



TIANA

PAYNE

graphic design  
PORTFOLIO





## THESE ARE SOME TYPES OF THINGS I LIKE TO MAKE PRETTY.

Logos

Print & Package Design

Illustrations





Pacha Seeds is a GMO free and organic seed distributor that needs a logo that resembles the brand's professionalism as well reflect that organic fruits and vegetables don't necessarily look picture perfect but their flaws are all natural and beautiful.

**TWO DESIGN SOLUTIONS, ONE CONCEPT MADE COMPLEX AND SIMPLIFIED.**





Alamenda is a relaxing, family & pet friendly resort in the heart of one of mother nature's finest Canadian places, Haliburton. Forest Hikes, lakes, water sports and gourmet cuisine with a logo to represent the naturist and high end parts of the resort.

**FIGURATIVE  
LOGO OF A  
CANOE  
& PADDLE**

Using a shape often used for superhero/villain logos, combined with a WIFI symbol and some basic shapes makes for a logo that represents an evil face. Secure your IP addresses and WIFI passwords.

**KLEPTOWIFI:  
A VILLAIN AS  
MEAN AS IT'S  
LOGO LOOKS**





muzik

muzik

Muzik is a magazine targeted towards open minds who love to learn random, interesting things.

Mixed articles on art, travel, cuisine and drinks , short stories and terrible, funny or just interesting news.

**STANDARD LOGO  
& EXAMPLE OF  
A DIFFERENT  
VERSION FOR  
MONTHLY ISSUES**





a  
*Fresh*  
SPACE



On the left is a new identity concept for the agency. One of them figurative, representing a clothes hanger and a mountain, the other being wordmark. The redesign flows more, opposed to being static, like a cozy home should be.

**DESIGN &  
REDESIGN FOR  
A PROFESSIONAL  
ORGANIZING  
AGENCY**





Moving away from the original pop culture theme, the simplistic, modernized redesign on the left is to give the publication a high end a sophisticated look.

## DESIGN & REDESIGN FOR A MODERN MAGAZINE





Designed for three specific and different target audiences. Young adults, and older men & women.

**PACKAGE DESIGN**







A retro design gives the package the same, timeless feel with a more modern and clean approach. A concept that gives the 70 year old company a fresh identity.

## PACKAGE RE-DESIGN





The challenge was to not use existing slogans or mascots. My photography and photoshop techniques create fantasy scenarios as colourful and imaginative like Kool Aid's brand.

**EDITORIAL  
ADVERTISEMENT  
DESIGN**







*k*ids  
 NEED  
 THEIR  
 DAILY DOSE OF  
 COLOURS!

10/10 young artists recommend the daily use of crayons or coloured pencils to get the best out of their day. It provides necessary creativity, happiness and freedom to the mind. Parents that grew up with Crayola know that it's the safest way to have a one way ticket to imaginative creations at your fingertips! visit [crayola.ca](http://crayola.ca) for creative ideas

All of the  
 creative possibilities  
 in the world  
 await you,  
 royal artist.

The possibilities are endless. Crayola helps children transfer their wildest imagination onto paper. 10/10 young artists recommend the daily use of crayons or coloured pencils to get the best out of their day. It provides necessary creativity, happiness and freedom to the mind. Parents that grew up with Crayola know that it's the safest way to have a one way ticket to imaginative creations at your fingertips!

visit [crayola.ca](http://crayola.ca) for more inspiration

A dragon is a common thing to see in colouring books, often coloured with Crayola. A new creative, youthful approach to advertising Crayola crayons and pencils.

**MASCOT &  
 ADVERTISING  
 DESIGN**





EDITORIAL

# Getting DESIGN DONE

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 of 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

**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 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'm 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.

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.

**Focus on Creativity**

Speaking of focus, another big part of GTD is the idea that you should focus on the tasks of 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 of 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 convenient for 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 ever-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.

**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. 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 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" needed 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 it's piqued your interest and you want to learn more about Getting Things Done, visit <http://www.43folders.com>.

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

# 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:

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 of those times.

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!

Guard blocks of work time. Protect your time by saying "no" to various interruptions, activities, requests, or persons. Arrange your work area so that your back is to the traffic flow.

Close your door, open it selectively. Find and use a special space such as a library, corner, or an office where friends will be unable to find you.

**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.

Working hard and getting things done can lead to a more creative life



[www.designbusiness.com](http://www.designbusiness.com)

Jan / Feb 2016

Using an existing article, this was my first final design solution. This spread is typographically focused, with the objective to grab the attention of designers.

## EDITORIAL DESIGN & RE-DESIGN

NEXT PAGE FOR REDESIGN





GETTING

JAN / FEB  
2016

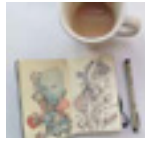
CREATIVE  
ESSENTIALS

12

## DESIGN DONE

Originally published in  
"Graphic Define Magazine"

Written by D. Keith Robinson

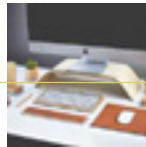


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## CAPTURE EVERYTHING

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-dos, 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. It'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.

## ON CREATIVITY

**FOCUS** 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 some 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.

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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 1500 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

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[WWW.DESIGNBUSINESS.COM](http://WWW.DESIGNBUSINESS.COM)

Focused more on the organization part of the article rather than being reliant on just creativity, the redesign has more negative space and reinforces the content of having organized routines.

## EDITORIAL DESIGN & RE-DESIGN







a  
*Fresh*  
SPACE



A professional organizing agency that focuses on the beliefs of the Buddha and the practicalness of nature. Organizing is meant to de-stress and make for a calm, beautiful environment.

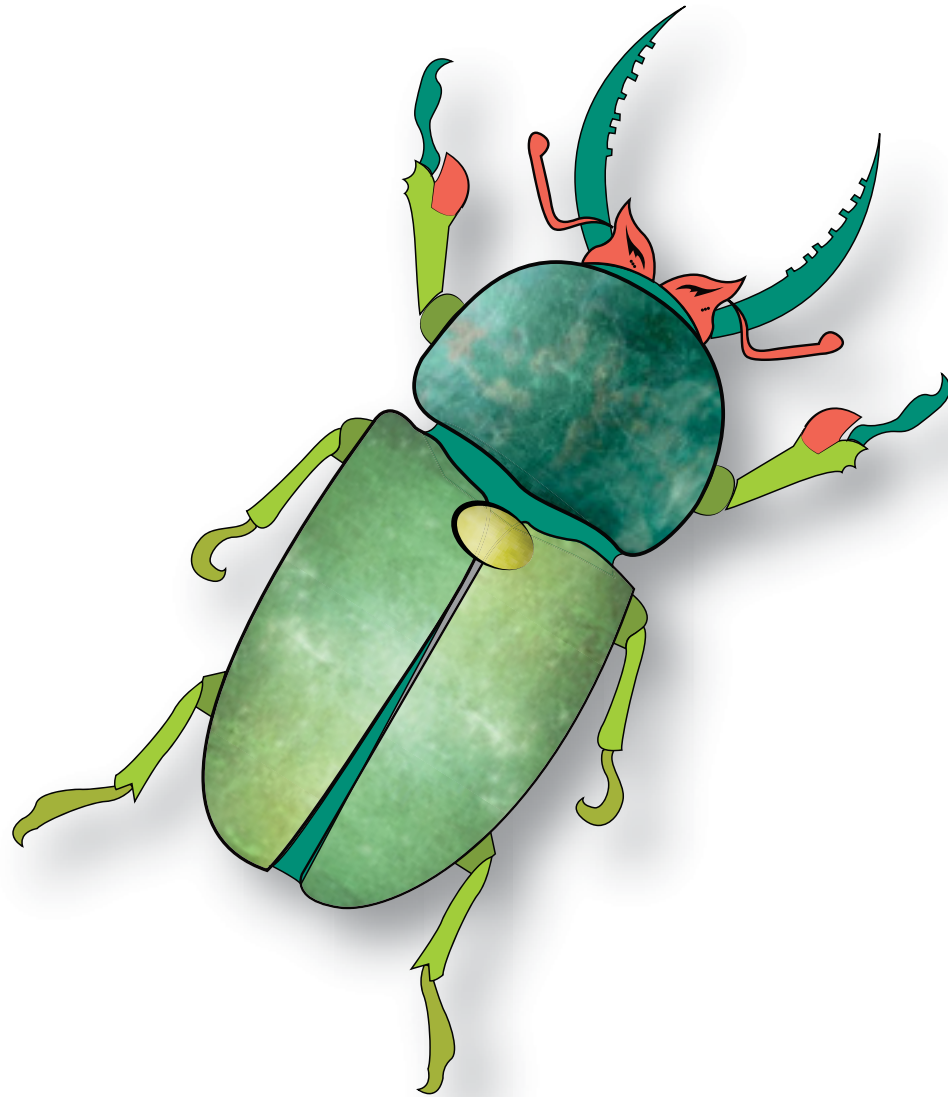
**BRANDING**





**PEN TOOL  
+ BRUSHES**





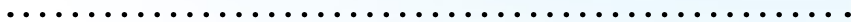
**PEN TOOL**  
**+ CLIPPING MASKS**







**PEN TOOL  
+ GRADIENTS**





PEN TOOL





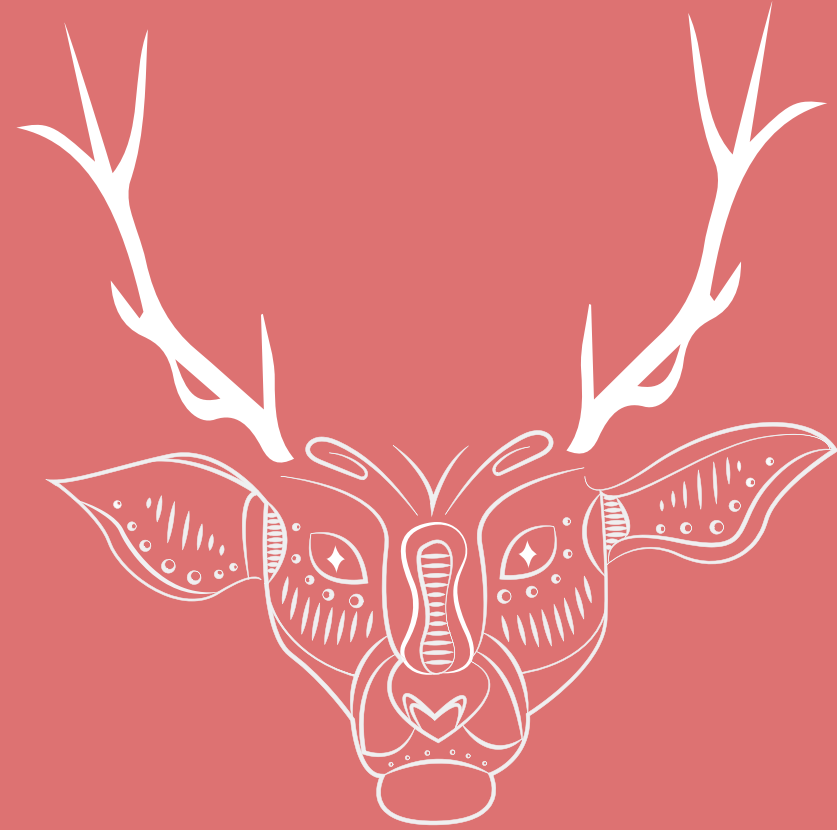
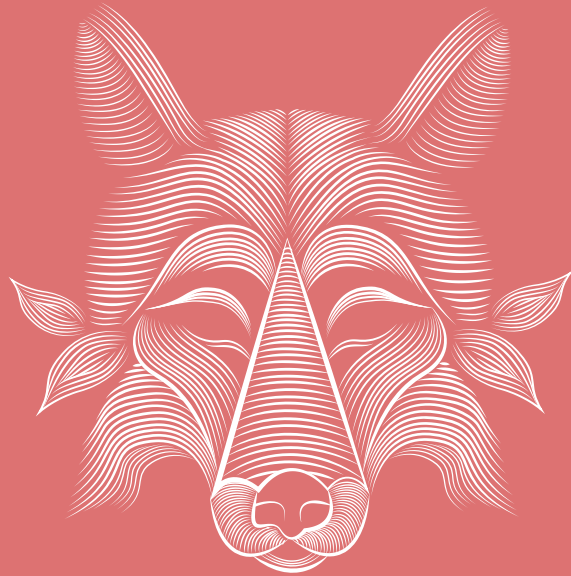
**PEN TOOL**  
**+ CLIPPING MASKS**  
**+ BRUSHES**





**GRADIENT MESH  
+ LIVE TRACE**





get in touch!  
it's my passion to make  
your branding pretty

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