# Portfolio



### My Resume

My Site





#### Joseph Boyden Dustjacket

Designs created for the Barrie Public Library. These dustjackets are covers for three of Canadian author, Joseph Boyden's,novels.

From left to right there is Wenjack, Through Black Spruce and Born With a Tooth.

The books are tied together by a similar style of illustration. Each one, while not an actual scene from the novels, are indicative of the tone and plot of each one.



BARRIE PUBLIC LIBRARY

Joseph Boyden is a Canadian who travels between Northern Ontario and Louisiana. He studied at York University and recieved his MFA from the University of New Orleans and currently teaches writing there. His work has been published in Potpurri, Cimarron Review, Blue Penny Ouarterly, Green Hills Literary Lantern, Ellipsis, and The Panhandler. "Painted Tongue" won first place at the Gulf Coast Writer's Conference. He was nominated for the prestigous Pushcart Prize in 1997. He is at work on a first novel and on the biography of a Cree family from Fort Albany Reserve on the James Bay coast. This is his first collection of short fiction.

Jacket Design: Kyle Rusu Author Photo: Norman Wong Years ago a young man came to one of my writing classes eager to write. He showed promise. He went off, lived, learned, saw things, thought about what he'd experienced. Now he's come up with his first book, and it's alive, and facsinating. He's become the teacher now, writing beautiful stories, giving his spin on the miraculous.

The stories in Born With A Tooth mark the impressive debut of an important new literary voice. In the tradition of Louise Erdrich, they discover the individuality of characters habitually seen as stereotypes, embrace the humanity of people abandoned on society's margins. Joseph Boyden is a profoundly sensitive writer with the eye of a painter and a heart as big as the country about which he writes.

-Fredrick Barton

-BW. Powe

Born With a Tooth JOSEPH BOYDEN

FIC Boyde

## BORN WITH A TOOTH

JOSEPH BOYDEN

In a writing style infused with freshness grace, Boyden creates the world of a native reserve in Northern Ontario where young woman falls in love with a wolf, a boy enters the pro-wrestling ring and takes on the defending champion, and the town nerd learns how to literally escape his own ugly skin, while stray dogs and ravens screw with a hundred-year-oldman. The Ojibwa and Cree in these stories might not be what you expect, whether it is a lead singer for an all-girl punk band or a desperado named Painted Tongue. Somehow even lives spent trapping out in the bush of Northern Ontario or hustling on the teemng streets of big-city Toronto reveal the grit and beauty of a bigger everyday.

BORN WIT

The stories in this collection travel the four directions: East brings Labour and the three different women who work and share the pain of children; South conjures Ruin, travel and self-destruction. West gives us Running, water and dams and kids who leave. North is home.

Boyden's Northern Ontario reserves are pocked with povery, redemption, violence, and humour. These are nor fragile people. They've been here ten thousand years. They survive.



#### **Settlers Catalogue**

Three pages of a catalogue for a high-end furniture. From top to bottom the pages are show the cover, the contents and a sample of the page layout.







#### **Benefaction Cards**

Cards for the organ donors organization called Benefaction. The wordmark is the major part of the design.





#### Logo Usage

A design for a logo as well as a layout describing its' usage.

This was designed for a fictional superhero or villain. In this case it was the Serial Piller, a doctor who overprescribes pills.

The logo uses a combination of two symbols to convey its' meaning. The PX symbol used for prescribing medicine to patients is incorporated into the design along with a simplistic oroboros surrounding it in a circle.





#### Settlers Logo

A wordmark for the Settlers moving company.

This wordmark is meant to invoke the feeling of travel. To that end the design focuses on a long, winding path that winds off into the distance. It adds a sense of depth and movement that take the viewer through it and around the name of the business.











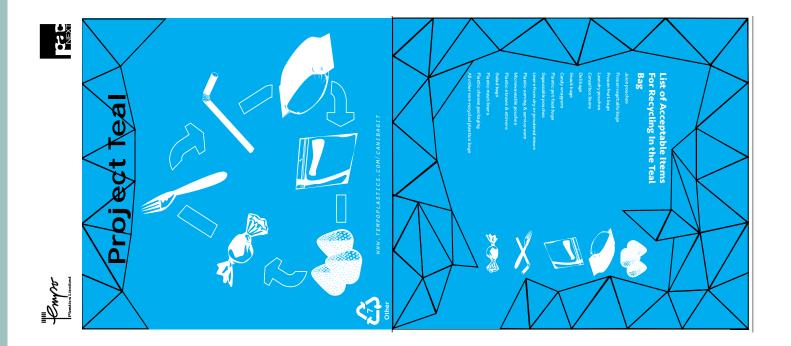
#### **Project Teal Bag**

Two plastic bags designed for Project Teal- a joint project between Tempo Plastics and Pac Next in making biodegradeable plastic bags.

The outer bag(top) is meant to hold the larger inner bag (bottom) which is used for disposing recyclable items listed on the back of both bags.

The outer bag is vibrant and communicates the bags optimistic message through its' use of yellows, purples and blues. The imagery reaffirms this, showing a recycling bin made out of plastic bags The inner back could only use black and white and a specified teal.







#### **Bandage Package**

A design created for the packaging of a dressing strip. A different approach was needed to distinguish it from other medical products.

While most medical products use a sterile white background dashed with either reds or blues the elements of this design come off of a vibrant red background.

The imagery uses the red cross made up of bandages to indicate the products medical use as well as show what the product looks like.







### Car Wrap

A car wrap designed as a promotion for Mario Design on driver side of the van The project called for an edgy, eye-catching design on a black background using a

vivid yellow colour.

The design is heavily focused on its' imagery as opposed to its' layout. On the driver side the hand imagery is reaching out to the front of the car from the back of it moving through the logo towards one of the headers. This leads to the front of the design featuring the slogan and another arm pattern that wraps in on itself. The back shows off the design to anybody behind the car and connects to the drivers side.





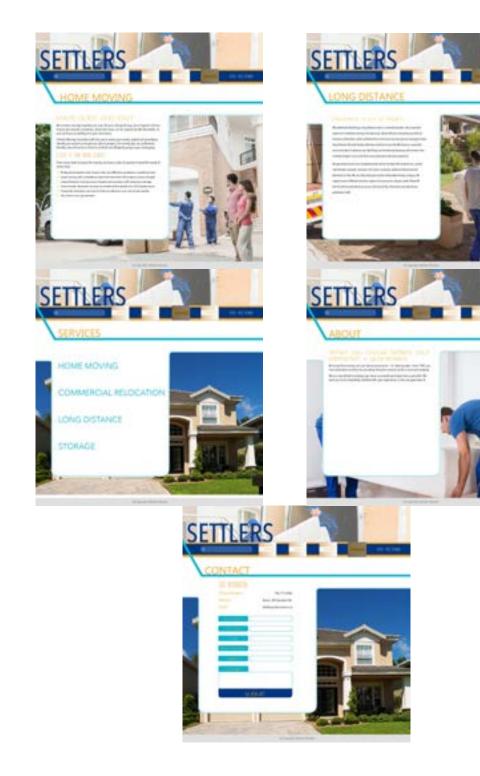




#### **Settlers Website**

Five pages of a website for the Settlers Movers company. The design for this needed to be clean and clearly display the necessary information while making sure it is immediately recognized as a moving company.

The nav bar, the header and images all work to communicate the moving aspect of the business.





## Advertisements





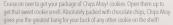
#### **Chips Ahoy Advertisements**

Two Advertisements for Chips Ahoy. The were designed to fit into ad-space in the Canadian Living Magazine.

The ad on the left focuses on time. The call to action is"why wait?" and the image uses hourglass imagery to reinforce this. It also uses a saturated cookie texture that contrasts with the blues of the background and brings the viewer's attention to the product.

The right design relies on negative space and scale. It's a pastiche on the old colonial adventures with the cookies acting as new lands and milk acting as a sea.







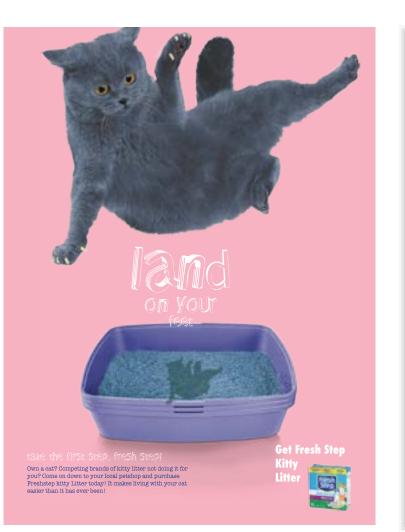




#### Fresh Step Kitty Litter **Advertisements**

Two Advertisements for Fresh Step Kitty Litter. The were designed to fit into adspace in the Canadian Living Magazine.

The ad on the left is visually fun. It uses a vibrant colour scheme to make each element pop. It has a good sense of perspective between the cat, the headline and the litter-box which acts like a triangle that moves the person through the design and down to the body copy. The Ad on the left focuses on the headline which is integrated with





Own a cat? Competing brands of kitty litter not doing it for you? Come on down to your local petshop and purchase Freshstep kitty Litter today! It makes living with your cat easier than it has ever been!



