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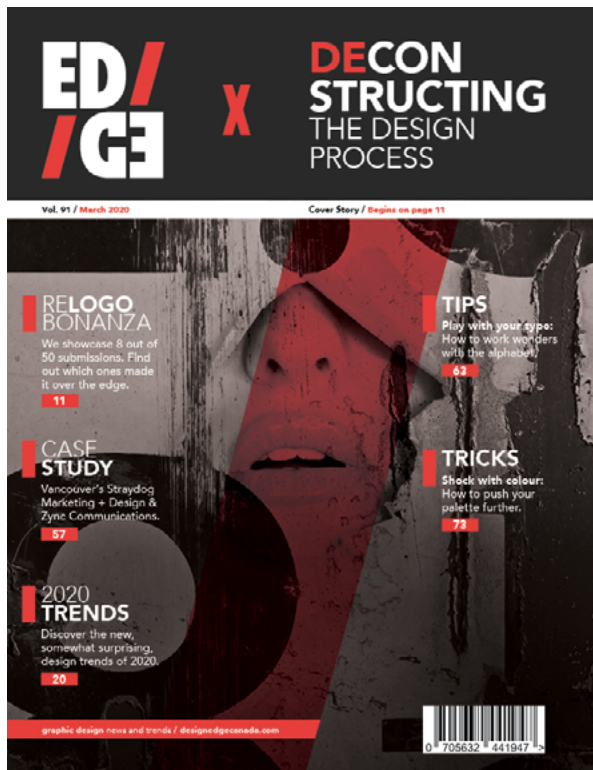
219 Kirkwood Dr.,  
Stayner, ON  
Canada

# BENJONMIN FERGUSON

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## WHAT'S INSIDE

Inside this portfolio you'll see a collection of graphic design work that spans print and digital mediums. Included are pieces of advertising, brand identities, editorial work and more. These projects show off my attention to detail and versatile skill set through meticulous functional layouts and typographic handling.



## EDITORIAL REBRAND

This EDGE project is a modern approach on the Design Edge Canada brand. The biggest challenge was creating a striking logo with visual elements that could be used throughout EDGE designs. The red slash allows for consistency and contributes to the modern aesthetic.



## POSTER DESIGN

These posters were designed in order to attract new, younger audiences to the respective shows. The focus was to ensure that these designs remained functional and easily legible from any distance in which the viewer may see it. They involved intricate Photoshop selections that enhance the designs.

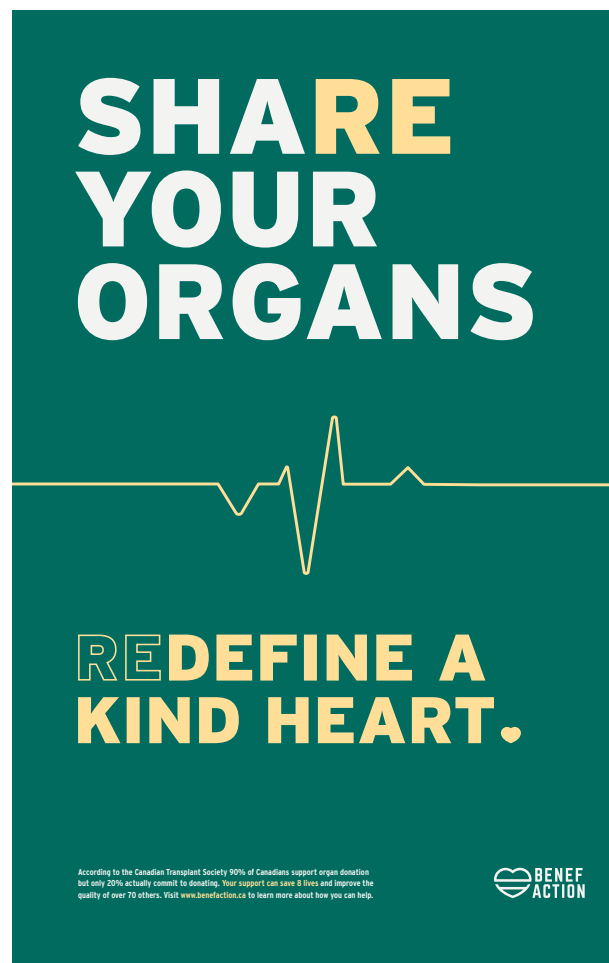
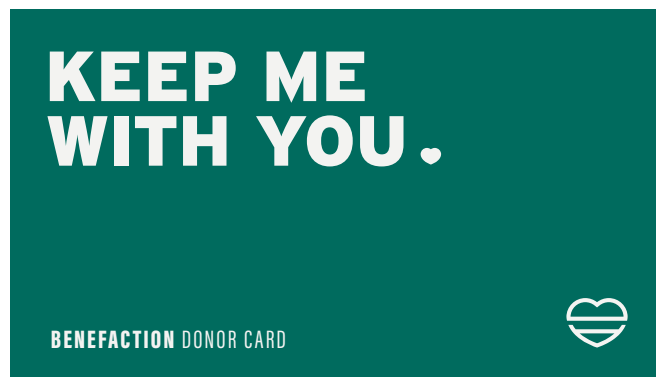


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## 3D DESIGN

This goalie mask design displays the ability to think and design in three dimensions. Two-dimensional design work was created in Illustrator and then later manipulated in Photoshop utilizing smart objects to create a visually dynamic representation of a three-dimensional goalie mask. This simulates what it would look like when the project is taken to production and is used to show the client beforehand.





<p><b>I WISH TO GIVE:</b></p> <p><input type="checkbox"/> all my functioning organs/tissues</p> <p><input type="checkbox"/> only the following organs/tissues: _____</p> <p><b>SINCERELY,</b></p> <p>donor name _____</p> <p>donor signature _____ date _____</p>	<p><b>“</b></p> <p><b>IN THE EVENT OF MY DEATH, I HEREBY DONATE MY ORGANS TO THOSE WHO ARE IN NEED.</b></p> <p><b>”</b></p> <p></p>
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## BRAND DESIGN

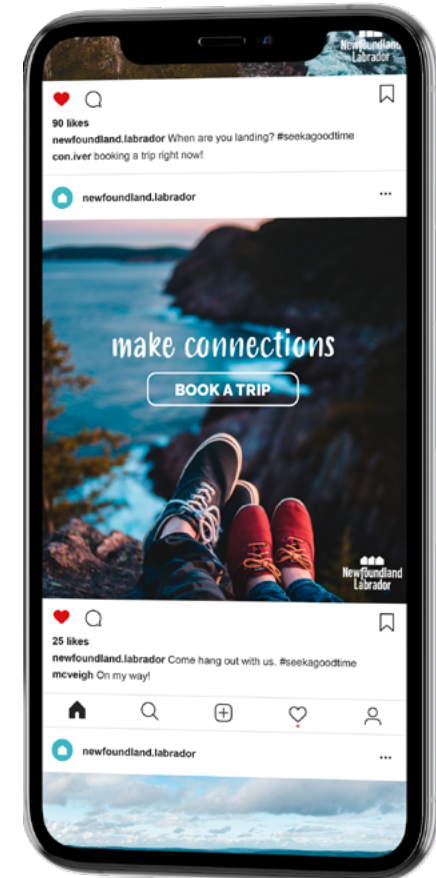
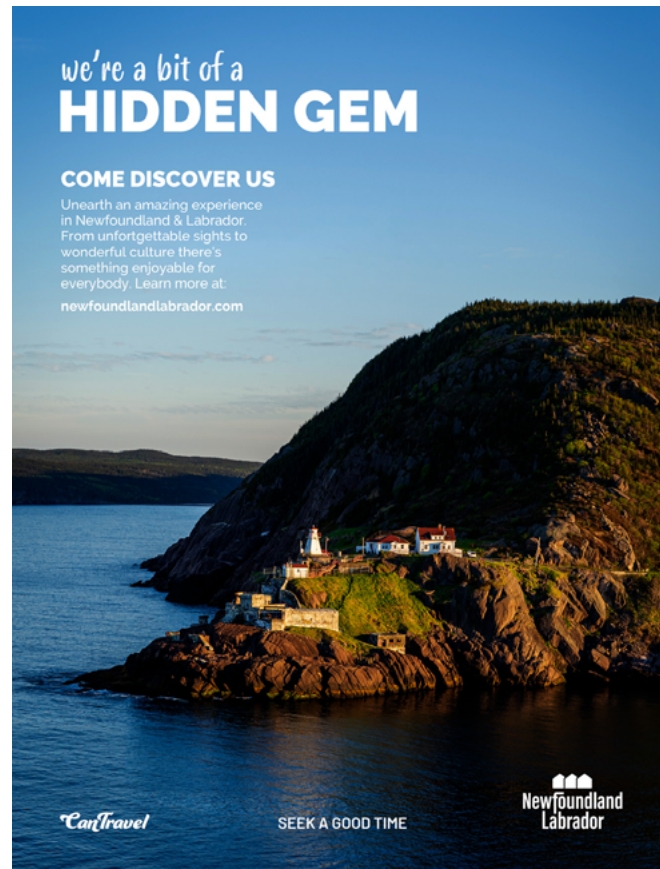
This large-format poster and donor card design were created for the fictional company BenefAction. There was a heavy emphasis on giving this brand a human personality to connect with more people. A unique colour scheme is used to convey ideas of “reuse” and will separate this brand from other similar companies.



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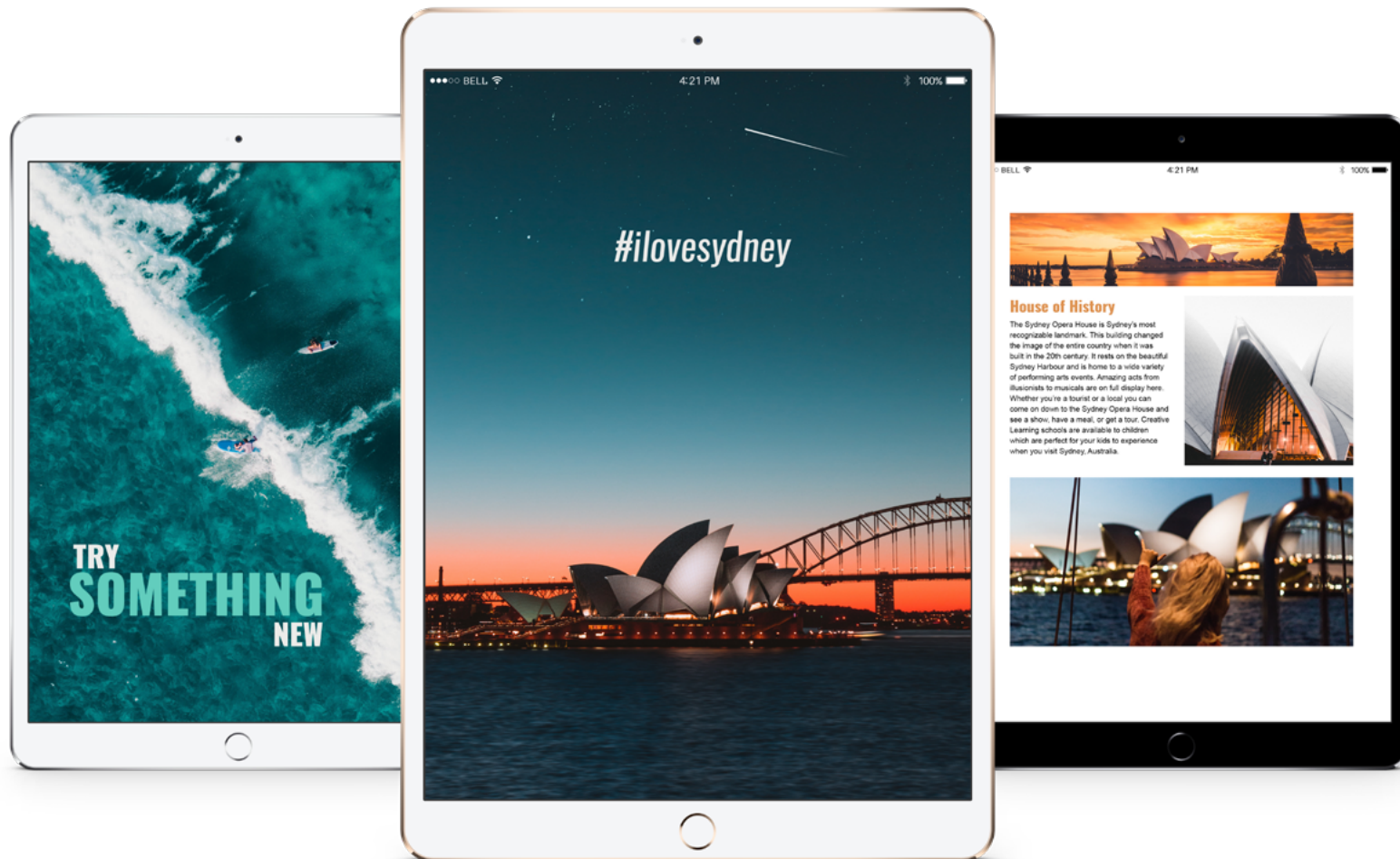
## SNOWBOARD BRANDING

Boardom is a self-created, youthful snowboarding brand. This project allowed me the opportunity to create some clothing/accessory merchandise to go along with a brand. The most challenging part was creating something that could visually pop off the shelves next to other modern designs.



## BRANDING CAMPAIGN

This campaign, of 8+ pieces, was created to promote travel to Newfoundland and Labrador. It was created as part of a design team of 2 people total. This involves a lot of communication in order to ensure every team member is on the same page. It was important to keep the designs cohesive and following self-created brand guidelines that we developed together.



## EPUB DESIGN

This fully-functional travel EPUB includes 20+ pages and involved a great deal of research to create an informative, functional and aesthetically pleasing project. Photo manipulation, typographic skills and production knowledge were assets in the process.



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THANK YOU FOR VIEWING MY  
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