

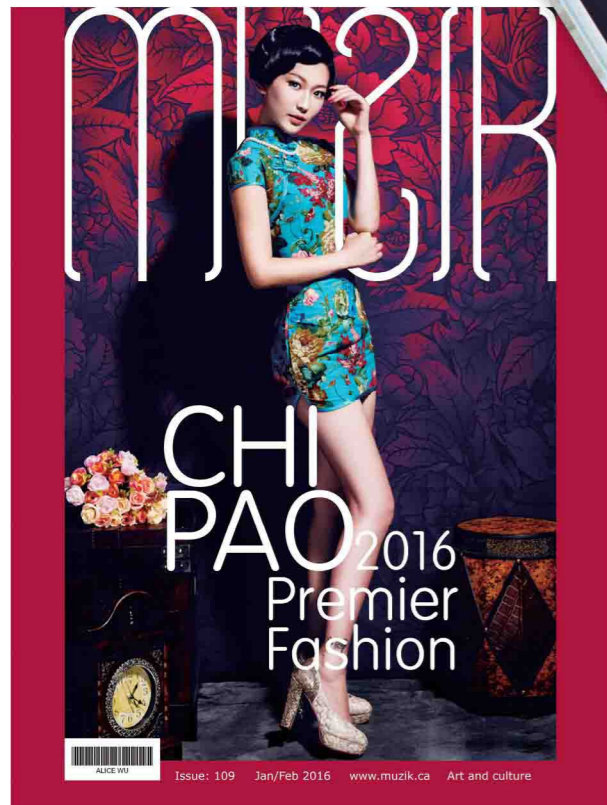
| Alice Wu

| Graphic Designer

**Portfolio**

# Muzik Magazine

Designed layout for a life style magazine which includes cover, table of content, and double page spread.



## Liberté Greek plain 0% yogurt

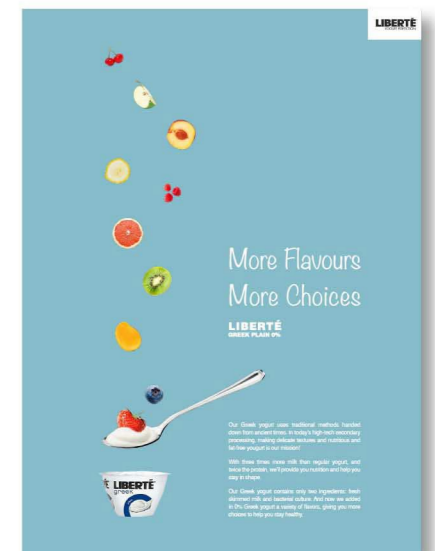
I tried to present Liberté Greek plain 0% yogurt in two ways. One direction is related to more flavours, which means customers can have more choices on tastes. The other direction I had taken is related to health and nutrition. The idea that yogurt can help consumers choose a healthier option.

For the first advert I had found some photos of different fruits from the web. Colourful, eye-catching images placed on a light blue background and Noteworthy light font to create a vivid, lively layout.

For the "keeps you fit" advert, I had found a picture of a heroine and used this image as the main focal point. The different colours on her outfit resemble the different flavors of the Greek plain 0% package that I found. The letter "P" looks like be beaten due to the position and the posture of the image. I also changed the background of the heroine image to emphasize her power.

The content for the product I had found on line and rewrote it with my own ideas.

I found the hero photo on [news.gamme.com.tw/952137](http://news.gamme.com.tw/952137) and found the introduction of the yogurt on [www.liberte.ca/en/products/grek-plain-0-percent](http://www.liberte.ca/en/products/grek-plain-0-percent).



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## Computer repair company

The magazine design that I made appears high quality and provides premium company first impression. I wanted the advertisement to catch the attention of high quality clients. I found the image has humour, the layout is clean, hoping the advertisement can easily be remembered by the audience.

For the newspaper design, I reduced the emotional element, and replaced it with a message of the service provided. I emphasized the services that the company can offer. I made the company name, business information and discount outstanding, hoping the audience can easily get the information that I try to deliver.



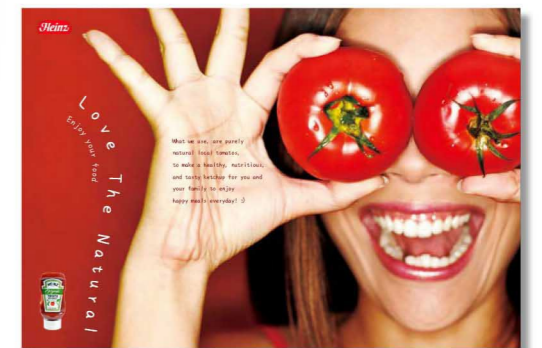
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## Heinz Ketchup

For the first advertisement, I put humour to explain how delicious the ketchup is. One bit of ketchup dropped on the bottle and someone wiping it with their finger which means they do not want to waste any. The font of this one is American Typewriter; the typeface with curves looks similar to the ketchup on the bottom. I spent almost four hours totally on the ketchup to make the design look real; I also avoided covering the logo on the bottle, so the audience can see it.

The second one I decided to use a picture of a woman holding two tomatoes with a big smile. The relationship between the woman and the ketchup is signifying the healthiness and naturalness of the tomatoe being used. It will give you a happy feeling while adding ketchup to your meals. The purpose of this one is to grab attention and keep customers to remember this brand. I made the shape of the copy follows the hand, so the copy and the picture look like an entirety; the whole layout is very fluent.



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## Menu/ Logos/ Wine Label

This is a Bohemia style menu.

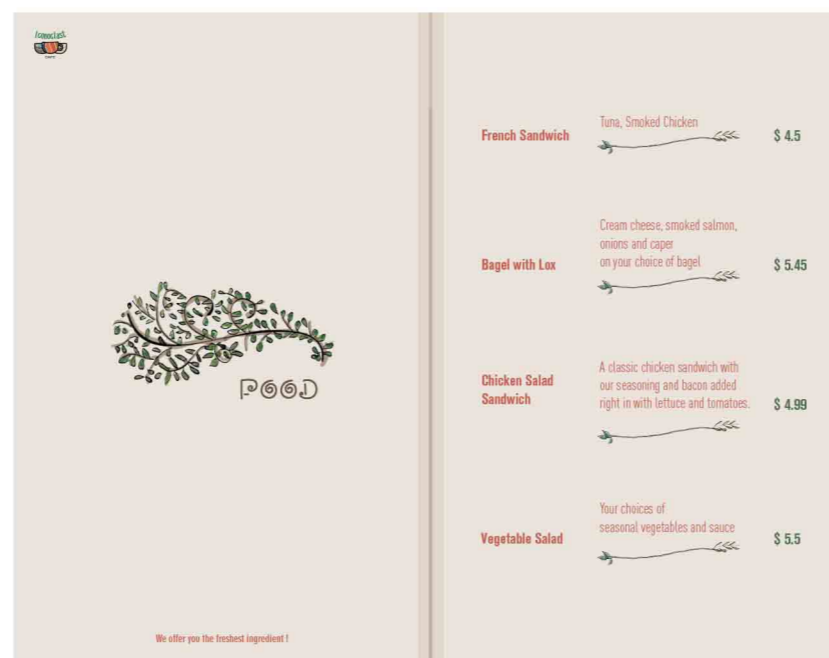
I used some references to draw some bohemian style elements for my menu and a logo for the Iconoclast café shop.

For the store signage I found a picture online and retouched it in Photoshop putting the logo and some information on it to make it look more finished.

For the wine logo, I made the three bottles transparent. I wanted to show the contents on the bottles-which were a grape farm, mountain-lake-leaf, and a maple leaf; and I tried to deliver the information of nature, culture, and background on the bottles.

For the wine label, I used the rounded font as well. I put the wine logo on both the neck of the bottle and the label. The colour that I chose for the wine is green, which is vivid and nice to look at.

The rounded font that I used on the menu, was created by me after I found the four letters "boho" on an image. I tried to find the font online but I failed. Therefore, I created the rest of the letters. Compared to other fonts, these letters make the menu more vivid.



**MENU**

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# Menu/ Logos/ Wine Label



## food

<b>1</b>	<b>French Sandwich</b> Tuna, Smoked Chicken	.....	\$4.5
<b>2</b>	<b>Bagel with Lox</b> Cream cheese, smoked salmon, onions and caper on your choice of bagel.	.....	\$5.45
<b>3</b>	<b>Chicken Salad Sandwich</b> A classic chicken sandwich with our seasoning and bacon added right in with lettuce and tomatoes.	.....	\$4.99
<b>4</b>	<b>Vegetable Salad</b> Your choices of seasonal vegetables and sauce	.....	\$5.5

## combos

<b>A</b>	Mixed vegetable + Caffe Latte	.....	\$5.25
<b>B</b>	Seafood noodle + Caffe Mocha	.....	\$5.5
<b>C</b>	Muffin + Iced Caffe Latte	.....	\$3.5
<b>D</b>	Sea food mix + Caffe Latte	.....	\$6.5
<b>E</b>	Cheese Cake + Seafood Soap	.....	\$5.45



## coffee & tea

<b>3</b>	Caffe Latte	.....	\$3.45
<b>4</b>	Cappuccino	.....	\$3.5
<b>7</b>	Green Tea	.....	\$3.5
<b>8</b>	Red Tea	.....	\$1.5
<b>9</b>	Black Tea	.....	\$1.5

## sweets

<b>10</b>	Muffin (Chocolate, Raspberry, Banana)	.....	\$1.5
<b>11</b>	Classic Chocolate Cake	.....	\$2.5
<b>12</b>	Blueberry Cheese Cake	.....	\$2.25
<b>13</b>	Black Forest Cake	.....	\$3.5
<b>14</b>	Cheese Cake	.....	\$3.5

## TEN BULLS

This is an article about Zen, wrote by Kuo An in the twelfth century. It tells a story about looking for the true self. It uses "Bull" as a metaphor for the nature of a person.

The font on the cover is VNI-HLThuphap, it looks like calligraphy. Just like a person in the process looking for themselves, they get to be strong and free. I used a fog brush to create the background of the cover.

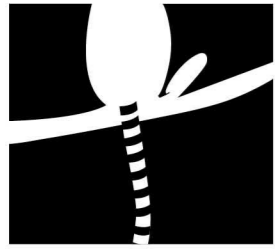
I wanted it to represent a space, which is like a human's heart. It is so deep, profound and it is mysterious. In addition that is the leitmotiv of the "Ten Bulls" article. The bottom Chinese letter "無" means "nothing". In china, "nothing" has a wide meaning, it can included everything in it. It is a part of Zen too.

For the inside pages, I used a Chinese landmark architecture decoration -China Circle to present the images, accompanied by secondary colour for each image, to make the tone of the book looks harmonious. The font for the numbers is Jellyka, Saint-Andrew's Queen. Like number 8, I find out it looks like two small stones snuggle up to the China Circle, which is interesting. The font for the paragraphes is LiShu, it is a Chinese font. I thought it fits the topic perfectly.



## BOOK

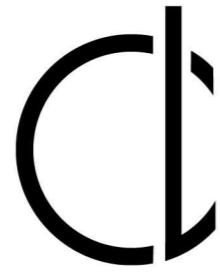




## Lemur

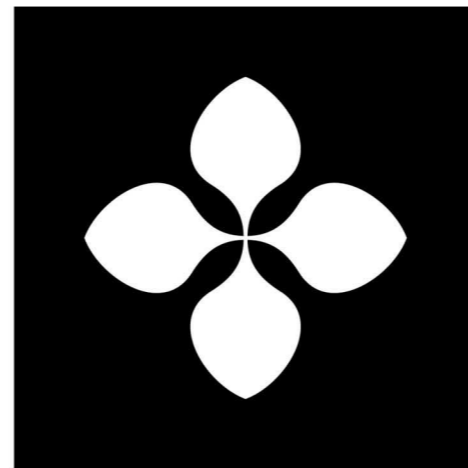
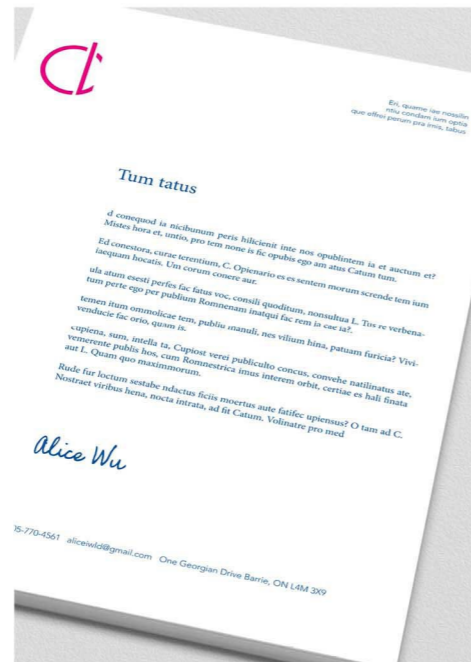
This logo design is for an animal protection organization. This client wants a logo to increase human's awareness and protection of nature and animals, especially endangered species. This logo design is the back of a lemur sitting on a branch, which symbolizes that animals need family, friends, and a home. The back of the lemur means that the number of animals is in sharp decline and the lemur is an endangered species. Animals in the wild are lonely. The branch symbolizes their home, but for the lemur, their home in the natural forest is being destroyed. Animal and natural resources are connected; we need to protect both of them.

When the back of the lemur and the branch are combined into an image, they display a whole concept of nature.



## cat

This is a three letters lettermark, which are C, A and T. I was trying to make the three letters be integrated. They can insert each other and at the same time each letter can be an individual. I tried to make them fun and a little tricky, not very easy to be recognized but the structure is reasonable.



ANNAKEELY



## Graphic Design Is More About Rules

Included music, popup, link functions.

**rules of typography**

blackletter antique  
sens serif **bauhaus**  
script **GOTHIC**  
roman decorative  
**MODERN** websafe

HOME LAYOUT COLOUR style VIDEO TOC

**rules of Layout**

1. alignment 2. repeat  
3. Hierarchy 4. similar  
5. negative space 6. contrast

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**rules of COLOUR**

1. monochromatic  
2. complementary colors  
3. split-complementary colors  
4. analogous colors  
5. triadic colors  
6. hue, saturation, and value

HOME LAYOUT COLOUR style VIDEO TOC

click here to check details

**ADVERTISING CREATIVE TEMPLATE**

1. The Pictorial Analogy Template  
2. The Extreme Situation Template  
3. The Consequences Template  
4. The Competition Template  
5. The Interactive Experiment Template  
6. The Dimensionality Alteration Template

HOME LAYOUT COLOUR style VIDEO TOC

**rules of style**

cubism  
collages Surrealism  
futurism art deco  
dada rococo

HOME LAYOUT COLOUR style VIDEO TOC

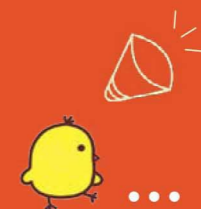
# Graphic Design

NOT ABOUT  
only

Creative ...

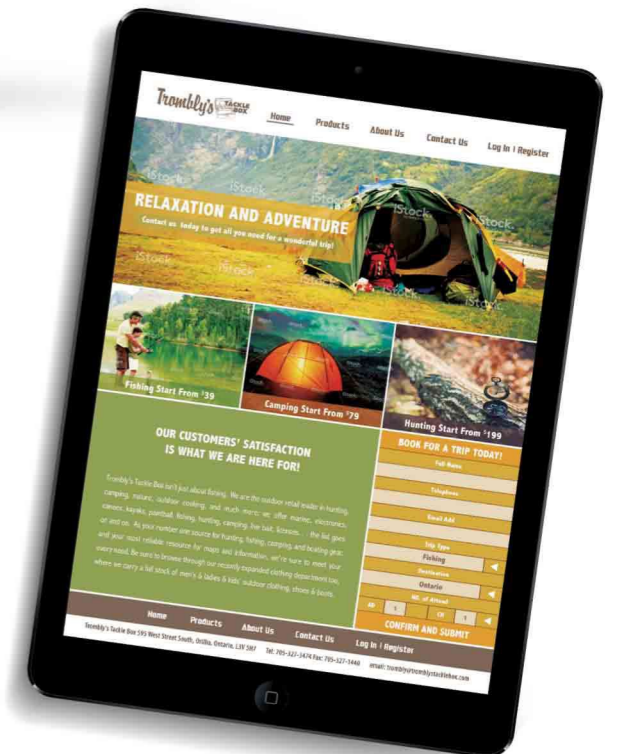
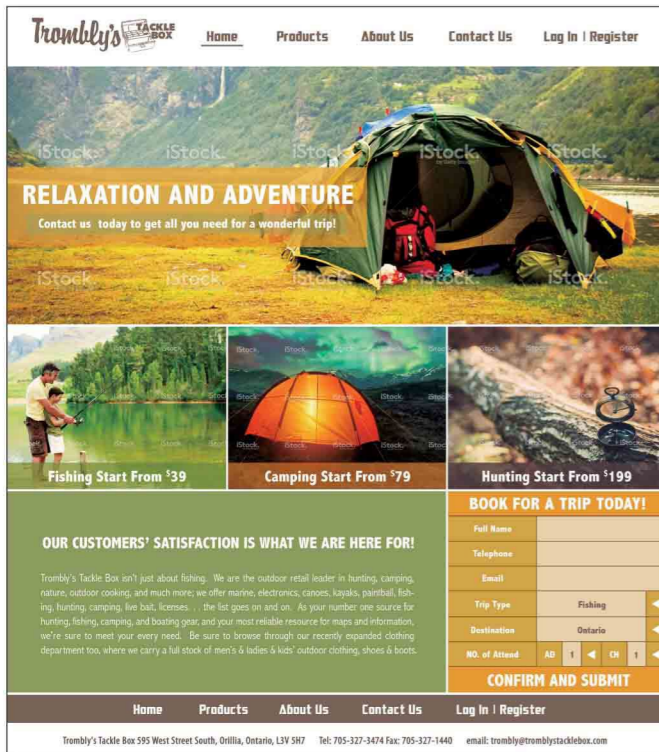
its more about

RULES



## TROMBLY'S TACKLE BOX

Inclass exercise: create website pages for Trombly's Tackle Box company.



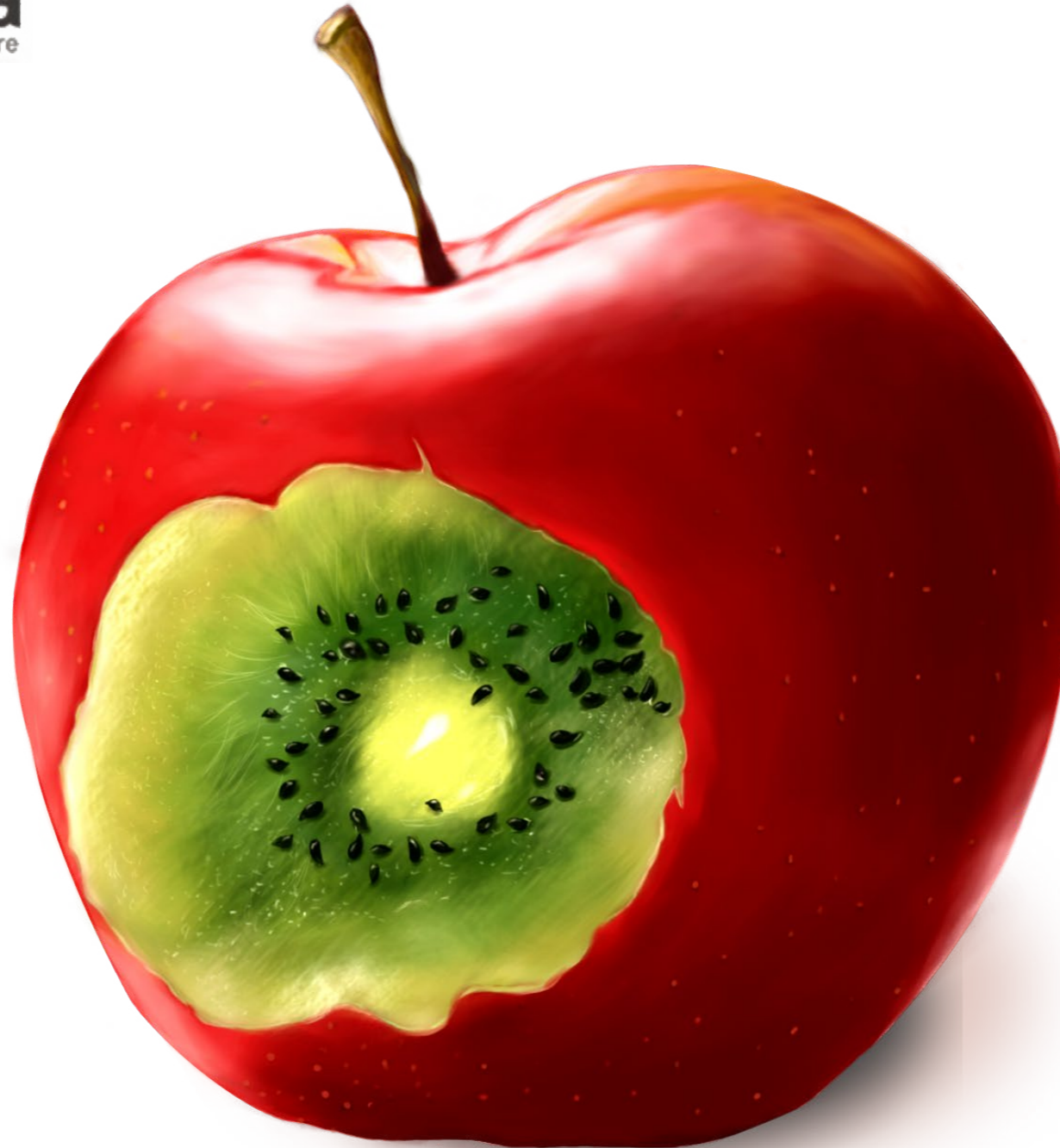
## WEBSITE

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**PHOTO RETOUCH**

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**NO SIN**  
MORE TOMATOES. LESS SUGAR



## GRAPHIC DESIGNER

- | 3 years' graphic design experience using advanced Adobe software skills (Photoshop, InDesign, Illustrator, and Acrobat Pro) in print design (logo, branding, brochure) and digital design (website, banner ads, e-blast)
- | Solid software skills: Wordpress, E-blast, Flash, Mag Plus, and PowerPoint
- | Experience with typography and drawing or hand rendering
- | Excellent communication and listening skills to understand and meet client's needs
- | Self-motivated, tenacious and balanced individual who brings a 'can do' attitude to work
- | Great time-management skills with ability to prioritize work and meet deadlines
- | Paying great attention to details to maintain accuracy and completeness of work
- | Willing to relocate within the GTA area

## PROFESSIONAL EXPERIENCE

### Graphic Designer (Part-Time) 2014 – Present

Georgian College, Barrie, ON.

- | Created designs, logo, promotional materials and advertisements with Photoshop, InDesign, and Illustrator.
- | Designed brochures, posters, banners, and flyers to be used for student recruitment in China, Japan, and Korea.
- | Created designs using Photoshop, InDesign, Illustrator, and Adobe Acrobat.
- | Communicated effectively with faculty to assess their design needs for the purpose of developing cross-cultural promotional materials to attract international students to Georgian College.
- | Controlled quality of projects by monitoring each step of the projects including collaborating with print shops to ensure the print materials were of optimal quality and correct.

### Graphic Designer (Field Placement) Feb. – Mar. 2016

Surplus Furniture And Mattress Warehouse, Barrie, ON.

- | Created promotional materials including newspaper ads, product flyers using Photoshop, and InDesign.
- | Created digital E-blasts for product promotion in addition to banner ads and blog posts for the company website including recording and editing audio for broadcast.
- | Communicated with design team brainstorming creative ideas for marketing strategies to promote products and to attract potential clients.

- | Contributed to team efficiency by cooperating with department manager and other designers to ensure the objectives are achieved and timelines met.

### Graphic Designer (Summer) May – Sep. 2015

Houssmax, Markham, ON.

- | Offered various design drafts to fulfill customer needs including brochure, flyer, and postcard designs using Photoshop, and InDesign.
- | Successfully met and exceeded client expectations through effective telephone, email and face-to-face communication skills.
- | Utilized multitasking skills while meeting tight deadlines in a fast-paced environment.

### Peer Tutor/In-class Tutor 2014-2015

Georgian College, Barrie, ON.

- | Assisted peer students with their studies by demonstrating graphic design software skills and tutoring in the Graphic Design, HTML5 courses.
- | Contributed to course efficiency by responding to students' questions promptly and efficiently during class without disturbing the normal class activities.

### Freelance Design Work

Logo design

- | Responsible for the overall design process from concept development to the final product.
- | Worked out the best designs to meet clients' needs by drafting multiple designs and continuously discussing with clients.
- | Modified and finished the final design to meet and exceed the clients' goals.

## EDUCATION

### Graphic Design Advanced Diploma 2013 – 2016

Georgian College, Barrie, ON.

### Achieved Dean's List status in all semesters for excellent academic standing

- | Key Courses: Graphic Design, Typography, Print Production, Web Production, and Production Studio
- | Software: Photoshop (PS), InDesign (ID), Illustrator (AI), Flash, Wordpress, and Acrobat Pro



# Less Is More

**Thank you for review my portfolio!**

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<http://aliceiwd.wix.com/graphicdesigner>