



Graphic Design . Logo Design . Editorial . Web Design . Packaging Design

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North by Northwest

A movie poster that is done in a impressionism style.

Created using...

- Photoshop
- InDesign

Carolyn
Doukas

NORTH BY NORTHWEST

It's murder
at first sight!

Coming August
2014



UNIVERSAL PICTURES PRESENTS "NORTH BY NORTHWEST" CARY GRANT, EVA MARIE SAINT, JAMES MASON, JESSIE ROYCE LANDIS WITH LEO G. CARROLL AND JOSEPHINE JUTCHINSON EDITOR GEORGE TOMASINI PRODUCTION DESIGNER ROBERT F. BOYLE ART DIRECTION WILLIAM A. HORNING AND MERRILL PYE PRODUCED BY HERBERT COLEMAN ALFRED HITCHCOCK SCREEN PLAY BY ERNEST LEHMAN MUSIC BY BERNARD HERRMANN DIRECTED BY ALFRED HITCHCOCK

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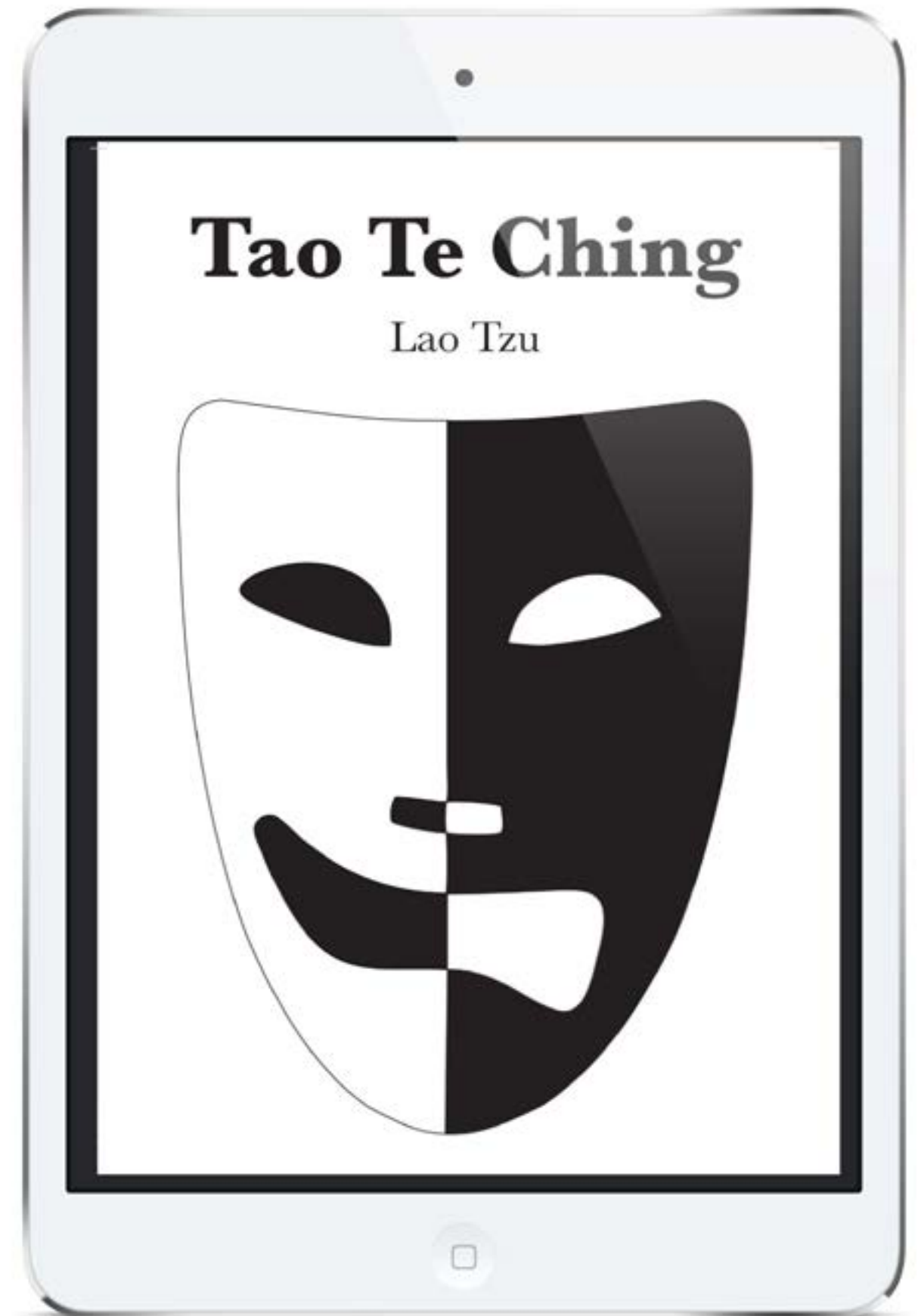
Tao Te Ching

This is the cover of my 85 page ebook that is created with a classic chinese text.

Created using...

- Illustrator
- Photoshop
- InDesign

**Carolyn
Doukas**



Iconoclast Cafe

Iconoclast Cafe, is a European style cafe with a bohemian touch. This is there house wine label.

Created using...

- Illustrator
- Photoshop
- InDesign



**Carolyn
Doukas**

The Northern Knight

This is a style guide for the logo of a Eskimo Superhero that rides a polar bear and saves animals from global warming in the Yukon.

Created using...

- Illustrator
- InDesign

Carolyn
Doukas

COLOURS

Use these colours only for the logo. Below there is the name, web, digital and print codes as well as the pantone for both blues.

PANTONE - 2728C
CMYK: C-96 M-69 Y-0 K-0
RGB: R-13 G-82 B-160
WEB - 0D52A0

PANTONE - 304C
CMYK: C-30 M-0 Y-8 K-0
RGB: R-190 G-227 B-237
WEB - BEE3ED



TYPEFACE

Use Lucida Bright for any body copy and only use Times New Roman if you do not have Lucida Bright available.

ABCDEFGHIJKLM
NOPQRSTU
WXYZ
1234567890
!@#\$%^&*()?><

Lucida Bright

ABCDEFGHIJKLM
NOPQRSTU
WXYZ
1234567890
!@#\$%^&*()?><

Times New Roman

The Northern Knight

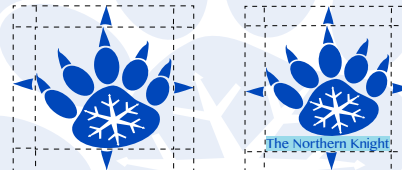
Visual Identity and Branding Guide



The Northern Knight

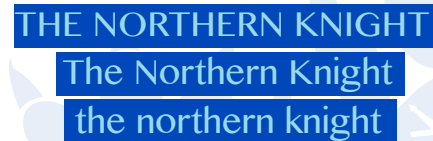
SAFE ZONE

The safe zone around the logo with and without the wordmark should be one finger nail length.



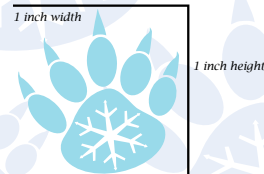
WORDMARK

Use Malayalam MN for the wordmark. It can be either all lowercase or the first letter of each word in uppercase.



MINIMUM SIZE

Should be no smaller than 1 inch width or 1 in height without text. With text the text should not be smaller than 8pts.



The Northern Knight

Visual Identity and Branding Guide

DO

Add wordmark to paw print logo.
Change paw print colours depending on background colour(light or dark) but only use those three colours.
Colour wordmark background to the other blue and have the wordmark colour the same as the paw print.



DO NOT

Do not stretch, skew or distort the logo.
Do not colour it another colour including different shades of blue, do not colour tint or make transparent.
Do not move the wordmark from the bottom.
It should always be the same width as the logo no matter the size of the logo but not go smaller than 8pts.



Muzik Cover Page

This cover page has an image I took myself while traveling in British Columbia.

Created using...

- Photoshop
- Illustrator
- InDesign

**Carolyn
Doukas**



Muzik Contents Page

This contents page shows more images from the travel issue and tells you where to find more tips.

Created using...

- Photoshop
- InDesign

**Carolyn
Doukas**

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15 Top 6 Best Places to Visit

18 Europe's Best

25 Hotel Deals

33 Travel Tips



TOP 6 BEST PLACES TO VISIT

Kalaupapa, Molokai, Hawaii

A guided mule train down a near-vertical, three-mile trail in the **Kalaupapa National Historical Park** is the usual way to reach this hideaway, sheltered by the world's highest sea cliffs, which plunge **3,315 feet** into the Pacific. In the **19th century**, the cliffs served as a natural barrier for a leper colony. Although the colony closed in 1969, some residents choose to remain here. Advance reservations are necessary, as a maximum of **18 mules a day** are allowed along the trail. The park is closed on Sundays. Visitors need permits.



Vancouver, British Columbia

It's here, and to the nearby beaches of **Spanish Banks, Jericho and Stanley Park**, that Vancouverites flock after a day at the office. Some come on bikes or rollerblades; others walk or hop on board a bobbing water taxi. Unlike some of the world's faster-paced cities - New York, London, or even Toronto - few office workers remain in their suits or shirt sleeves long after the clock hits five. Instead many **sail or swim or kayak, eat barbequed suppers** on the beach, hit the nearby north shore hiking trails, listen to buskers on waterfront terraces, or simply lounge with a beer or two and **watch the sun slip quietly into the sea.**



Cape Leeuwin, Australia

At Australia's southwesternmost tip—where the **Indian Ocean** collides with what Australians call the **Southern Ocean**—Cape Leeuwin lighthouse safeguards one of the world's busiest and most treacherous shipping lanes. In **summer**, you can enjoy views of endless water; in **winter**, you feel the full force of the oceans crashing against the cape. Regular tours of the lighthouse precinct run throughout the day. The outlook is most **dramatic** in winter; **whales** are visible from June through December.

Bora Bora, French Polynesia

The small island of Bora Bora (**just 6 miles long and more than 2 miles wide**) overflows with beauty. Dormant volcanoes rise up at its center and fan out into lush jungle before spilling into an **aquamarine lagoon**. In fact, author **James Michener**, who wrote "Tales of the South Pacific," called Bora Bora "**the most beautiful island in the world.**" The 18th-century British explorer James Cook even coined it as the "**pearl of the Pacific.**" The very definition of a tropical getaway, blissful Bora Bora abounds with luxurious resorts, sunny skies, warm waters and friendly locals.



Látrabjarg, Iceland

Iceland's most **remote** region, the Westfjords, is home to one of the world's greatest bird cliffs and its **largest** razorbill colony. At Europe's westernmost point, the **1,457-foot-high, 8.7-mile-long Látrabjarg cliff** also entrances its visitors with misty views over white-sand beaches and **Snæfellsjökull glacier** in the distance. Látrabjarg is accessible by car, approximately **37 miles** from the village of Patreksfjörður via **road 612.**



Charlottesville, Virginia

Speak to one of the locals, and they'll tell you that Charlottesville is "**Mr. Jefferson's Town.**" Truly, Thomas Jefferson's legacy does indeed shine brightly here. You'll feel his imprint while strolling past the columns of the **University of Virginia's Academical Village**, or through the vegetable gardens of Monticello. Even Ash Lawn-Highland, the area home of his friend James Monroe, bears TJ's mark (he helped Monroe plan the construction of the farmhouse). Still, "**C-Ville**" is good for more than a stroll down **historical memory lane.**

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Muzik Double Page Spread

This issues of the magazine specializes in travel. This is an article about the top 6 best places to visit.

Created using...

- Photoshop
- InDesign

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Pacha Seeds

This Pacha Seeds logo was created for the new seed company. The paperbag has to logo on it as well and is enviromentally friendly.

Created using...

- Photoshop
- Illustrator



**Carolyn
Doukas**

Canadian Charter

A poster that represents Canada's Charter of Rights and Freedoms for number 3.

Created using...

- Illustrator

*Everybody has the right to life,
liberty and security of person.*



**Carolyn
Doukas**

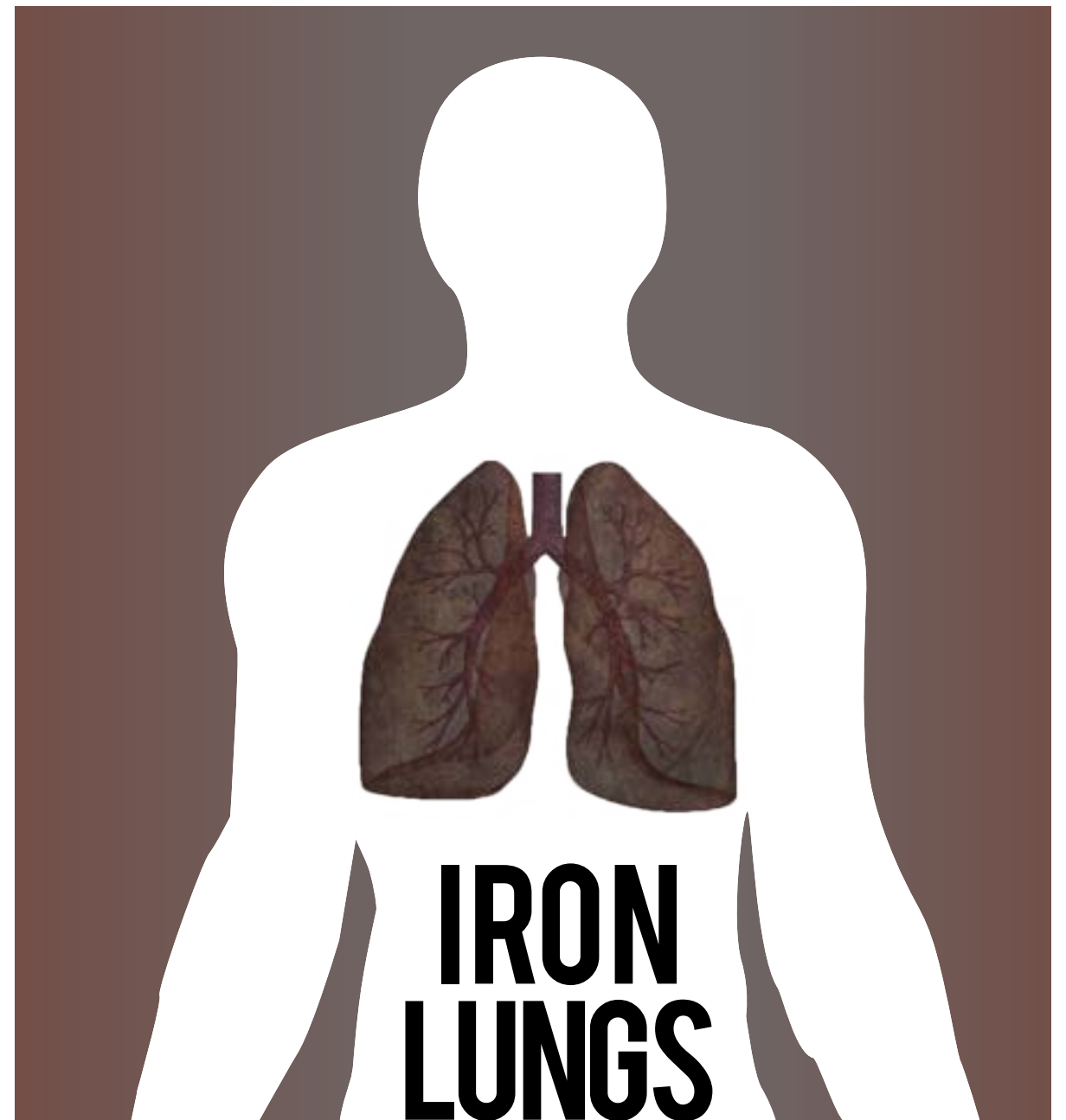
Iron Lungs

A PSA poster representing vaccines, especially for Polio which is almost 100% extinct.

Created using...

- Photoshop
- InDesign

**Carolyn
Doukas**



**IRON
LUNGS
ARE ONLY COOL
IN THE MOVIES**

As long as a single child remains infected, children in all countries are at risk of contracting polio.

GET VACCINATED

www.getvaccinated.com

GETTING DESIGN DONE

Creative Essentials
Written by D. Keith Robinson
Originally published in
"Graphic Define Magazine"

"Regardless, I can't recommend enough taking a look into GTD."



If you get in the habit of using your trusted system to capture this stuff, you'll never lose a good idea again. Here's how to apply the principles of a well-known productivity system to your creative process. The resulting creative habits can boost your design skills while they reduce stress and free your mind to tackle big problems.

Over the last few years I've done quite a bit of thinking, learning, and searching for new ways to be more creative. I've read numerous books, articles, and blogs. I've even attended panels and sessions at conferences to get a glimpse into the creative rituals of others. Through all of my research, I've come to realize a certain similarity between the things we do to be more creative and the things we do to be more productive. For the last few years I've been a big fan of David Allen's Getting Things Done (GTD), and I've used the basic principles (modified greatly to fit my personal work style) to help me be more organized and much more productive. Recently, I've started to use GTD as a way to boost my creativity. Let's take a look at some of the basic facets of GTD and how it can be applied to get you out of a creative jam.

CAPTURE EVERYTHING

The foundation of GTD is rooted in the idea that you should capture everything you have to "deal with" into a trusted system. This means jotting down ideas, notes, and to-do's, and relying on your system to remember things for you -- ultimately freeing up your mind. I know this is probably what helps me the most when it comes to being productive. I now spend much less time trying to remember things because I've got everything important, safely stored away, in my system. I've recently

taken to recording less important things; things that may help spark my creativity. I keep a journal of notes, drawings, and random thoughts that I often refer to for inspiration. I also keep "files" -- both on- and off-line -- of things that inspire me. I've found these files and the bits of inspiration they contain to be extremely helpful in relieving myself from creative block.

One of the most important things I use my system for is recording ideas. Ideas can be fleeting, and to make the most out of creative impulses it's important to be able to record those ideas no matter where or when they hit. I'd be willing to bet that, like me, you get good ideas at the most inopportune times. If you get in the habit of using your trusted system to capture this stuff, you'll never lose a good idea again. And then there is the practical benefit of being able to focus on being creative because your mind is freed from lots of little details.

FOCUS ON CREATIVITY

Speaking of focus, another big part of GTD is the idea that you should focus on the tasks at hand and eliminate distractions when possible. I've found this same technique can be amazingly effective to jumpstart creativity. While many creative people thrive in chaos it's important to note that even if you are a "right-brain" type, focus can help get you moving. Try removing distractions, even little things that often fuel design, like background music, and see what happens. I am willing to bet that simply turning off Instant Messenger, your phone, and e-mail will take you straight away to a more creative state of mind.

CREATIVE CONTEXT

Related to focus is the notion that contexts are important. It's important to tackle tasks at the most opportune time and tackle related tasks together. For example, if you find yourself at your desk waiting on a meeting for an hour, pull up and take care of tasks you can do at your desk. If you're at home and have a free morning with nothing pressing, pull up your @ home tasks. (The @ symbol is an identifier or contexts in your to-do lists. @home means a list where the context is home, @ office would be the office, etc.)The same idea can be applied to being creative. Create a creative time and space for yourself. Make sure it's free of distraction and get into the habit of going there as often as you can. When there, pull out your @creative lists and get to work. I find this is a great way to tackle smaller creative problems. It's how I come up with -- and get started on -- most of my writing. This article is a result of my @ creative time.

DO A CREATIVE REVIEW!

One of the basics tenants of GTD is the act of reviewing your lists, items, and reference items. You should have a routine for this. The same goes for being creative. Review your ideas, your inspiration, and often. Something you may have seen over and over again could be the key to a problem you're looking to solve, or it might be that catalyst for that elusive idea. Set aside some time each week to review your inspiration, your ideas, and any creative tasks you've set to yourself. Keeping these things fresh in your mind can help keep you in a creative mindset that can be applied not only to what you're reviewing, but to other problems and ideas that come up and require a creative solution, as well.

Keith Robinson is one of the founders and the creative director for a small, Seattle-based design firm, Blue Flavor.

MAKE A HABIT OF BEING CREATIVE

You may have noticed I mentioned routine and habit a few times. A big part of GTD, for me anyway, is discipline. I make a habit of capturing items, reviewing them, and taking time to act every week. I've also got other habits that help me get things done: I make sure my inbox is empty at the end of the day, I keep my desk very clean, I set aside blocks of 3 to 4 hours to work on specific projects, etc. These things help immensely.

I'm also trying to develop creative habits. I'm trying to take at least one photo a day, for example. I'm trying to get into the habit of writing 1,500 words of fiction a week. It's my hope that if I can make a habit of being creative -- if I can develop a creative routine -- I'll be more creative overall and my design and problem-solving skills will benefit from that. I believe that a good designer can be made and the skills needed to be a genuinely creative person can come through discipline, learning, and practice, not just God-given talent.

Working hard and getting things done can lead to a more creative life, I'm sure of it. By adapting the principles of GTD and making a habit of being creative, I've found that it's much easier for me to enter that "creative mindset" I need to be in to do my best work, whether it's writing, designing, or solving problems.

Regardless, I can't recommend enough taking a look into GTD(or a similar system). It can free your mind to tackle big problems, reduce stress, and help you get more done, period. If this piqued your interest and you want to learn more about Getting Things Done, visit: <http://www.43folders.com>

TIME MANAGEMENT

While it is important to develop your own style for managing your time and work, consider how the following techniques might help you:	
1	Use your biological rhythms to your advantage. Identify the times of day when your energy levels are at their highest and do your most important work at those times.
2	Optimize your work environment. Keep things you need in your work area and make sure the physical environment is conducive to concentration, not just comfort.
3	Guard blocks of work time. Protect your time by saying "no" to various interruptions, activities, requests, or persons.
4	Arrange your work area so that your back is to the traffic flow.
5	Close your door; open it selectively.
6	Find and use a special space such as a library carrel or an office where friends will be unable to find you.
7	Unplug your phone, or install an answering machine. Return telephone calls when it is more convenient for you, perhaps when you take a study break.

Getting Design Done

Double page spread for an article about Graphic Design.

Created using...

- InDesign

Carolyn
Doukas

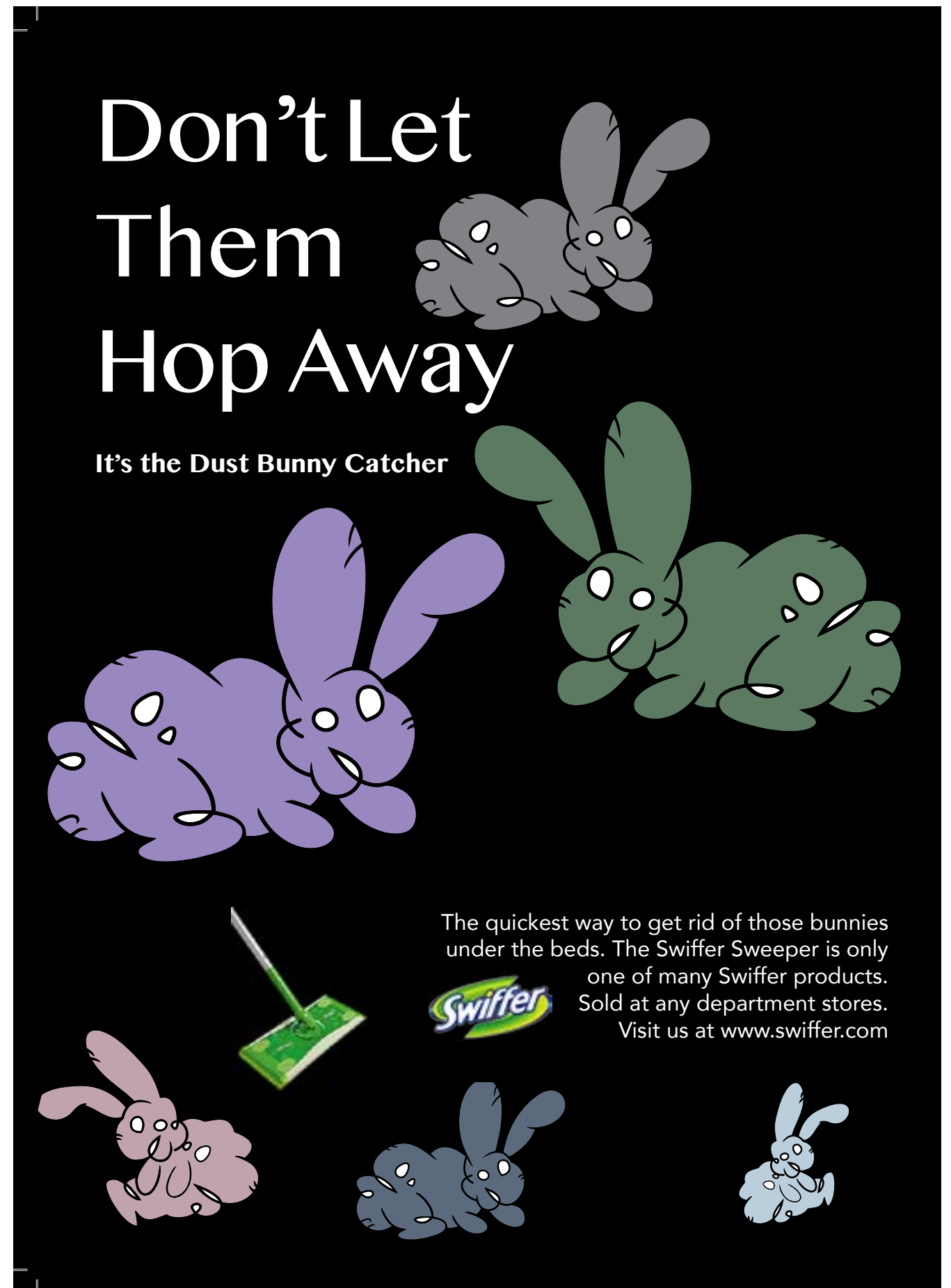
Swiffer Ad

An ad that is put into Canada's Life magazine specs for Swiffer.

Created using...

- Illustrator
- Photoshop
- InDesign

Carolyn
Doukas



Don't Let
Them
Hop Away

It's the Dust Bunny Catcher

The quickest way to get rid of those bunnies under the beds. The Swiffer Sweeper is only one of many Swiffer products. Sold at any department stores. Visit us at www.swiffer.com

Swiffer

The advertisement features a black background with several cartoon bunnies in various colors (grey, purple, green, pink, blue) scattered around. A Swiffer Sweeper is shown in the center, with a green head and a white handle. The Swiffer logo is also present in the bottom right corner.



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