



PORTFOLIO
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KYLE
FAWCETT
GRAPHIC DESIGNER

WHAT DO YOU SEE IN YOUR LIFESAVERS?
Everyone experiences the world a little differently.
How do you see it?

LIFESAVERS FLAVOURS THAT INSPIRE.

WHAT DO YOU SEE IN YOUR LIFESAVERS?
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LIFESAVERS FLAVOURS THAT INSPIRE.

What flavour do you savour?

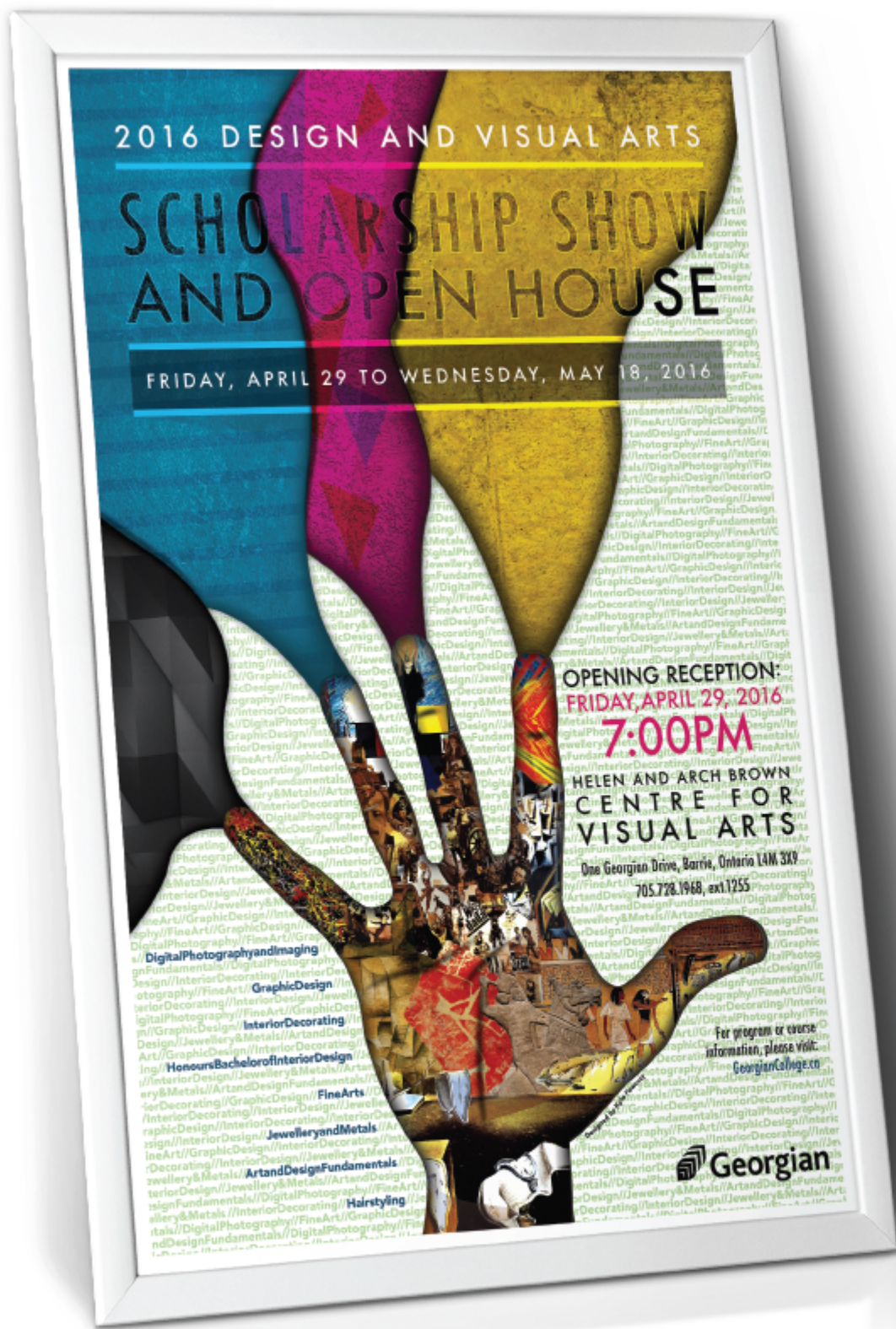
When candy comes in over 50 different flavours,
it's hard to decide which one's the best.

Everyone has a favourite.
WHAT'S YOURS? **LIFESAVERS**

LIFESAVERS Magazine Ad | Georgian College Project 2015

2 unique designs created for Lifesavers, to be used in Canadian Living Magazine. Ads 1-3 are a word representation of all the thoughts and feelings one might have

when looking at, or experiencing a certain flavour of candy. The 4th ad has an emphasis on flavour and colour preference, assuming that everyone has a favourite.



2016 DESIGN AND VISUAL ARTS

SCHOLARSHIP SHOW AND OPEN HOUSE

FRIDAY, APRIL 29 TO WEDNESDAY, MAY 18, 2016

OPENING RECEPTION:
FRIDAY, APRIL 29, 2016
7:00PM

HELEN AND ARCH BROWN
CENTRE FOR
VISUAL ARTS

One Georgian Drive, Barrie, Ontario L4M 3X9
705.728.1968, ext.1255

Georgian

Interior Decorating · Jewellery and Metals
Art and Design Fundamentals · Graphic Design
Honours Bachelor of Interior Design · Fine Arts
Digital Photography and Imaging · Hairstyling

Designed by Kyle Fawcett

2016 DESIGN AND VISUAL ARTS

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FOR PROGRAM OR COURSE INFORMATION PLEASE CONTACT:

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Georgian

ART AND DESIGN FUNDAMENTALS · JEWELLERY AND METALS
FINE ARTS · GRAPHIC DESIGN · KITCHEN AND BATH DESIGN
HONOURS BACHELOR OF INTERIOR DESIGN · DIGITAL VIDEO
MUSEUM AND GALLERY STUDIES · INTERIOR DECORATING
HAIRSTYLING · GOLDSMITHING AND SILVERSMITHING
DIGITAL PHOTOGRAPHY AND IMAGING

Designed by Kyle Fawcett

2016 DESIGN AND VISUAL ARTS Scholarship Show and Open House | Design Used for Georgian College Event 2016

The Design Show represented a variety of design programs at the college and the poster needed to reflect them all in some way. The hand represents all students and

professionals in these fields that have the ability to create art and beauty. They achieve this by rigorous study of art history and applying their own hands/skills to

achieve something new and amazing.

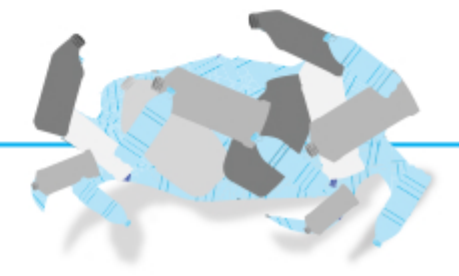


THE GREAT PACIFIC GARBAGE PATCH Project Aware | Georgian College Project 2015

The poster is aimed at spreading awareness of peoples effect on our oceans when trash isn't properly disposed of. 'The Great Pacific Garbage Patch' is a real

problem where garbage and plastic collects in the Pacific Ocean. Garbage was illustrated and used as sea creatures in order to create a garbage ecosystem and

call attention to an ongoing issue.





GRAVITY WAVE Graphics Standards Manual | Georgian College Project 2014

A graphics standards manual for a fictional superhero/business, created to explain the rules for use of the Gravity Wave logo. The logo itself was designed

to represent gravitational waves (ripples in spacetime). The logo depicts matter travelling in through the top and then out on the other side of the ripple.



GHOSTBUSTERS Movie Infographic | Georgian College Project 2014

A graphic representation of the 'Ghostbusters' movie time-line, using a combination of imagery and memorable quotes from the film. The iconic building

featured in the movie, becomes the backdrop for the design, as it is where the movie primarily takes place. As the 'proton stream' travels upward, the movie

progresses to it's climactic ending with the Stay Puft marshmallow man and the 'Gozer' villain.



SELECT MET Tempo Plastics Design Contest | 3rd place winner 2015

The 'Select Met' design needed to utilize and present the different types of finishes that can be achieved by Tempo plastics. Specifically showcasing the

precision of the metallic and matte breaks in the packaging. The outdoors theme was chosen in order to use the visual variations found in nature. The hikers have

a matte finish, while the reflection of them below is metallic. The night sky is backed with white and therefore lacks metallic, while the stars shine through.



PITA CRISPS Handi Foods | Tempo Plastics Client

The client needed a different look for their packaging that followed current trends in packaging design. The bags were matte finished and patterned with

ingredients you would find in each flavour. The patterned areas are also where titanium white is absent, allowing the metallic finish to push through, without

needing to use an another colour.



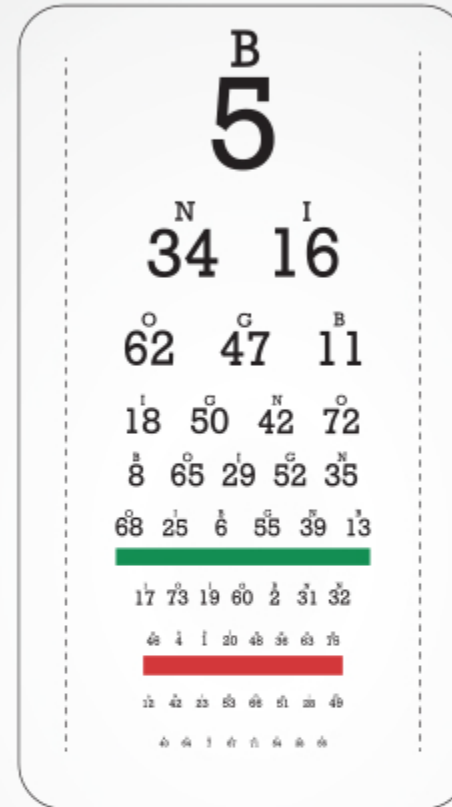
MASTERED PEST CONTROL Branding/Ad Campaign | Georgian College Project 2015

Mastered Pest Control is a national pest control brand, comparable to Orkin. The logo and ads are all focused on pests and problems that would associated with

them. This line of advertising is directed at residential customers and uses humor to get it's message across.

Bingo Makes a Difference

CHANGING LIVES. IMPROVING LIFE.



Canadian Council of the Blind Club 60 has been in operation in the City of Barrie for nearly 60 years! Through the support they receive from players like you here at the Boardwalk Gaming Centre Barrie, they are able to empower their clients to be self-reliant, build their self-confidence and help to restore their dignity after their lives have been disrupted by blindness or vision impairment. Low vision and braille versions of Bingo cards are available in this Centre for our players who are visually impaired. Ask the staff today! Thanks for playing with us!

Our Website: <http://www.ccbnational.net/>



BINGO MAKES A DIFFERENCE Canadian Council for the Blind | Non-profit project used

Canadian Council of the Blind needed a poster design that reflected both their organization and Bingo, as the poster would be used inside the Barrie Bingo Hall.

The poster acts as a usable eye test, while using real letter and number combinations, found in bingo.



HOLIDAY HUGS EVENT Seasons Centre for Grieving Children | Non-profit project used

The Seasons Centre needed a new, Christmas holiday themed invite, for their annual open house. The card was used for both print and in e-blasts and needed

to clearly show the logo and the events sponsor.



CLEAR
Organic Market



CLEAR ORGANIC MARKET Brand Creation | Georgian College Project 2015

The 'Clear Organic Market' brand was created to compete with local farmers markets, as well as big name stores such as Whole Foods. The campaign stresses

the importance of living an organic and therefore healthy lifestyle. The mailers are designed to provide nutritional information, as well as increased brand

recognition amongst consumers.