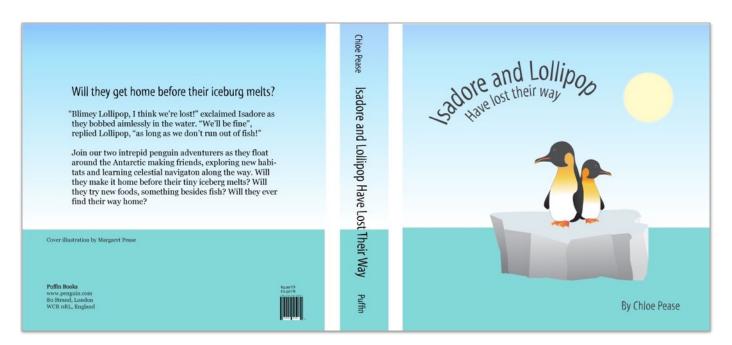# Print Ready Designs

Design 1 - Children's Book Cover

The book concept is about two penguins who travel all over the world learning about different cultures, habitats, and foods (as written on the back cover). This book cover was created specifically to appeal to children by using bright colors and charming penguin characters. Adobe InDesign was the primary tool used for the layout. The penguins and iceberg were rendered in Illustrator then imported into the final design. This was solo project, however I did kern the title somewhat per feedback. Although it is a fairly simple design, it is one of my strongest and most polished pieces.

Design 2 - Magazine Cover

The magazine cover employs typographic hierarchy, use of contrasting colors and appealing images to contribute to the overall aesthetics as well as ensuring readability. The target audience of "Fork & Spoon" is primarily women, especially those tasked with making family meals on a regular basis. The use of pleasant pinks, reds, and greens are meant to attract that demographic. The background image as well as the cover lines are innocuous and appealing to all (except maybe for vegetarians). Some of the typography was reworked based on feedback. I edited out a few elements from the background photo as well as reduced the brightness so there was no longer the need for the previous bold typeface. This piece was laid out using Adobe InDesign, with the background photo edited in Photoshop.

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Design 3 - Magazine Content Page

The aim of this design was to inform and guide the audience. The best way to do that was to create a clean, straightforward page that incorporates a distinct typographic hierarchy for readability. Attention was given when choosing coordinating typefaces, using a complementary color scheme, and to the grid layout. The page balances visually between text and images, with the darkest "heaviest" photo of the hamburger placed on the bottom since it has the most visual weight. The page was created using Adobe InDesign. All of the images were downloaded from the internet and cropped and/or resized using Photoshop. The design isn't targeted toward any particular race, religion, culture or gender nor does it exclude any either.

Build a Better Burger

It's all in your technique according to Chef Marc Matsumoto

Design 4 - Magazine Feature Article

The priority of this design was that the article be easily readable, with elements such as the title, pull quote, photos, and drop cap assisting in that goal. Typographic hierarchy was used to give the reader direction, copy was right and left justified while avoiding "rivers", typographic widows and orphans. Per suggestion, I moved the pull quote down to align with the columns to balance the page, and colorized each section head. While it may not be the most exciting piece, a lot of work went into it and I am proud of the final result. The images were optimized using Photoshop then imported into Adobe InDesign where the final piece was created.

Design 5 - Banner Ad .gif

The banner ad was a self-initiated project to explore techniques in creating a .gif file for online advertisement. Because the message needed to be clear and the space was small, I used few design elements, confined myself to one font, and incorporated plenty of negative space. The ad identifies a potential need, dinner ideas and inspiration, and offers (a somewhat delayed) solution/call to action, a magazine subscription. Theoretically if a viewer were to click anywhere on the ad it would direct them to the publishers website where one could initiate a subscription. The panels used in the ad were initially created in Adobe Illustrator, saved as JPEG files and imported into Photoshop to create the final product. The piece was designed for a broad audience by avoiding any potentially offensive images or verbiage.

Design 6 - Tri-Fold Brochure

This project demonstrates my ability to create an informative brochure. The challenge was to combine marketing information with interesting visual elements to create an engaging message. This was done through typographic hierarchy, logical organization, and the consistent use of color, typefaces, and logo styles. The item was created using InDesign, while the photos were edited in Photoshop and the "Learn to Fly" title in Illustrator. I did not collaborate with anyone on this design, however I tried to envision what an imaginary client and their targeted demographic would want to see.

Design 7 - Swiss Style Poster

After studying the history of graphic design, I was tasked with creating a poster that represented a definitive design style. It was designed in the International Typographic, or Swiss style using a grid layout. Element of the International Typographic (aka Swiss) style include minimalism and strict adherence to a grid layout. I think this poster exemplifies both principles. The layout was composed in Adobe Illustrator, and designed to be printed as a full 24" x 36" poster. The target audience is very wide and were it to be implemented, it would also have to be in Arabic to be

Every year hundreds of family pets are abandoned to survive in the streets of Dubai

If you cannot adopt, please consider fostering a cat or dog.

Contact: SNIFF (Strays Need Interim or Furever Friends)
sniff.ae@gmail.com or www.facebook.com/SNIFF.MiddleEast

more inclusive. Revisions made based on feedback include adding leading to the featured artists list as well as rearranging the order the names appeared (from longest to shortest).

Design 8 - Charity Poster

The goal of the poster was to raise awareness that many pets are simply abandoned when families move from Dubai. The iconic skyline was used to reinforce the idea that this is local problem. The animals are also surrounded by white space to add to their isolation and draw sympathy. Although it is one of my first projects, I stand by the craftsmanship and feel the simple flat design is still relevant today. I chose to include the poster in my portfolio as represents my ability to communicate a strong and urgent message. To refine the piece I recently added a couple more buildings and balanced the skyline horizontally. I also tightened up the typography in the contact details section and moved the dog and cat elements slightly. The poster was created using Adobe Illustrator.

Design 10 - Bottle Label

The set of labels is thoughtfully laid-out, uses plenty of white space, and clearly conveys information regarding the product. The design was conceived to appeal to health conscious, but thirsty adults with adventurous tastes. The aesthetics are designed to attract an upscale consumer. Adobe Illustrator was used to create all the elements of this piece. As with all of my work, I try to be aware of any images, wording, or other messages that may be construed as offensive. Although it's an early project, I feel it is a fairly solid example of my ability to create effective packaging. Adobe Illustrator was used to design and assemble all elements of the piece.

Design 10 - Logo

The logo was deliberately designed to appeal to a female target audience. This was accomplished mainly through the pastel color palette, script typeface, and the pink cupcake image. The call out, "Make Every Occasion Special!" is also targeted to women who are generally tasked with organizing special events. Color theory and knowledge of typography shaped my design decisions. The circle shape connotes grace and is considered a feminine shape; it was used extensively. It was a solo project created entirely in Adobe Illustrator. I refined it by reworking the shadows on the cupcake, updating the script font, and per suggestion kerned the title slightly.