



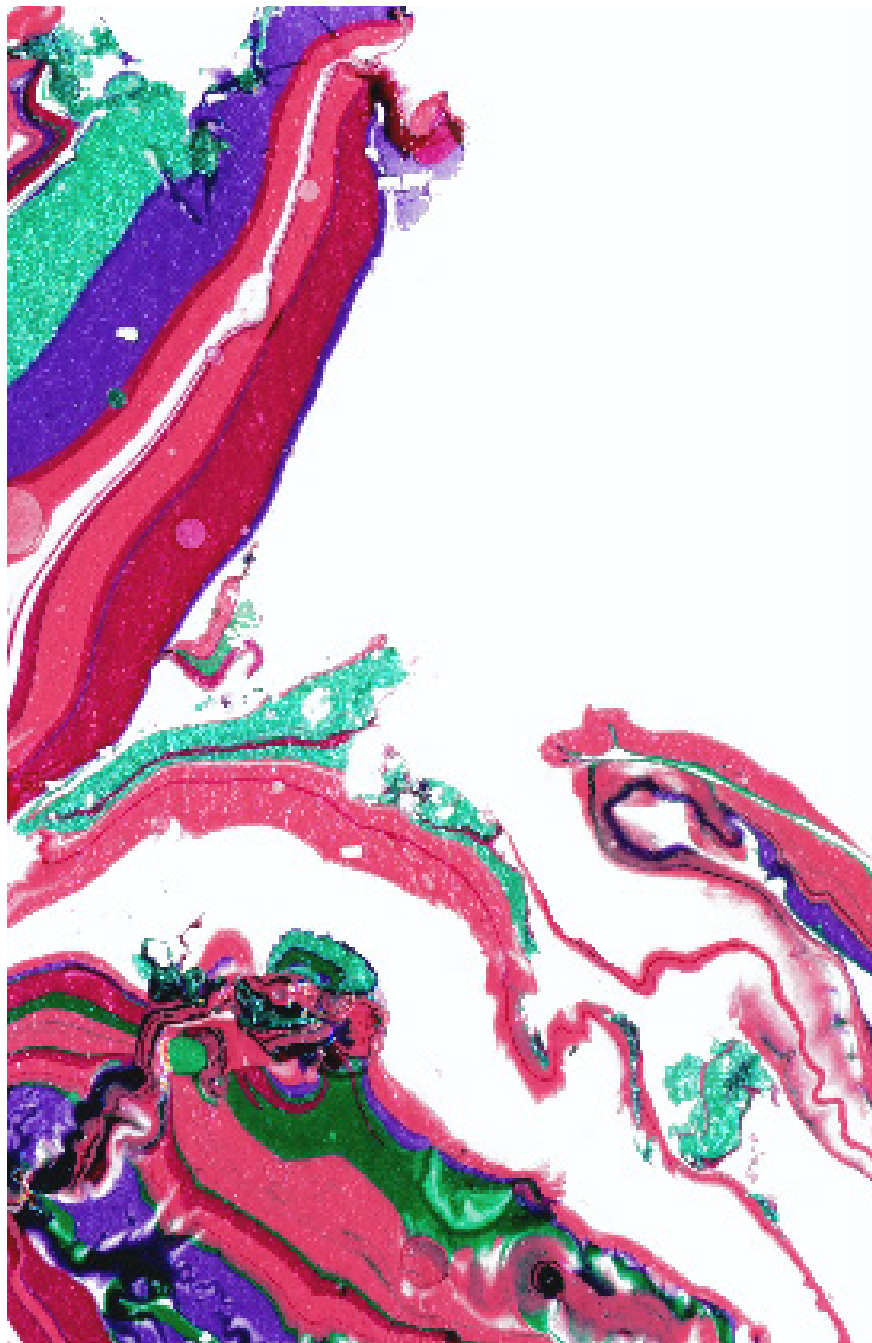
Graphic Design

PORTFOLIO

2018

{JR}

JAYDEN RUFF
GRAPHIC DESIGNER



ABOUT ME

I am a third year student at Georgian College Barrie Majoring in Graphic Design Production. I have been able to acquire and perfect a wide variety of skills in the fields of graphic design as well as marketing. I have been able to work with various Adobe Suite programs in order to complete a variety of projects for several clients with positive results.

For more information about my career experience or past projects check out my website.





MENU DESIGN

The project was to create a brand for a new up and coming indie restaurant Iconoclast. With the idea was to create a fresh and organic brand with a modern clean look. I wanted new highly-contrasted logo to brand the restaurant as a whole to pair with a fresh lime green brand colour. As supporting items I wanted to show environemntally freindly reusable cups and togo containers.



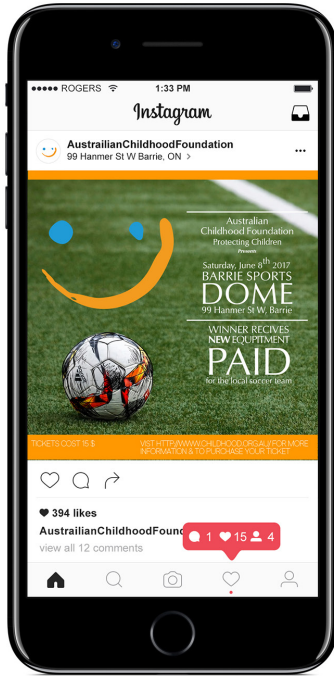






BRANDING, ADVERTISEMENTS & SOCIAL MEDIA DESING

This project was to create a brand for Clear Organic Market, which is an organic produc store near by. Their objective was to create advertisments for their grand opening and update their site to be resposive and user freiendly. I wanted everything to be rustic and natural with an organized feel. Their advertisments all have an example of the companys all natural produce as a full shot with the information in the stylized label. The website is mainly white for legibility and hero shots of examples of what your can purchase from Clear Organic Market.



SOCIAL MEDIA & ADVERTISEMENTS

This project was to work with The Australian Childhood Foundation to help advertise and promote their fundraiser. They are a non-profit company that raises money and builds homes for children world wide that are in unsafe situations at home. I took their existing logo and set up a new portal for the organization to advertise and educate their audience. The tickets and the social media ads have a childish photographic feel to them with an illustrative part to create an appeal to all ages.



CAR WRAP

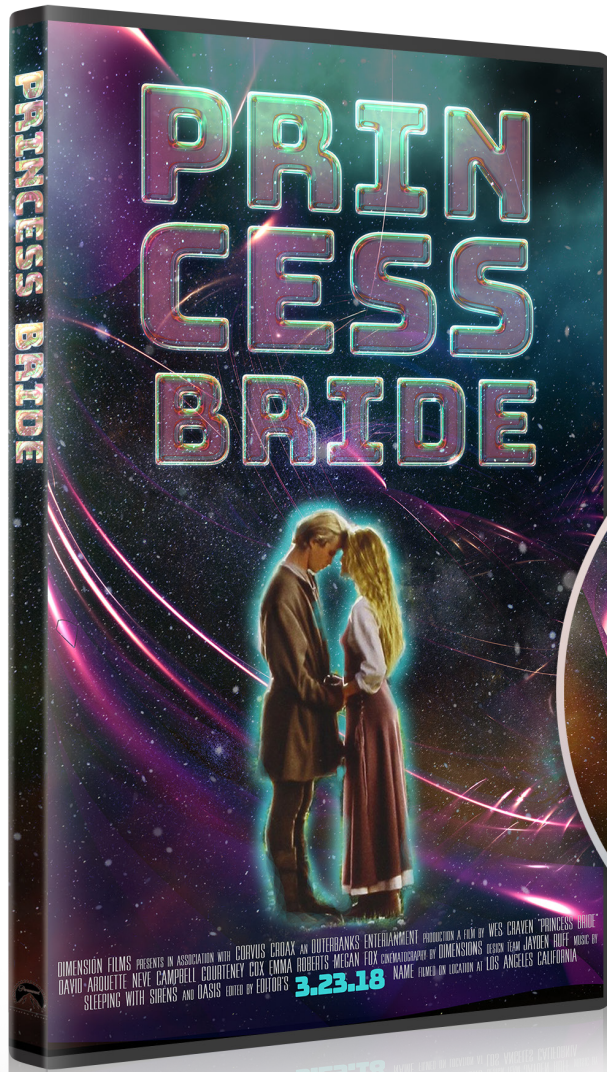
The idea for the car wrap was that Mario wanted to have the car embody his brand. With that in mind I took his brand yellow and recreated a Cel-Shaded design emphasizing on the Mario Designs logo and what they do. The Cel-Shading design is something used in illustrative video games, where they use straight blocks of colour instead of gradients.

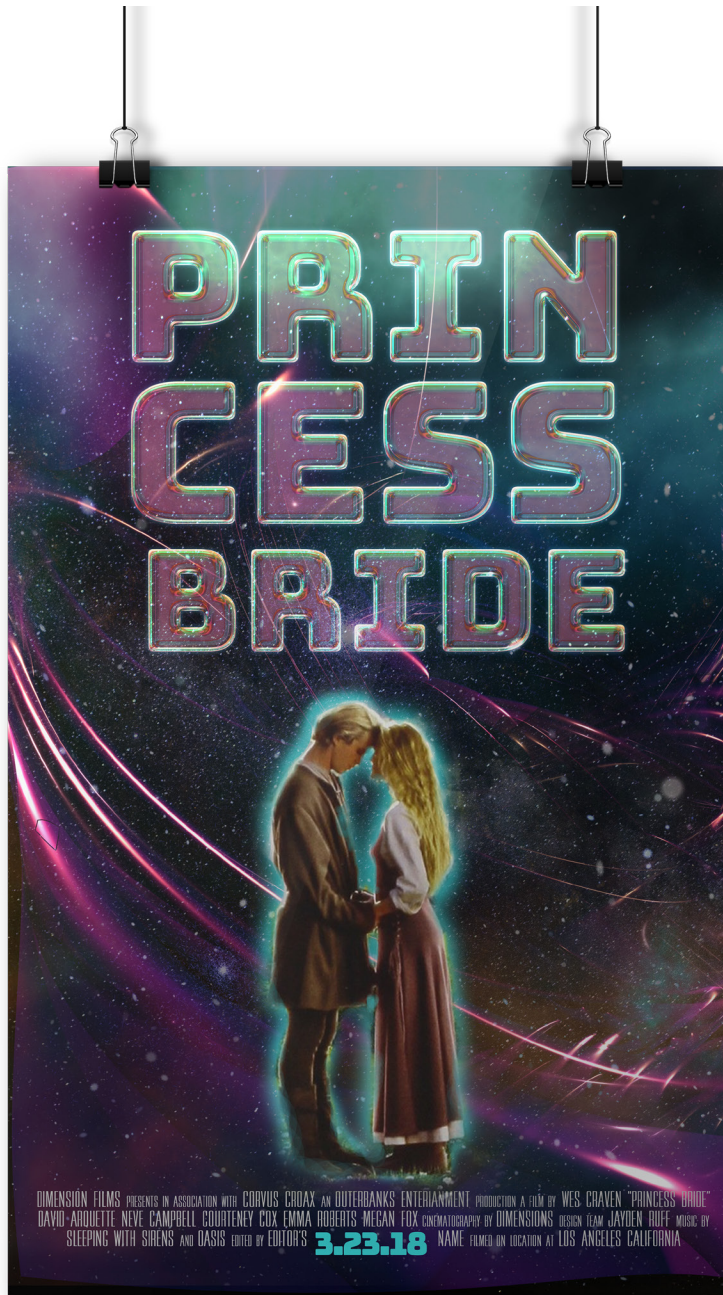


PRODUCT CATALOG

The idea for this piece was to create a brand for the CARAVAN Furnishing company. Then outline a catalog to display their products in an organized manner. I focused on a very clean modern style with a bold primary colour to catch the audiences attention. To accchieve this very high cotrasted photos were used for the hero shots at the beging of each chapter and through out the catalog.







MOVIE POSTER DESIGN

Idea of the poster design was to take a previously well known movie and swap the movie genera. I took a romantic comedy and made it a horror movie. The first step was to darken the colour scheme. I wanted to reference a bit of the Scream movies with a little bit of Carrie, Through Adobe Photoshop I edited a celebrity to look a lot darker with more makeup, white eyes, and blood running down her face. With the supporring blood dripping title to pull it together.



BRANDING AND SOCIAL MEDIA PLATFORM

This project was to create a logo for an organ donation company as well as supporting media and digital platforms. I wanted to stick to bold playful colours representing the flow of oxygen through the human body with subtle imagery and the idea of the community in mind. There is a social ad campaign, an e-blast campaign, and a website for the users to be directed to.





AMPER&AND

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SNOWBOARD ILLUSTRATION

The goal here was to rebrand the company Ampersand and create a custom illustration for their new snowboard line. The approach I took a new spin on the traditional tattoo for the illustration. I wanted to use a bold primary colour and soft secondary colours for the illustration to really stand out while in use.



THANK YOU!

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