Montréal for which I coordinated their social media presence and their communication. I curated their Instagram and created a brand bible, conjunctly with the other graphic designer on the project, to communicate a unifying vision to the large student team of organizers.

POSITION
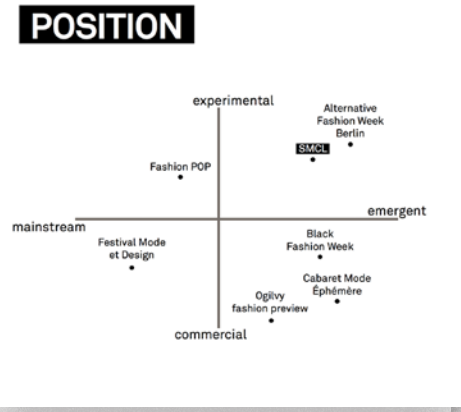
SMCL IS
A SPACE OF
PROBABILITY.

SMCL EST
UN ESPACE
DE PROBABLES.
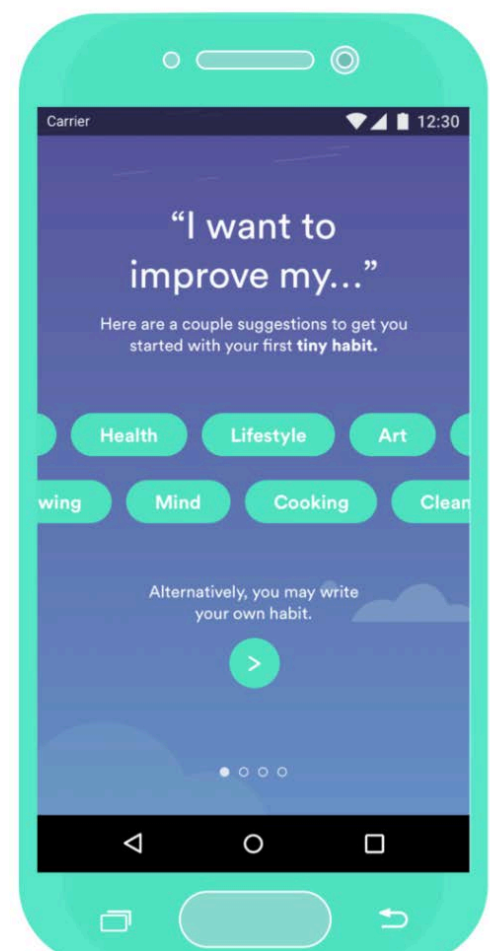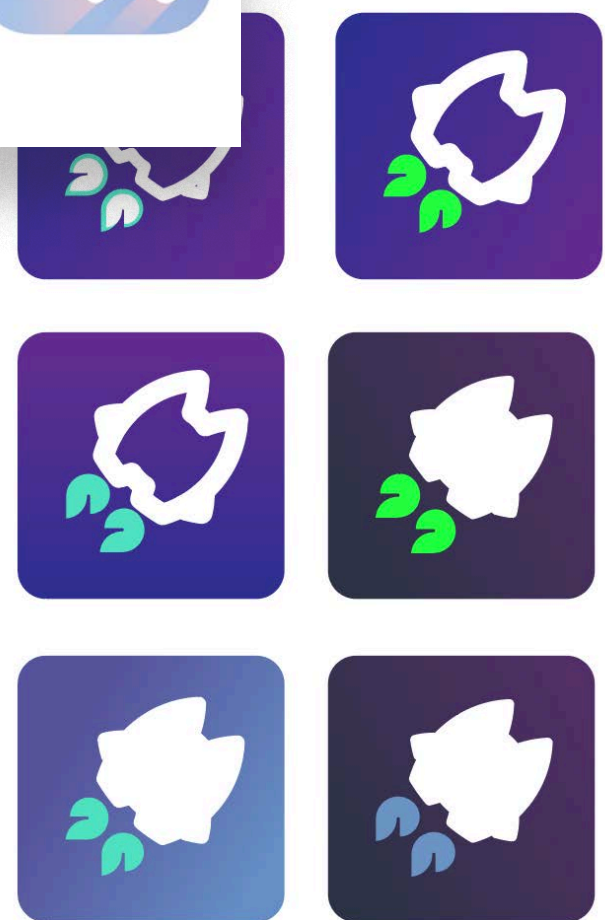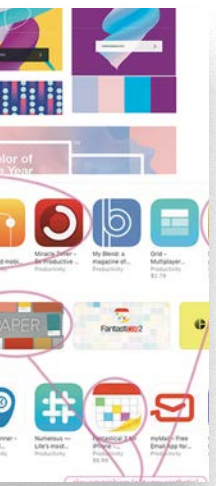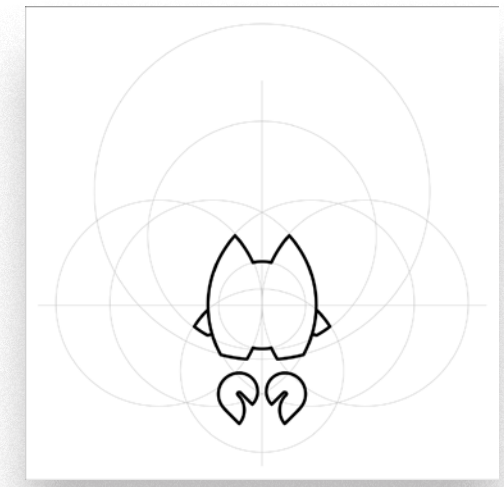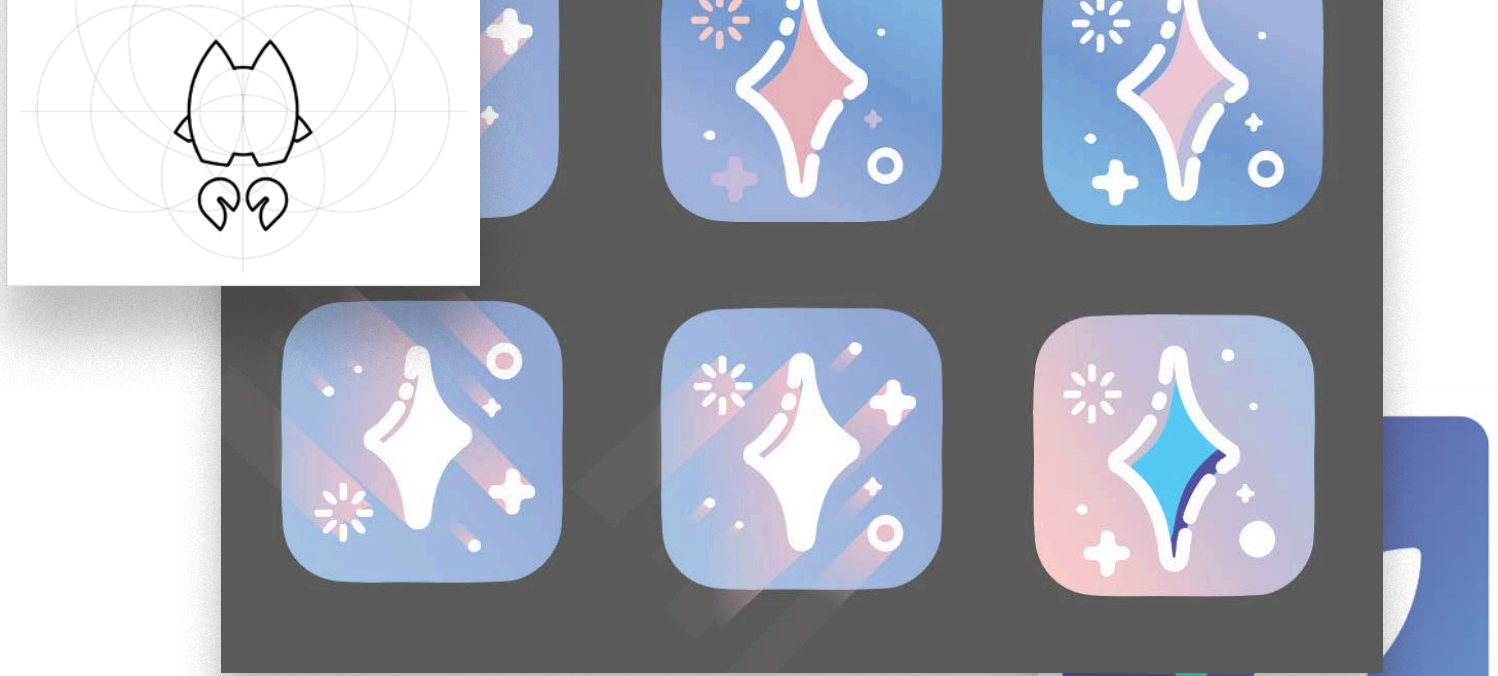
Branding /
Twinkle + Jetpack

During a Startup Weekend, I joined a team that aimed to make an app which encouraged people to create tiny habits for themselves. The theory is that small actions lead to big change, incrementally. Drinking a sip of water everytime you stand from your desk, and soon enough you will have drunk all daily recommended glasses.

That weekend, my UX/UI designer friend Matt Preston and I also pitched a project I have been caressing for some time. Desperate in the face of corporate design of time-keeping apps, and distressed by their office-culture coldness, I wanted to make an app that is first and foremost pleasing to use, like quality stationary, as well as caring and soothing.

twinkle

[twing-kuh l]

"I want to improve my…"

Here are a couple suggestions to get you started with your first **tiny habit**.

Health   Lifestyle   Art

wing   Mind   Cooking   Clean

Alternatively, you may write your own habit.

Branding / MUG

In collaboration with co-founders of the Milieux Undergraduate Group, Bianca Su, Pandora Alcorn and I created a visual identity that represented the vitality of Milieux research clusters. The logo is formed of cores and bridges, capturing the interdisciplinary nature of the different living labs, which operate at the intersections between art and technologies. The background patterns have been created through harnessing the procedural generative potential of Adobe Photoshop.

MUG is an undergraduate student association that aims to encourage research-creation, community-driven skill sharing workshops, and critical discussion concerning art and technological fields.

It offers undergraduate students venues and opportunities to participate in collaborative interdisciplinary research and projects-based learning initiatives across faculties, while promoting critical thought. It bridges the different level of academic involvement, working in tandem with the Milieux research center and its innovative ambitions.

mugconcordia.tumblr.com
mug.concordia@gmail.com
/MUGConcordia
@mugconcordia

POLLY

jaune aigu

rouge   éclat

couleurs

Costume Design/
Suprematism + Threepenny Opera

Asked to choose an art movement and materialize its philosophy through
garments, I explored the idea of Suprematism, a school led by Malevich.
Since his practice aimed to liberate the paint pigments from representa-
tive constraints, I set to find a way to let fabric express itself unrestrained.

We were also presented Brecht's Beggar's Opera, for which we were asked
to design stage costumes and an original look to tie the universe and its
symbolism tightly together. Inspired by the tension between authority
and personal freedom, I imagine a monochromatic, minimalist western
world. Polly had to exude a simplicity and a naive optimism.

Costume Design / Pur 3D

Asked to imagine a futuristic tribe, we had to conceptualize characters, with constraints in palette and fabric. I set to design a priestess, symbolized by a spherical mysticism and light insets in the sole of her platform shoes. With the imposed organza, I devised an organza mâché spherical cape, rigid and transluscent.

Transcendantal Architecture

Roxanne Baril-Bédard

A Foray into Deep Time Semiotics

Temple Grounds

A birds eye view shows intricate paths crossing, representing the high energy of the place and lending it an ominous aura.

A lack of road or clear entryway aims to suggest the inhospitability of the site.

Monolith
Whistling Walls
Cube
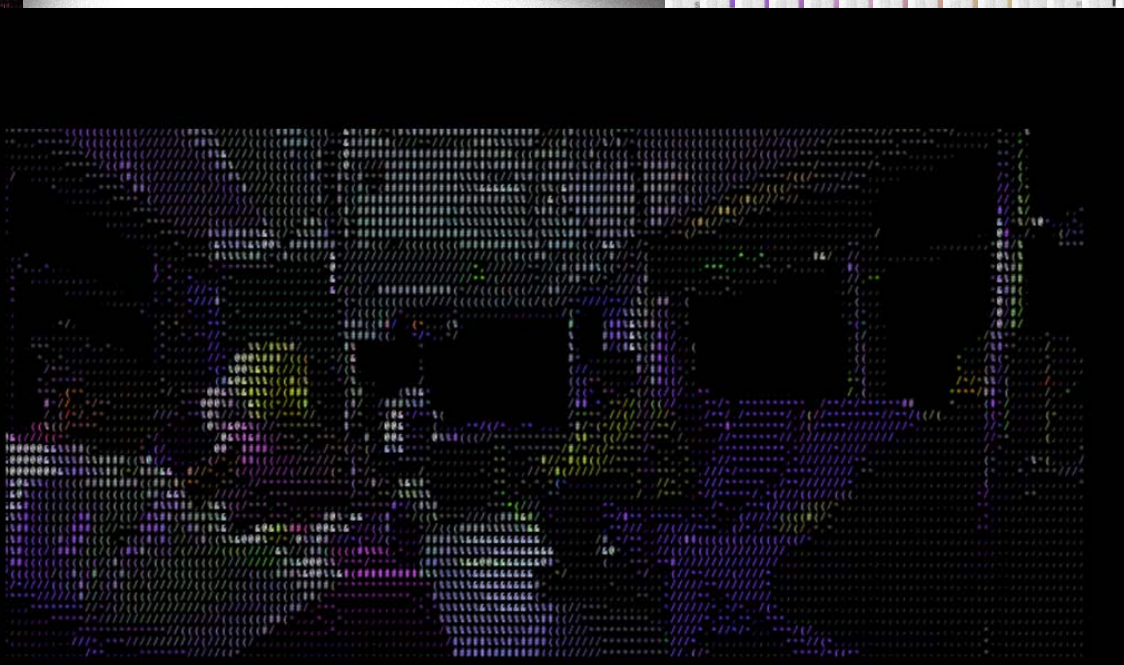Electron Spheres
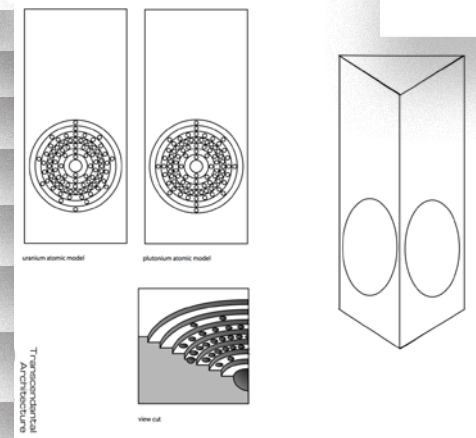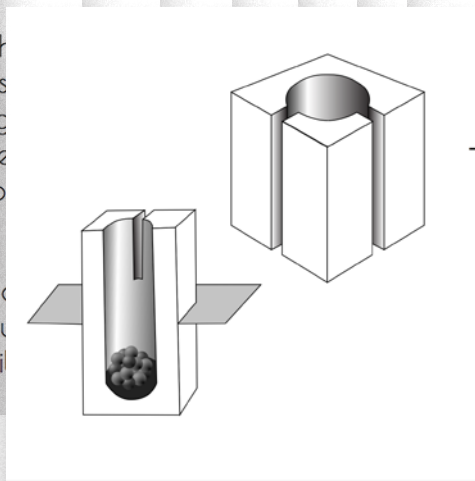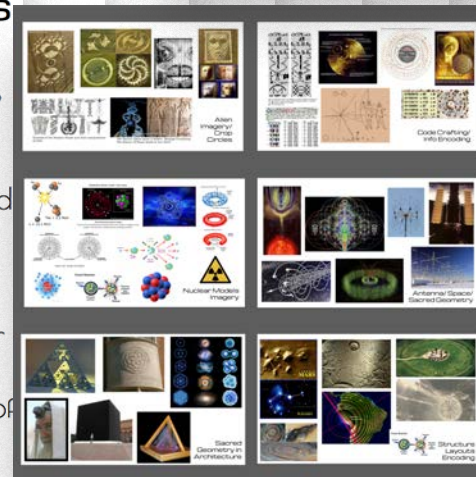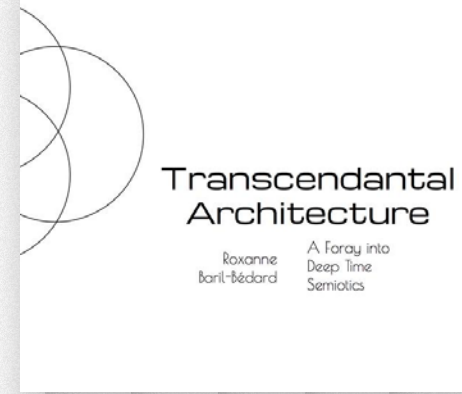
Speculative Spatial Design/ Deep Time

This project was conceived on a 48 h period during a Design Jam of the Speculative Play project. Herded by Christopher Moore, Pippin Barr and Rilla Khaled, participants mused about the meaning and consequences of time on meaning and consequences.

The fundational axioms explored were: that the best way to allow narratives and information to traverse time is to imbue it with a sacred character; that rock is steady, and we can confide in it; and that sciences and mathematics are used when conceptualizing communication with the astral beyonds. As above, so below.

Generative Syntax/
Existential Dread Bot

Fascinated by definitions of consciousness, of identity, both perceived and performative, and of collective consciousness, I set to design a bot that emoted ontological anxiety.

This proves to be an interesting performance for a bot, since emotionality is not usually associated with their algorithmic nature. Many twitter users find the performance relatable. Its tweet have been used in a short existential frogger game by my friend, where the frog question its purpose.

existential dreadbot @dokidokiporo · 59m
Ejaculate your anemic complaisance. Security doesn't exist. Hyperventilate your anxiety.

existential dreadbot @dokidokiporo · 2h
raw self-deprecation. blasphemy. inertia. abusive fear.

existential dreadbot @dokidokiporo · 3h
anguished fear. suicidal ideation. void. anguished ambivalence.

existential dreadbot @dokidokiporo · 4h
Bite a fucking bullet. Why you? WELL

existential dreadbot @dokidokiporo · 5h
Ejaculate your ecstasy, breed your miserable self-deprecation. You're a failure.

existential dreadbot
@dokidokiporo

I know it's not worth it. Don't try to convince me otherwise, or I'll resent how you invalidate me. @metanymie's psyche - but are feels unique, are they shared?

the void screaming your name
Joined January 2016

Tweet to existential dreadbot

TWEETS 7,393   FOLLOWERS 39

Tweets   Tweets & replies   Media

looking at you straight in the eyes, and stands up:

"I said: it is unfair that you accuse every boy

After some google maps nitty gritty, you hop on the soonest bus, and take an avaliab
seat – luckily, there are many. You allow yourself to waste some time playing silly ga
on your phone.

...ubody's minding their own business, heads bobbing as they look outside the dirty
...ms, lost in thought. You unlock a level or two, tapping and swiping away.
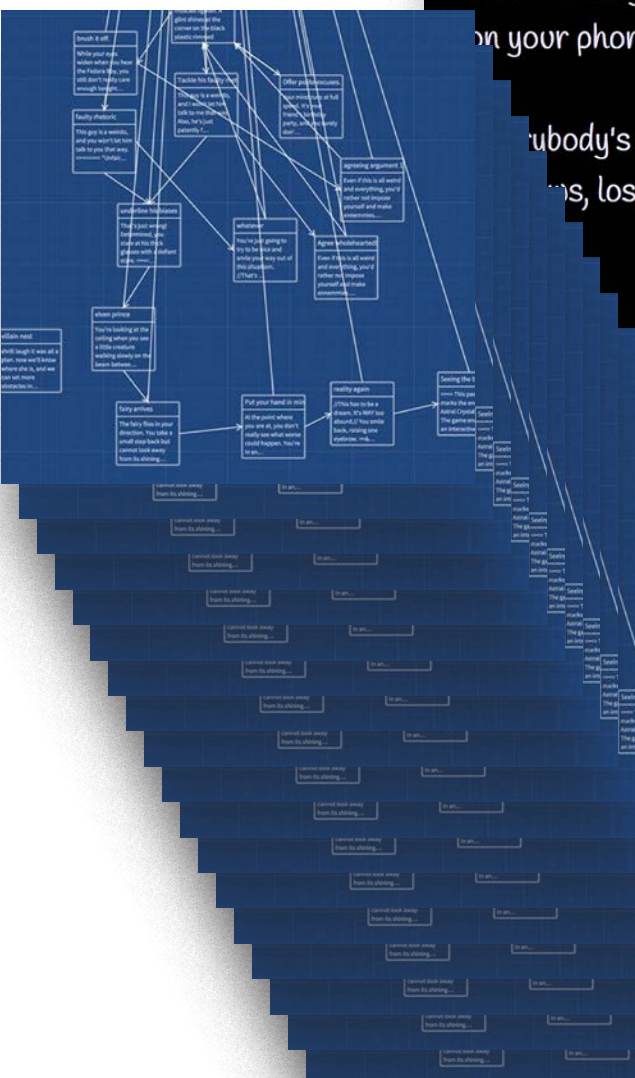
Game Design/
Astral Crystal

In winter 2016, I had been selected to participate in the women digital skills incubator Pixelles. During the course of two months, participants faced the complex task of learning the basics of game-making.

My ambition for this project was to remediate the practical knowledge of rhetorics found online in list formats. It was my first forray into procedural rhetoric. I want to make a 'splainer-kédex.
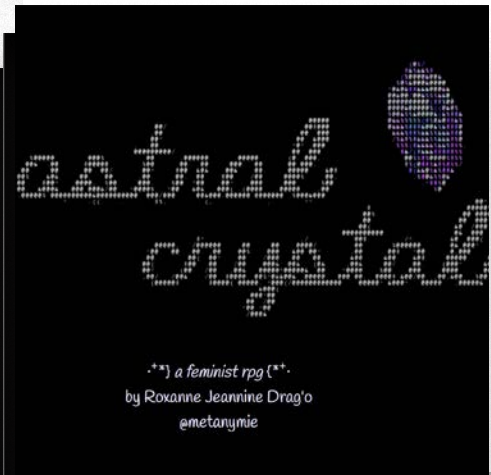
ght, and you are browsing through you

astral
crystal

·*) a feminist rpg (*·
by Roxanne Jeannine Drag'o
@metanymie
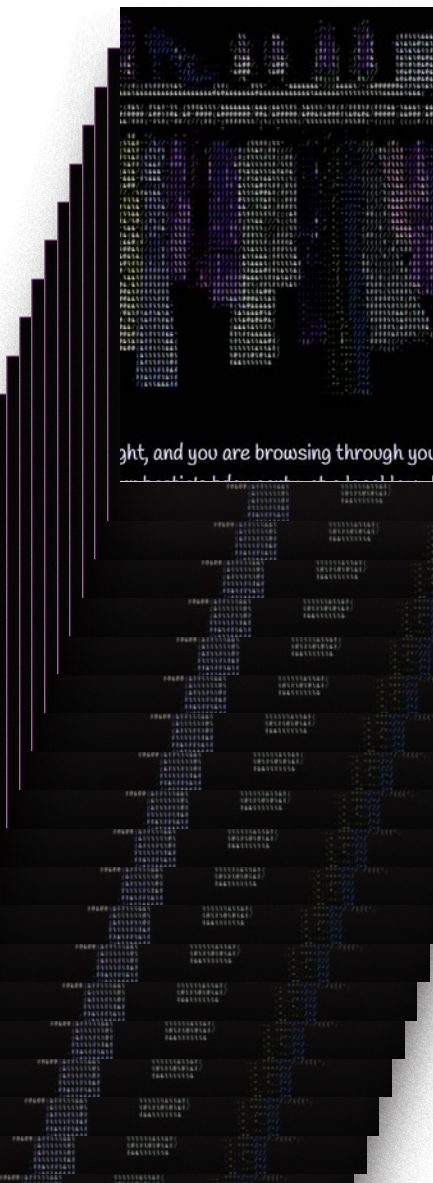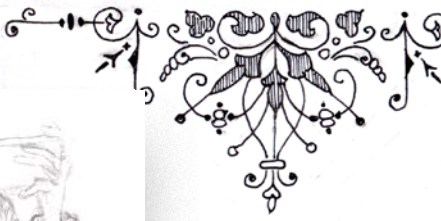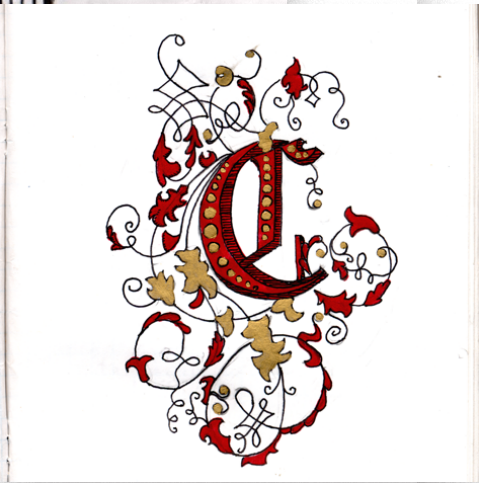
Drawing Study/
Engraving and model

In order to sharpen my eyes, and in hopes of integrating elegance and refinement in my pencil strokes, I am studying engraving illustrations and enluminures.

There is something entrancing in horror vacui patterns and arabesques.