

# NATHAN JENNEX

## GRAPHIC DESIGNER

### ONE SHEET

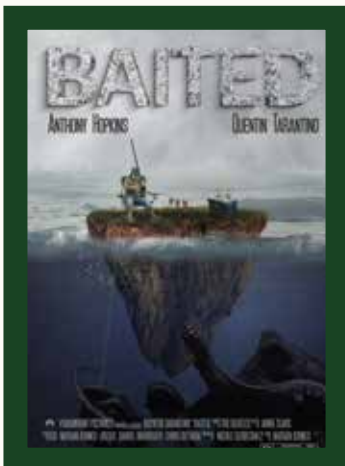


## BU-CHU KOMBUCHA

BU-CHU KOMBUCHA IS A BRAND I CREATED AS PART OF REBEL BREWERY'S LABEL COMPETITION. THE CHALLENGE WAS TO DESIGN LABELS FOR THEIR UPCOMING BEVERAGE LINE, INSPIRED BY THEIR RECYCLED CLOTHING PROGRAM. BU-CHU'S LINEUP OF FLAVOR-INSPIRED MASCOTS OFFERS A UNIQUE AND ENGAGING WAY TO SHOWCASE THESE DRINKS.

## BUZZIN HOT HONEY SAUCE

THE GOAL OF THIS PROJECT WAS TO CREATE A LABEL AND PACKAGING FOR A HOT SAUCE BOTTLE. INSPIRED BY MY MY ROOMMATES FAVOURITE STYLE OF HOT SAUCE, I CREATED BUZZIN HOT HONEY SAUCE.



## BAITED MOVIE POSTER

I WAS ASKED TO CREATE A MOVIE POSTER FOR A GENRE OF MY CHOICE. I KNEW FROM THE START THAT I WANTED TO CREATE SOMETHING CENTERED AROUND THE OCEAN. HAVING ALWAYS BEEN PASSIONATE ABOUT MARINE BIOLOGY, FISHING, AND OCEAN DOCUMENTARIES LIKE SHARK WATER AND BLUE PLANET, I WAS EAGER TO BRING THAT INTEREST INTO MY WORK. AS I BEGAN BRAINSTORMING IDEAS FOR THE ISLAND SCENE, MORE CONCEPTS CAME TO MIND FOR THE STORY AND HOW TO CONVEY IT THROUGH THE POSTER. I ENVISIONED A FISHERMAN UNKNOWNLY HOOKING A SEA MONSTER, ULTIMATELY DECIDING ON CTHULHU AS THE CREATURE. TO ADD CONTEXT, I MADE SURE TO INCLUDE THE FISHERMAN DRYING OUT SOME SQUID, POTENTIALLY AGGRAVATING THE CREATURE.

