sylvain girard

My website
0412073099
sylvain97@gmail.com
Victorian driver's license
Native English, basic French, Mandarin Chinese (2021 HSK 5)

personal skills

- Hard working
- Fast-learner
- Highly adaptable
- Pro-active
- Work well under pressure
- Dependable
- Creative thinker
- Work well both in a team or solo

work experience

Freelance - 3D Design & Animation, Motion Design, Graphic Design - current

Chooh La La -French Confectionery (Melbourne)
Sales, production, cooking, and transaction 2015-2017
Brand identity design 2016
Ongoing graphic design (packaging, signage, business cards) 2016-2020
Senior training role 2016-2021

Brandscapes - Event & Exhibition Design (Melbourne)
Internship - 2017

Marc Dixon Architects (Melbourne)
Short-term work experience - 2014

education

St Helena Secondary College
Secondary education 2010-2015

RMIT University
Diploma of Visual Merchandising 2016-2018
Bachelor of Design (Communication Design) with Distinction 2019-2021

software skills

Extensive experience in:

- Mac and Windows operating systems
- >8yrs in Adobe CC (InDesign, Illustrator, Photoshop, After Effects) + XD, Aero
- >6yrs in Cinema 4D (Octane render)
- Figma
- Microsoft Office Suite
- Fontforge
- Cura (3D printing)
- Webflow

Some experience in:

- Adobe Premiere Pro
- HTML, CSS, JS
- Mailchimp
- Shopify
- Wordpress
- Glyphs
- Unity
- AutoCAD
- Processing (Java & p5Js)

interests

- Art
- Design
- Animation
- Music
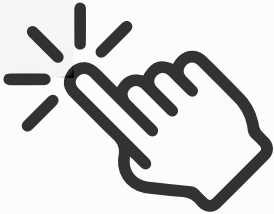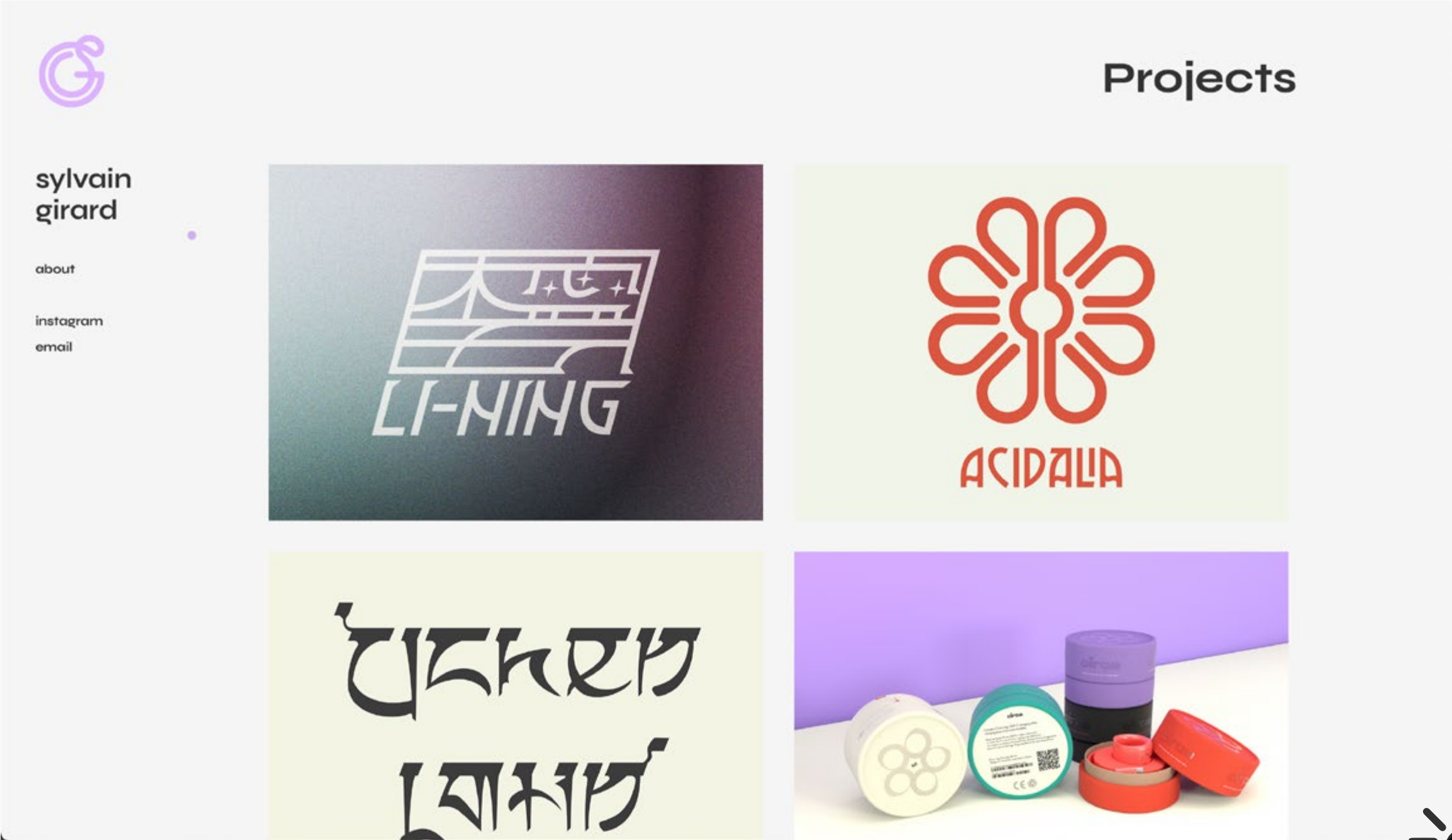- Fashion
- 3D Printing
- DIY
- Languages

*references available upon request

sylvain girard
design folio

email

instagram

20
22

View my website to see motion/interactive/3D elements ;)

China Li-Ning
中国李宁

branding & art direction

project web page

中國

李寧

LI-NING

The goal of the reimagination of the 'China Li-Ning' brand's art direction was to make it unified across all media environments and international markets, as well as bring it into the future with the brand's future market sector and target market in mind. The visual language that I wanted to link to the art direction was one that was progressive, yet adaptable across many applications.

The social media posts are each advertising a new footwear product, with the names of each product featuring in the posts, and determining the actual concept of the posts. For example, the first post is for the 'Xuan Kong' shoe, which in Chinese means 'hanging in air', so the animation shows the shoe and text are floating up. The other post is for the 'Wu Xing' shoe, which in Chinese is a homonym for '5 stars', so I presented the shoe in a 5-point star formation with the name appearing in the centre.

The site concept and packaging shows the art direction and rebrand on another level, with interactivity on the website and a more physical example in the packaging examples.

15° ⟶

Pangram
Pangram
Eiko Thin

China Li-Ning

Source Han Serif SC

中国李宁

ARIAL BOLD

CHINA LI-NING

PingFang SC

中国李宁

↑

Negative space type

Soft gradient + noise

Acidalia

place branding & environment design

ACIDALIA

project web page

ACIDALIA

The year is 2045, colonisation of Mars began 15 years ago and now civilian cities have been built and are ready for inhabitants. There are a number of private companies and governments building their own cities on Mars, with the newest addition called Acidalia, named after the Acidalia Planitia plain it is being built on. The new city is to have a strong brand image and identity to use throughout the city in various elements like way-finding, that will also translate into a campaign to attract prospective Earth-leavers to this new city. The brand image should be modern, yet welcoming and familiar to people on Earth, so they can be sure that they'll feel at home after their big move. The campaign will also include some immersive elements that introduce the city itself, through 3D virtual spaces and an interactive website. Naturally, the target audience for such a campaign should include people from all backgrounds, though primarily targeted at a younger demographic, potentially younger couples and families who would be more willing to make the move to Acidalia.
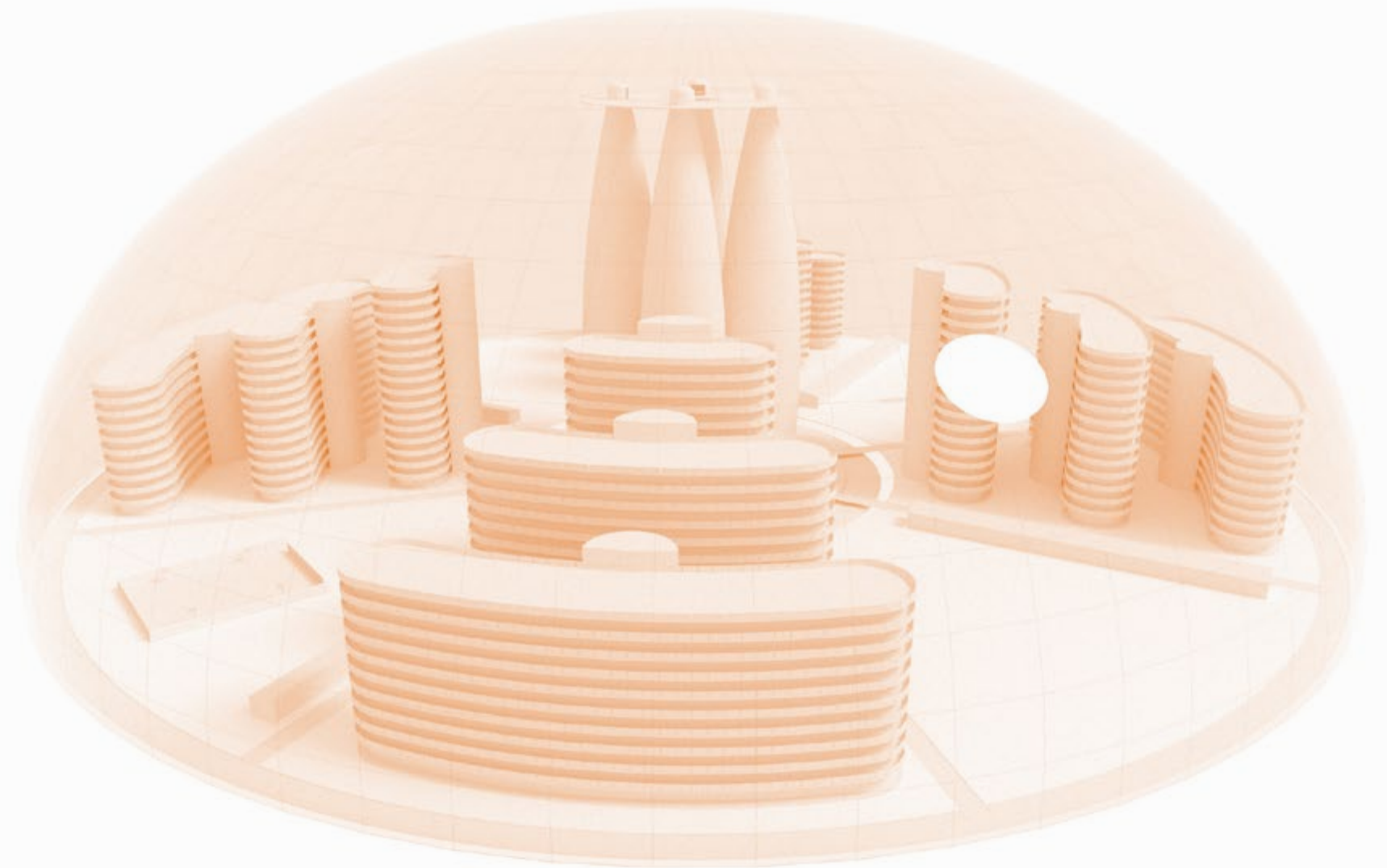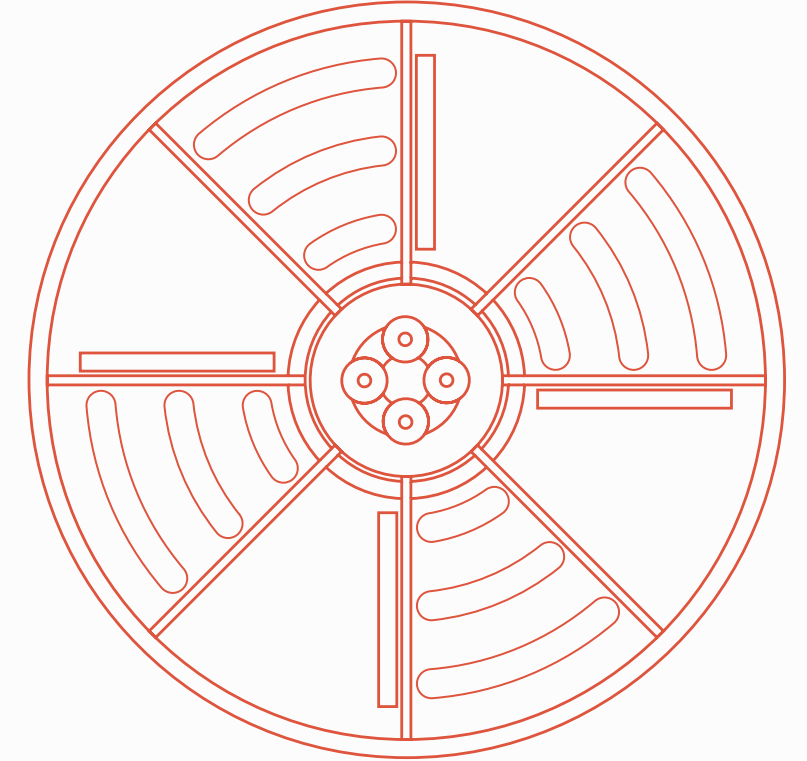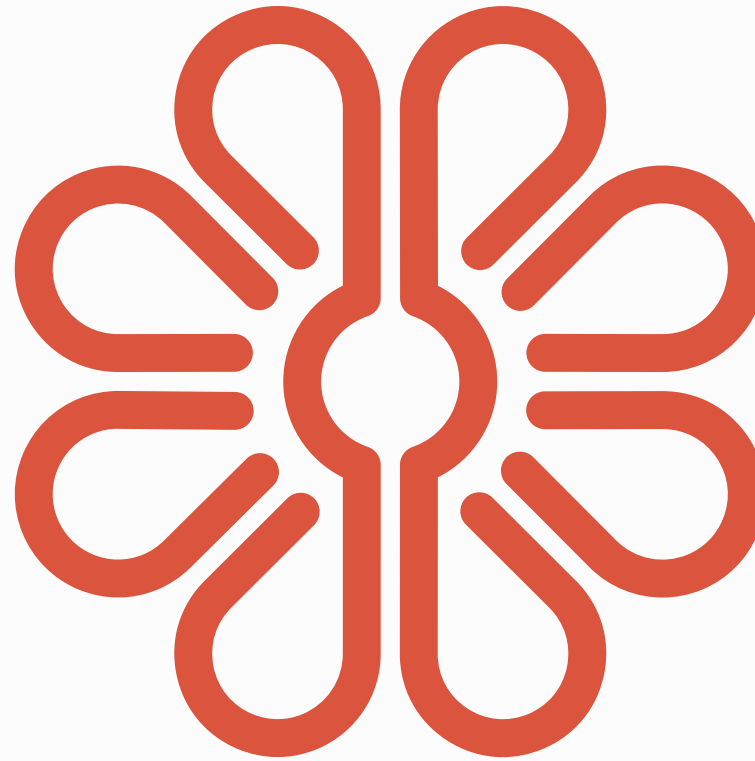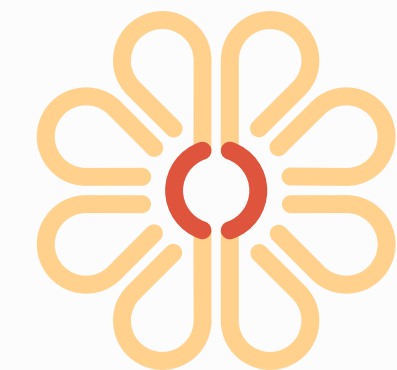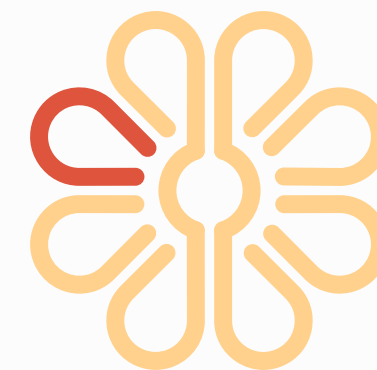
North
Tower

East
Tower
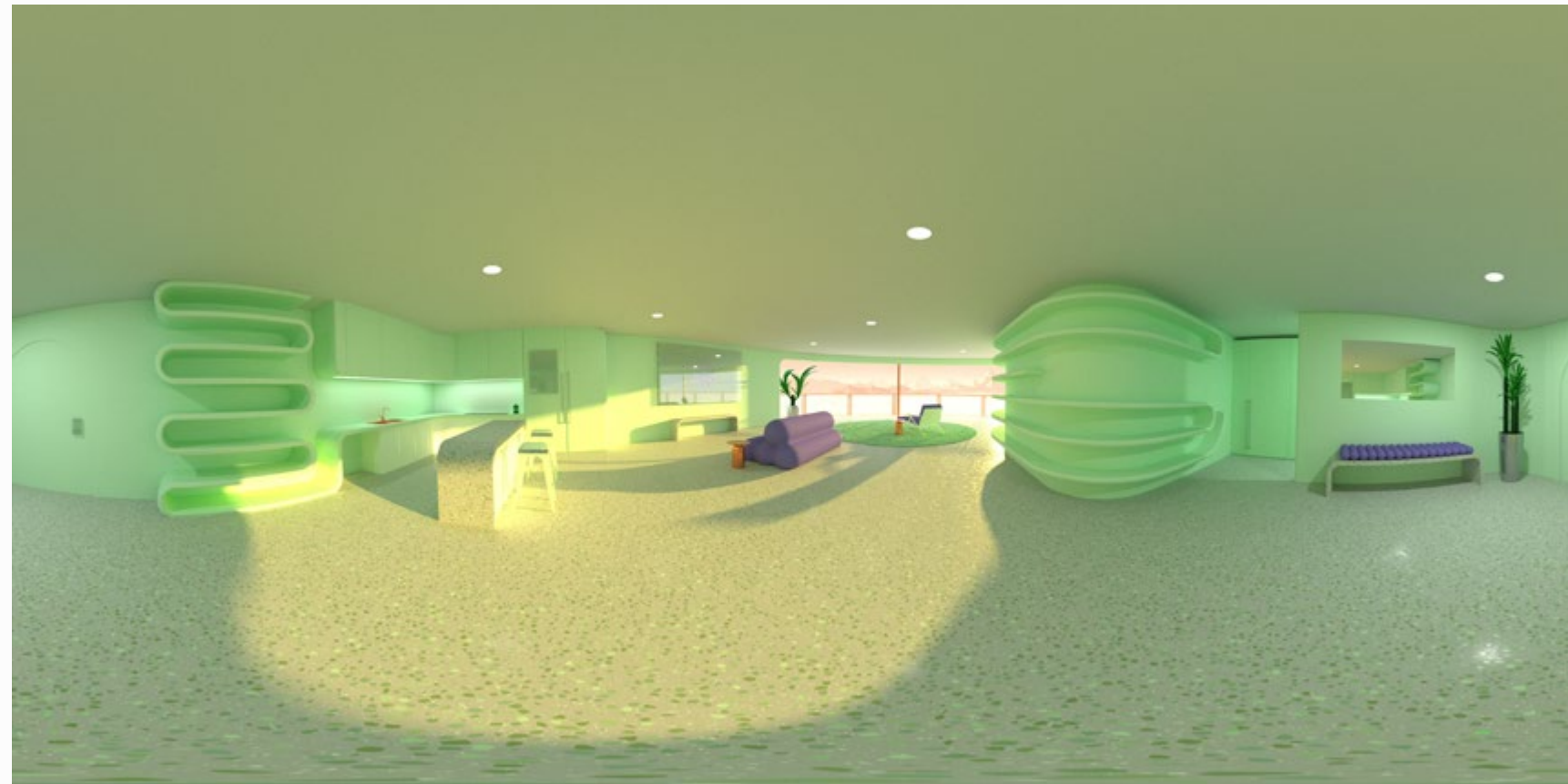
South
Tower

West
Tower

District 1

District 8

Other than being an icon that represents the city, the main purpose of this icon is that it can be used functionally as a location marker for the various districts and points of interest in the city. To represent a specific district in the city, the corresponding segment of the icon will be highlighted, with the top left segment being number one and going clockwise around to the 8th. Two segments can be highlighted to signify cardinal direction, so these icons are use for the four towers that are in the centre of the city.

Each person coming to Acidalia will receive a badge that they can wear while they await the day they leave for Mars. The badge marks which of the 8 districts they will be living in when they arrive. The idea is that they can where it around on Earth, and they may bump into someone else wearing one who will be going with them to Acidalia. The booklet comes with the badges and provides information about the journey, where they will live in the city, the facilities around them and such.

District 6 courts

Please return balls when finished
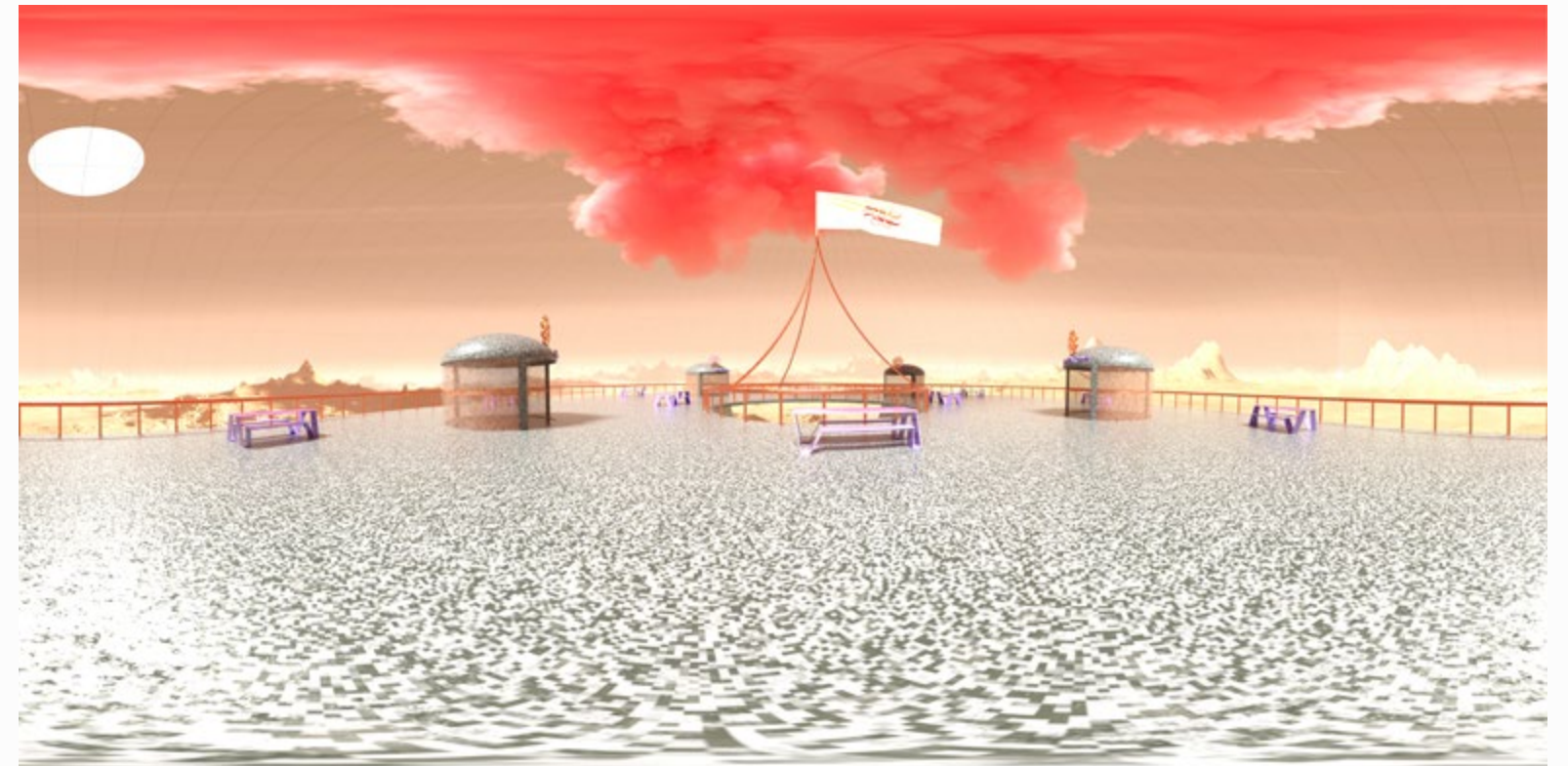
Some of the places and environments of Acidalia. I really wanted to show that a Martian city doesn't have to look like a sci-fi hellscape like we're used to seeing in movies. The city is full of colour and interesting materials, yet there is always the reminder that the city is on Mars in the backgrounds of the images.
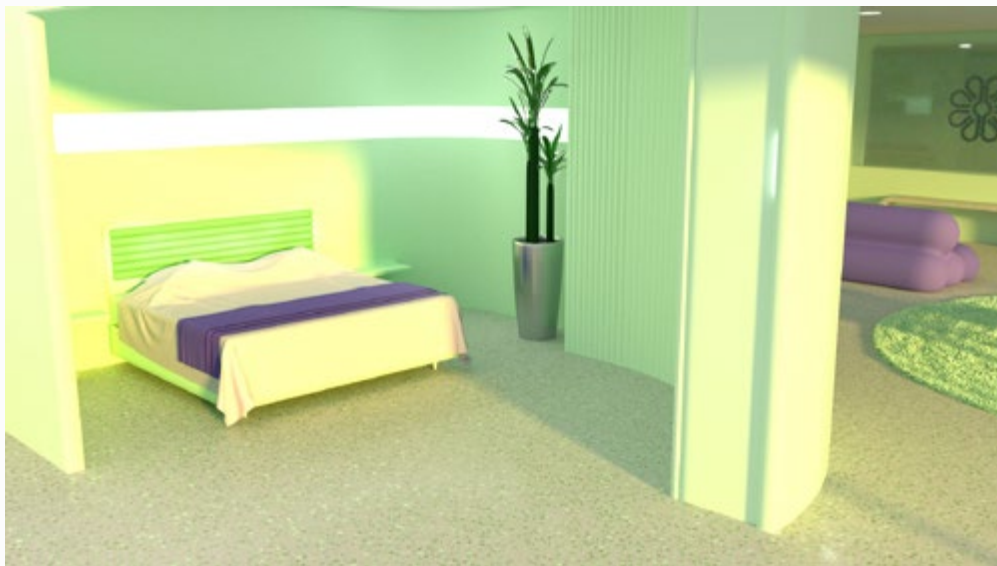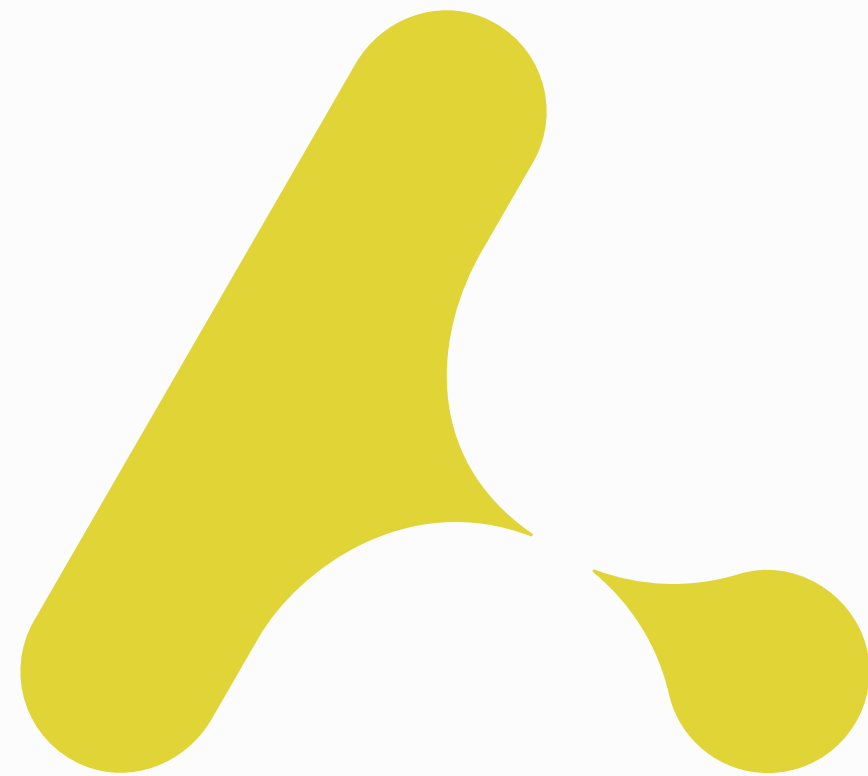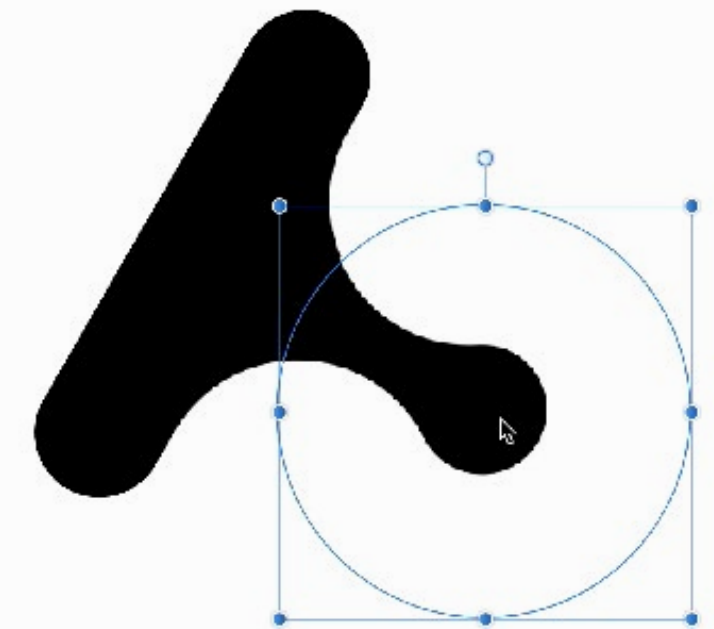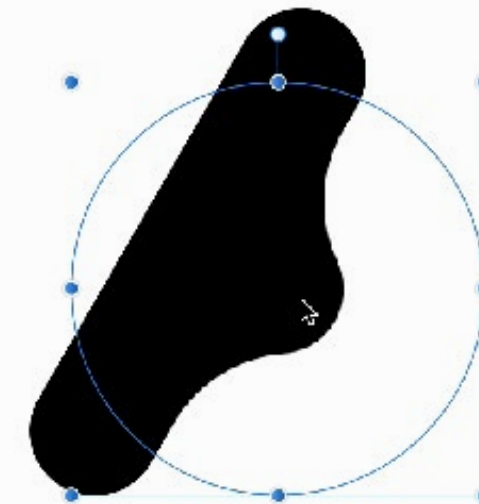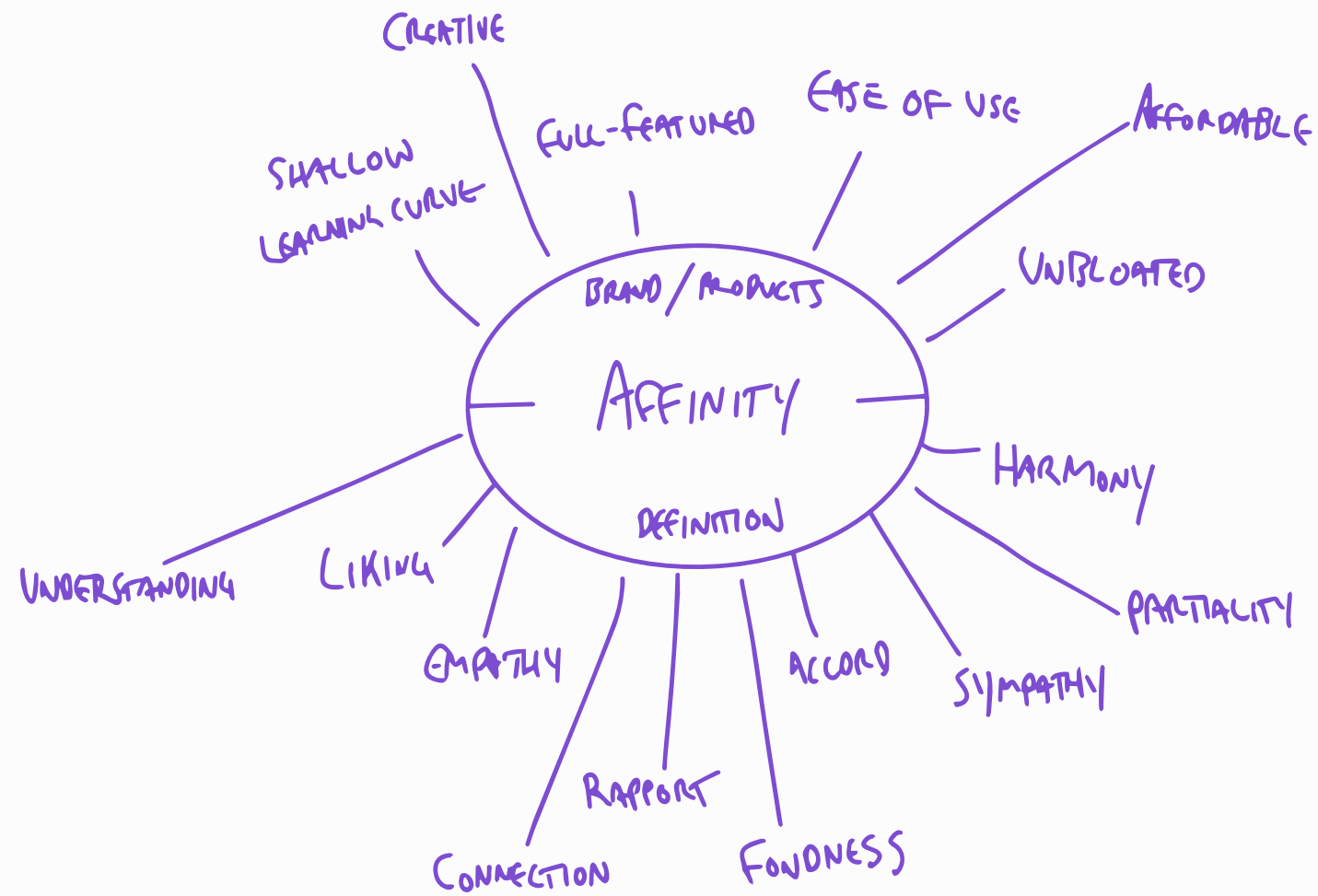
Affinity

brand redesign

affinity

logo in motion

original logo

logo redesign

CREATIVE

SHALLOW
LEARNING CURVE

FULL-FEATURED

EASE OF USE

AFFORDABLE

BRAND / PRODUCTS

UNBLOATED

AFFINITY

HARMONY

UNDERSTANDING

LIKING

DEFINITION

PARTIALITY

EMPATHY

ACCORD

SYMPATHY

RAPPORT

CONNECTION

FONDNESS

Affinity is a growing competitor to Adobe in the creative software market, this project involves a full rework of the visual brand image to appear more friendly, creative, and welcoming, including logo, colour pallette, new icons and such. The target market are freelance creatives and hobbyists who are not willing to or have the means to pay the subscription model that Adobe and other companies use.

I decided to spend some time exploring the various features in Affinity Designer, especially those that do not exist in Adobe Illustrator. I found this technique that I really liked from a tutorial on Affinity's youtube channel that creates a sort of metaball effect. I thought it would be fitting to incorporate something like this into the logo design, not only as it is a feature not found in other software, but when playing around with it I was reminded of the 'Affinity' brand name, as the smaller shape always looks like it's trying to join the larger shape, having an affinity with it.

■	#EA4A26
■	#EFBEC1
■	#E0D437
■	#EDE5DD
■	#23201E
	#F7F3F0

Agrandir Wide
by PangramPangram
Bold & Medium

For the word mark,
also use for all headings
& sub-headings

Neue Machina regular, also by the PangramPangram foundry. Use for all body paragraphs, website applications.

Cepudae nos quo destiandant eos evelesed ea vollo tet ut audaerum cum eventur alitatio ius di dunt harchil ibusdaecte cum ent ressimaio mo eatem velendis etureres aut omnis naturit, iunt eat vent.
Tem. Undaestis eligent iumquia con re nonsequat que nonsequ idelescipsam eatecus cipitam faccae nis voluptus inciend uciaspid ut ad mossi doluptasim rem ex expelic iunteni mendit qui bere, occum aliquodipit exped quid quo tempos eum faceate rae voloribea sa con conseque veliquamet aut occatur?

A basic brand style guide purely concerning typographic and colour choices for use on the web, social media, advertising material and such.

The logo and wordmark themselves are not tied to a specific colour, bit rather are designed to be used in any combination of the base colour pallette in the brand style guide.

original

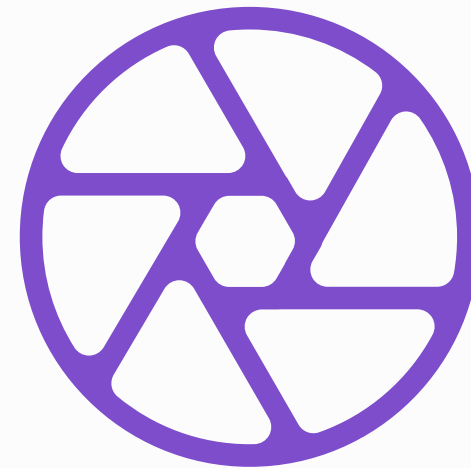designer   photo   publisher

rework

The goal for the program icons was to bring them in line with the new visual brand image, whilst maintaining the visual link to the old icons so current users have no problem recognising the icon for the program they are used to seeing.

Circa

identity, packaging, animation

project web page

Primary – Monument extended black

Main headings, when only one or two words are require, beware of clashing with logo

Secondary – Monument extended regular

Most frequently used, especially when logo is also visible. For sub–headings, short copy, avoid using in longer paragraphs

General copy - Brandon Grotesque Regular

For use in body copy, website, general longform text. Limit usage of colour and beware of point size, no less than 9pt.

Handwritten alternative – Skippy Sharp
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

circa

Circa wordmark, modified Monument extended black

Not to be used as a standalone logo, only for square/ circular formats like a website favicon, for example.

example of

handwritten text!

to be used mostly in motion content

teal

#1fb2a1

C	75
M	4
Y	46
K	0

mauve

#d1b8fa

C	19
M	28
Y	0
K	0

rorange

#ff5e54

C	0
M	78
Y	64
K	0

charcoal

#2b2e2e

C	72
M	63
Y	63
K	63

ivory

#f2f5e3

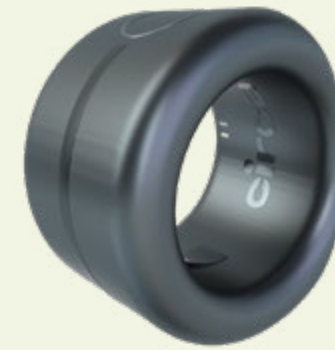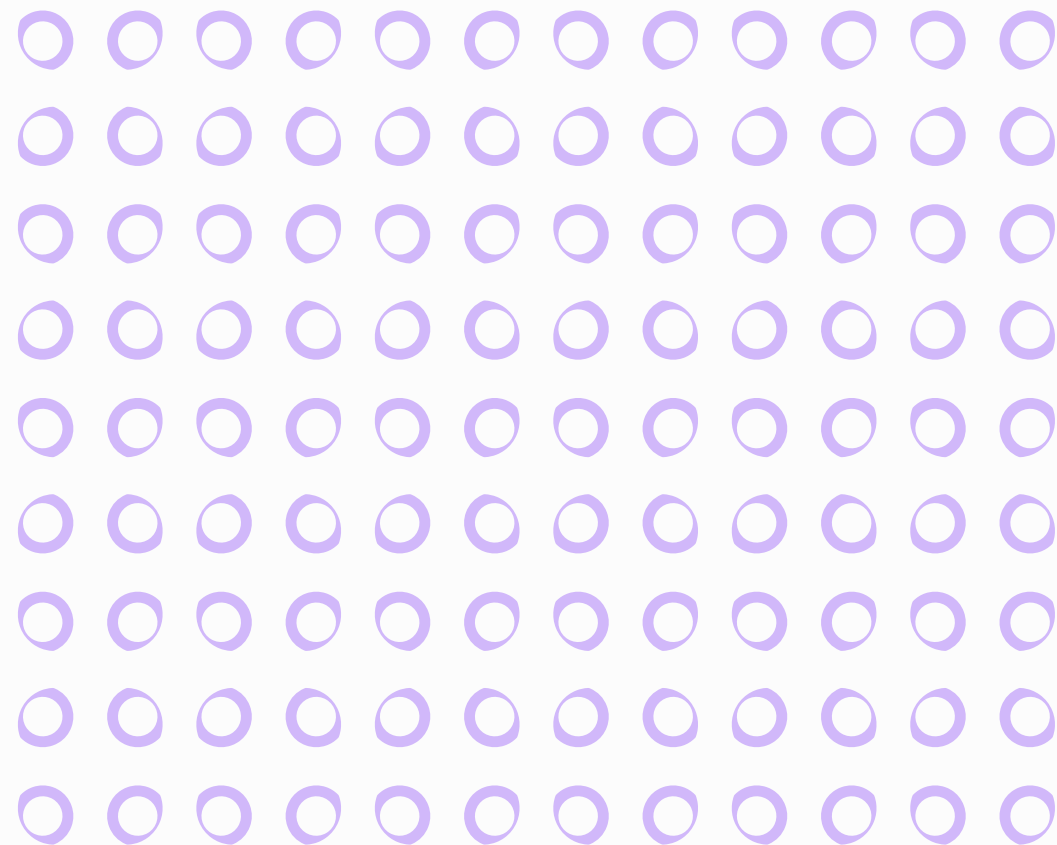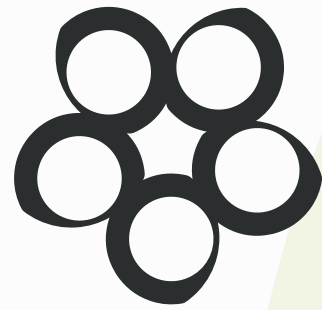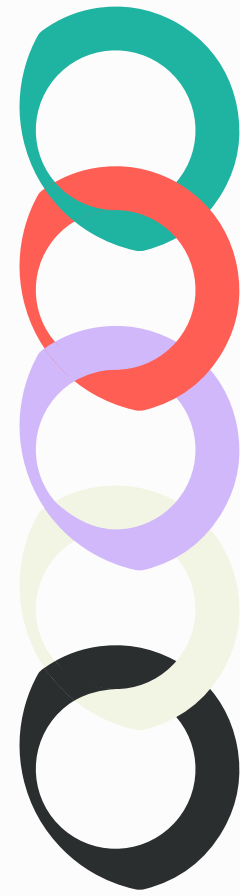| C	4
M	1
Y	12
K	0

Main colour combinations

Some combos should be avoided like teal on rorange, or rorange on teal.

Using charcoal as a main backround colour should usually be avoided, use a colour or Ivory instead.

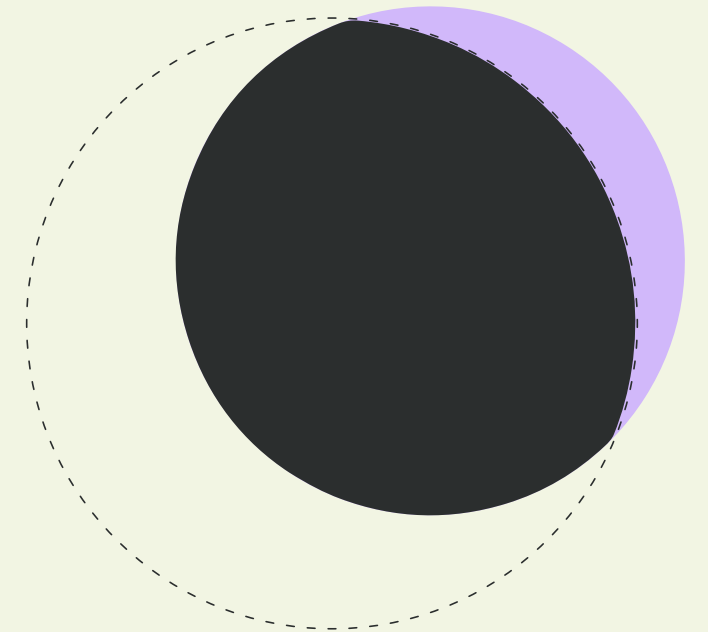Ivory shouldn't be used as text on a white background, limit usage with teal and mauve where contrast is necessary.

Circa   22

Visual elements

circa

Design language

This kind of boolean function of cutting off sharp corners is a feature applied throughout the brand's visual presence, from the design if the ring itself to the logo and more. Use it sparingly as a sort of signature of the brand.

9x16

1x1

Mrec

16x9

circa

the future at your fingertips

circa.com.au

circa

the future at your fingertips

circa.com.au

circa

circa

the future at your fingertips

circa.com.au
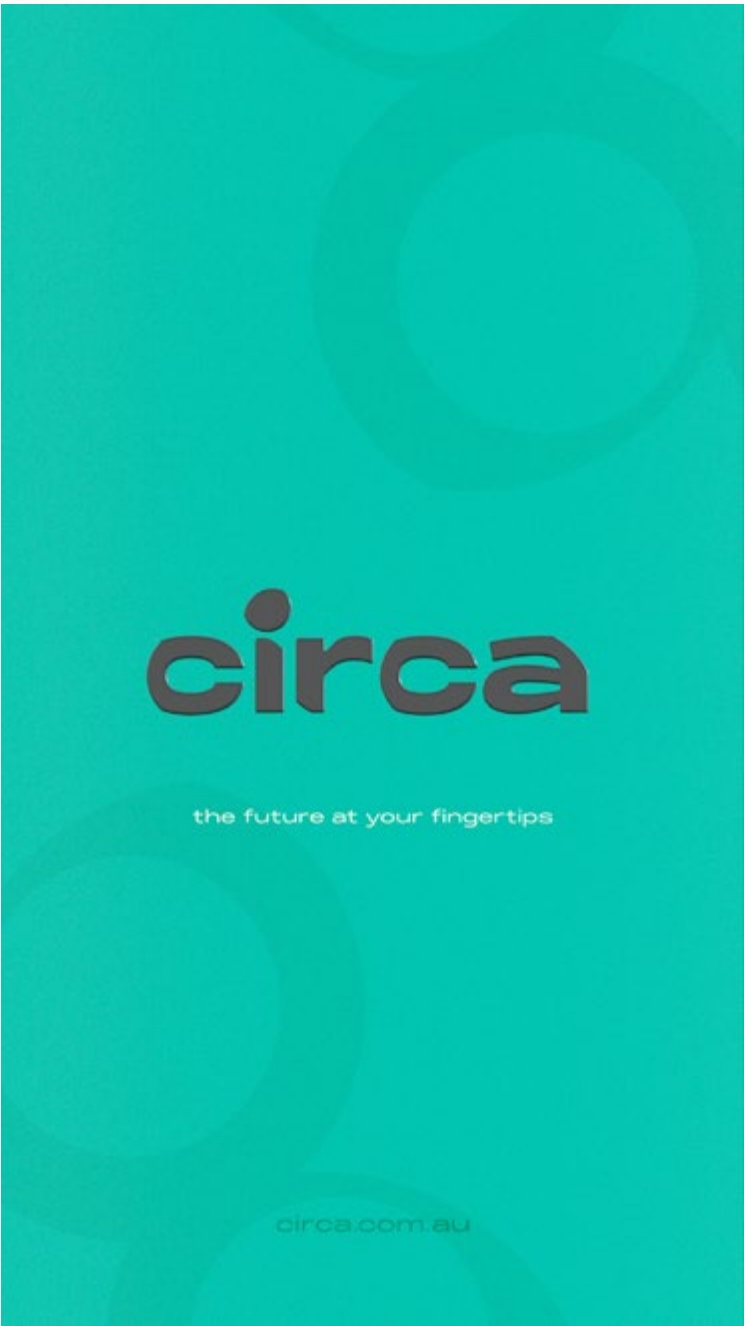
Various examples of end frames from motion content, made for various
applications on web, social media, etc

print specification

65

spot varnish

**PANTONE
Warm Red U**

70
65

circa

Includes: Circa ring, USB-C charging cable,
charging base, instruction booklet.

Requires Apple iPhone iOS13 or newer, Android 9
or newer for full use of Circa ring features. Additional
information at circa.com/compatibility. Battery life and charge cycles
vary with use and settings. Ring may eventually need replacement.

Circa ring, Charcoal, M size
Designed in Australia, assembled in China

C−4
M−1
Y−11
K−0

C−72
M−63
Y−63
K−63

216.75

circa   circa   circa   circa

the future at your fingertips   the future at your fingertips   the future at your fingertips   the future at your fingertips

37
51

10.8

production specification

type:	recycled paper cylinder (lid only)
dimensions:	216.75mm x 37mm (flat) 70mm (diameter) x 51mm (finished)
print medium:	offset + spot varnish laser (bottom label) 3mm bleed
colours:	PANTONE Warm Red U C−4 M−1 Y−11 K−0 C−72 M−63 Y−63 K−63
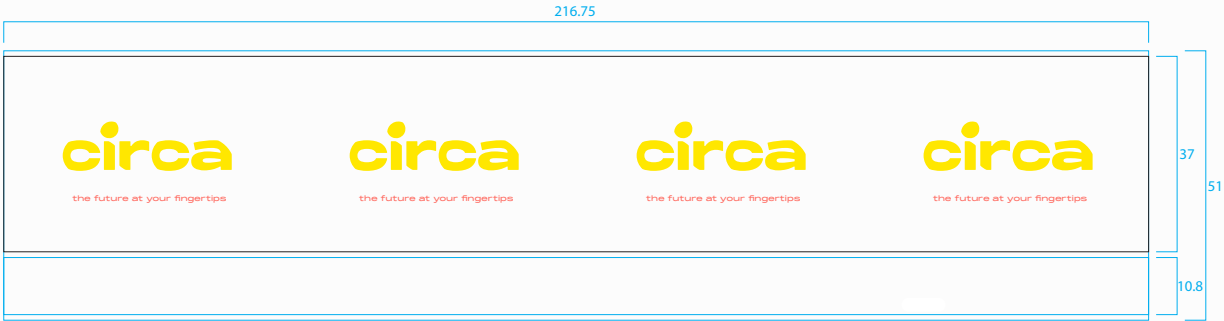
3D renders of the product and the packaging were produced to be used within
the motion advertisements, as well as in other brand collateral.

Circa   25

A short pre-purchase booklet was produced to be distributed to retailers that provides information on Circa, and helps the customer choose the right product for them.