

1.

My name is Michael DeMarco and I'm a sixteen year-old graphic designer attending McNally High School. I first became interested in graphic design after taking a mix of visual communications classes in junior high, working with Photoshop and Illustrator to create simple projects. That sparked a creative drive for me, and ever since I've expanded my portfolio and diversified my talents.



In junior high, I played around with logo design in particular. I created a logo for my blog, www.michaeldemar.co, and tons of little graphics that I distributed online. In high school, I found infinite room to play, design, and flourish as a designer. I created advertisements for our school's Pancake Breakfast, and afterwards was provoked to do the branding for our Bike-a-Thon, Junior High Leadership Conference (in which I worked with Karen Schiltz, graphic designer for Classic Landscapes), and Heritage Festival. I created branding for my initiatives, such as Book Club, our volunteering club, MASSIVE, and school newspaper. I even got approached by our school's media team to create a logo, which is now used by our photograph teacher as an email signature.

Two of the largest projects I've ever undertaken came with my work with the Student Senate and Canadian Student Leadership Conference. For the latter, I worked with a talented graphic designer contracted by Harry Ainlay who walked me through the design process. He worked with my logo designs when eventually drafting our final conference branding. For Student Senate, I was a member of the 'Time Management' committee, whose primary focus was creating a resource for students to combat procrastination. However, we identified the radical shift toward online resources as unfortunate, and wanted to pursue something physical. After spending roughly two months drafting content and working with experts in our district, I was tasked with designing the brochures. With only skills in Adobe Premiere, After Effects, Illustrator, and Photoshop, I realized I had plenty of learning to do. I spent the first two-weeks of my one month task learning InDesign. After I felt comfortable with the software, I began creating assets in Illustrator. With approximately one week left, I finally began the official design. Operating under certain constraints, such as a maximum of three colors, and an amount of content to fit, the brochures were complete. We printed off 600 copies for each school in EPSB, and the district anticipates schools will be re-ordering them for years to come.

Above all, I am a passionate creator. I give myself to each project I pursue, and that has dramatically improved the quality of my work. Moreover, having worked with graphic designers in the past, I understand how valuable mentorship is, and would love the opportunity to learn while also getting to work on new and valuable projects.

2.

Volunteer Work

- Pancake Breakfast advertising, McNally High School
- Bike-a-Thon logo and branding, “
- Junior High Leadership Conference logo and branding, “
- Heritage Festival branding, “
- Book Club branding, “
- MASSIVE Volunteering branding, “
- School newspaper content design, “
- Media Team logo and branding, “

- Canadian Student Leadership Conference logo and branding, EPSB
- Student Senate Time Management Brochures, “

Miscellaneous projects and design available on www.michaeldemarco.ca.

Experience

- Adobe Illustrator, 5 years
- Adobe Photoshop, 4 years
- Adobe Premiere & After Effects, 2 years
- Adobe InDesign, 1/2 year

3.

All work can be found at <https://michaeldemar.co/projects.html>. The site was created, and is hosted on, Github pages. The code is available on my Github. Site branding was done myself. The blog is run on Jekyll, a static site generator.

4.

I am sixteen years old as of September 7th, 2018.