

Portfolio

Kyle Rusu

My Resume

My Site

Editorial

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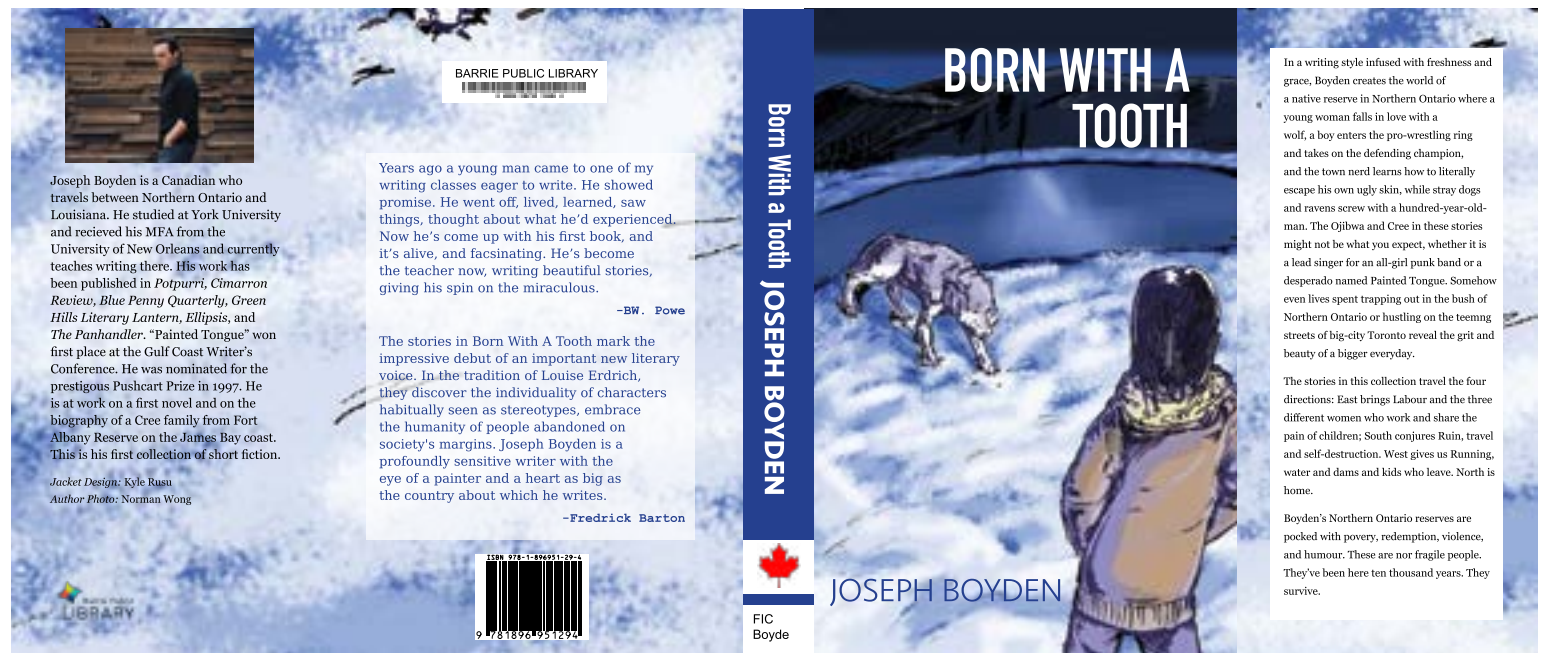


Joseph Boyden Dustjacket

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

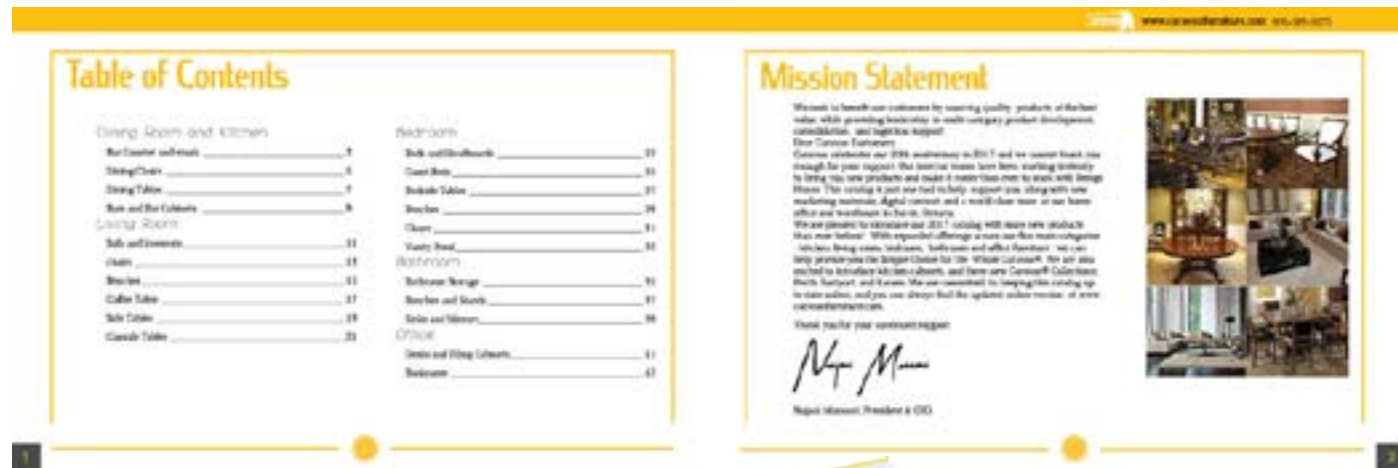
From left to right there is Wenjack, Through Black Spruce and Born With a Tooth.

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.



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.



Logos



Benefaction Cards

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

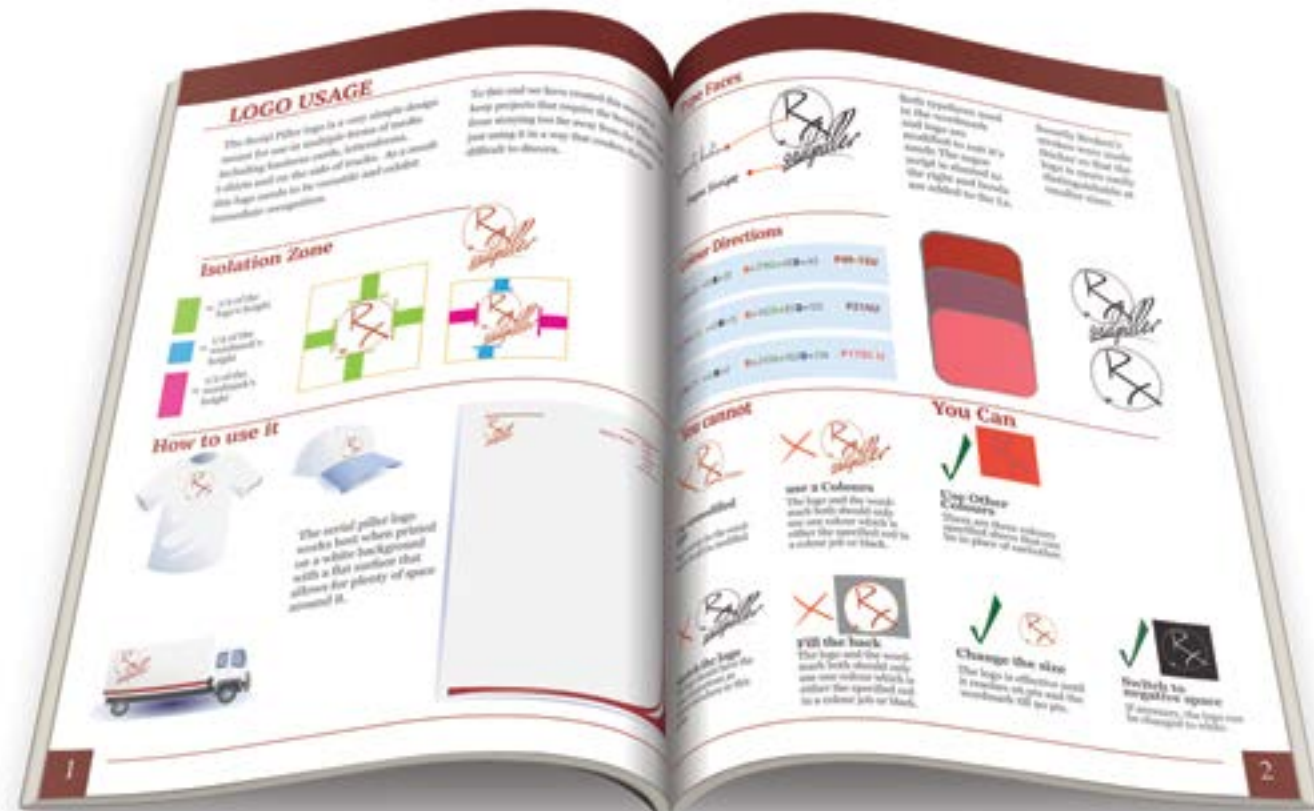


Logo Usage

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 Pillar, a doctor who over-prescribes 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.



Packaging

Packaging

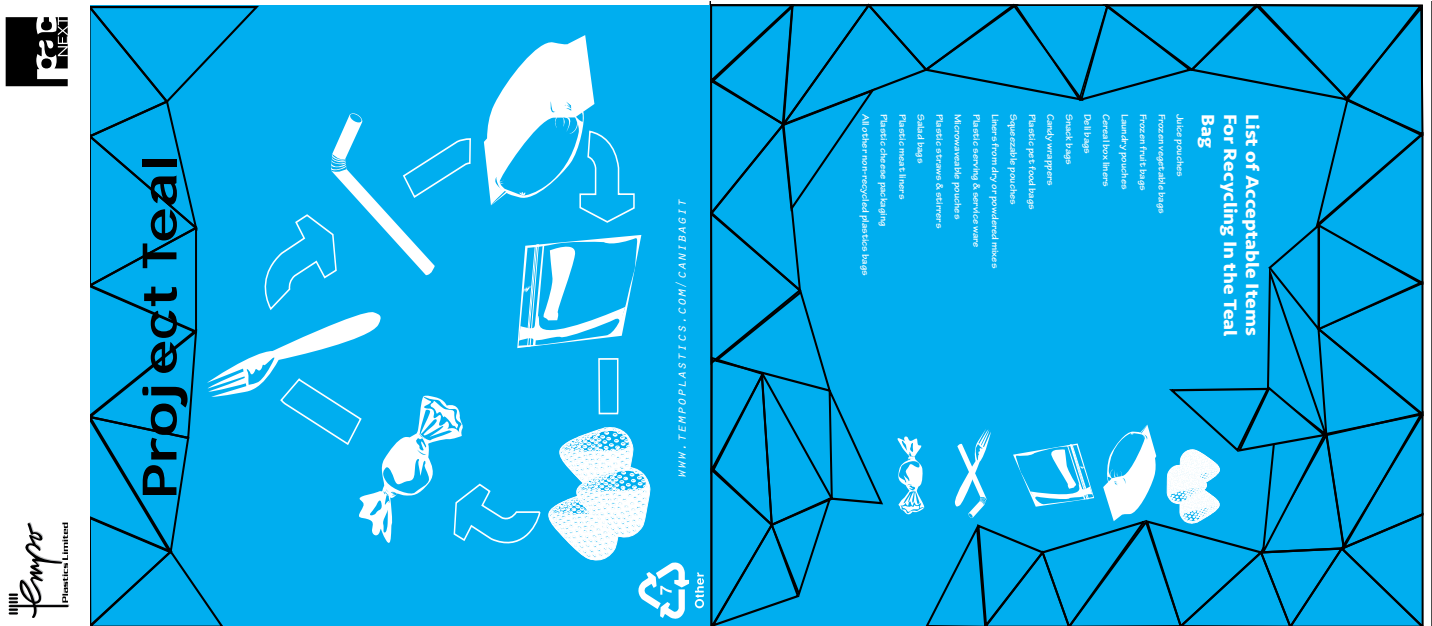
Project Teal Bag

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

THE BAD WRAP |
Premium Vehicle Wrap Templates
Kyle Rusu



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Kyle Rusu



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Sites

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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

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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 ad-space 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



Thank You