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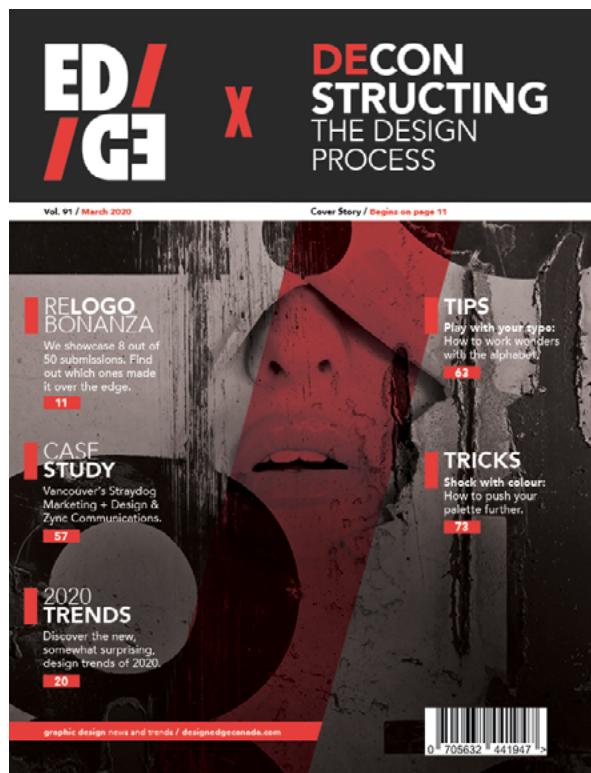
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BENJAMIN FERGUSON

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.



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EDGE / 2

Toronto design firm Zync Communications usually revamps its website, zync.ca, every two years or so, says Brad Breninger, founding partner – so that really isn't the story. The old flash site, unfriendly to indexing and SEO, is gone. The direction now is HTML5, better web fonts and responsive web design. It's an approach many in the design community are following after the celebrated launch of the Boston Globe's responsive website in September.

We needed a completely different back end to the site.

One significant change is in the quantity of information on the website. Smartphone users don't want to click through pages and pages to find a telephone number. "The days of 30 pages on websites are gone," says Breninger. "We've put our main info into six pages – plus our portfolio." As well, access the site via a smartphone and the contact info and map icon appear at the top of the home page. Navigation is also a bit of a different on the smartphone, changing from horizontal on the larger-size platforms to vertical. Linskell is happy to be using better fonts on the site. Zync chose to use font manager Google Web Fonts (which is similar to Adobe Typekit). The typeface used throughout borate face Archer is not yet available in our palette in black and white. Says about colour, but decided we wanted our portfolio in line."

process went smoothly and Linskell released by the new site. But that does n't mean there are no problems. "Well, at first, desktop screen resolution,"

soft on a phone," adds Linskell. "The screens have better resolution."

or build it for the phone first."

C

EDITOR'S LETTER

A before-and-after bonanza

Some of the most vigorous and lengthy comment streams on designedgecanada.com revolve around redesigns of logos. I'm paraphrasing here, but this is usually the way the dialogue goes:

- ✓ All those details will disappear when reproduced small.
- ✓ Logos need to be black-and-white.
- ✓ It's too noisy.
- ✓ Why does everyone think logos need to be simple like the Nike swoosh?
- ✓ These days, logos can be flexible and have a different meaning component.
- ✓ No logos must remain the same.
- ✓ Design principals must prevail.
- ✓ No, clients' needs come first.

Though often contradictory, all of these comments are valid points made by intelligent, experienced designers. So, I've come to the conclusion – surprise, surprise – that there is no one definition of what is considered good design.

It is therefore, I'll admit, with slight trepidation, that I welcome you to our special Before & After Case-study-loaded, Relogo-bonanza issue. We've decided to take a look at some interesting design studios in website, print edition, exhibit and packaging. And just for fun, in early November, I put the word out for readers to submit recent logo work. We received 50 submissions from across the country – thank you so much. I then, with the help of OCAD University branding instructor Philip Unger, chose eight of those 50 to highlight in the magazine. You can view our choices on page 51. If you wish to comment on our choices, feel free to drop me a line at ndark@designedgecanada.com. Let the debate begin.

NANCY KAY CLARK, EDITOR
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EDGE / 3

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.



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.



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WITH YOU.

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YOUR
ORGANS



REDEFINE A
KIND HEART.

According to the Canadian Transplant Society 50% of Canadians support organ donation but only 20% actually commit to donating. Your support can save 8 lives and improve the quality of over 70 others. Visit www.benefaction.ca to learn more about how you can help.



I WISH TO GIVE:

- all my functioning organs/tissues
- only the following organs/tissues:



IN THE EVENT
OF MY DEATH,
I HEREBY
DONATE MY
ORGANS TO
THOSE WHO
ARE IN NEED.

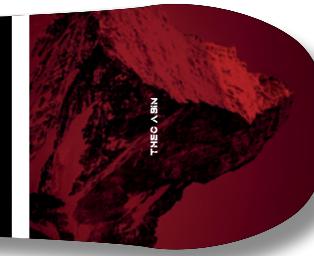


SINCERELY,

donor name _____
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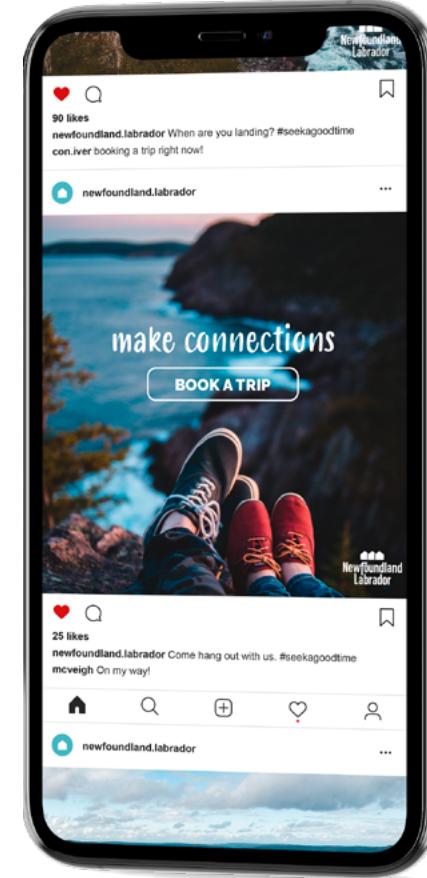
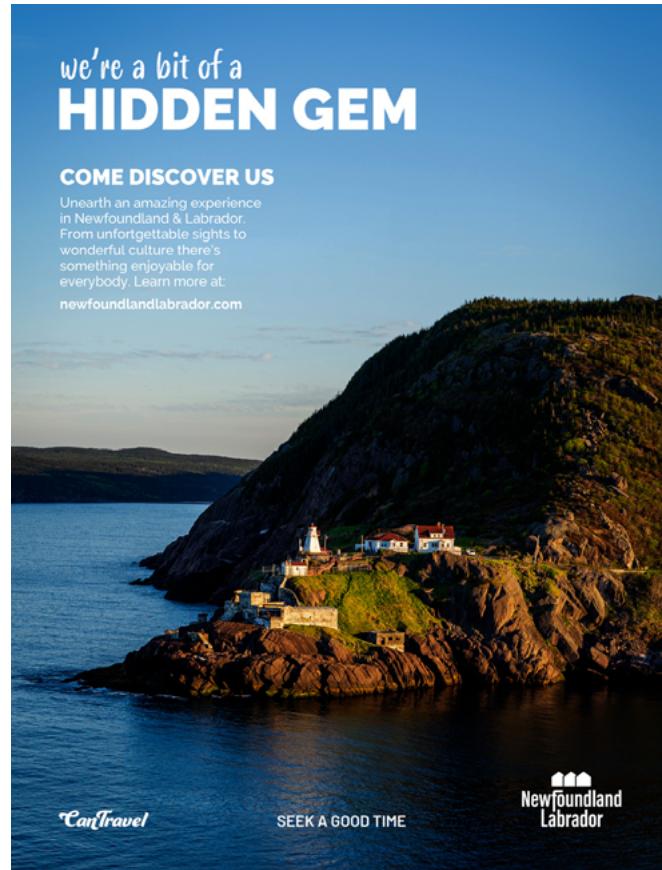
BRAND DESIGN

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.



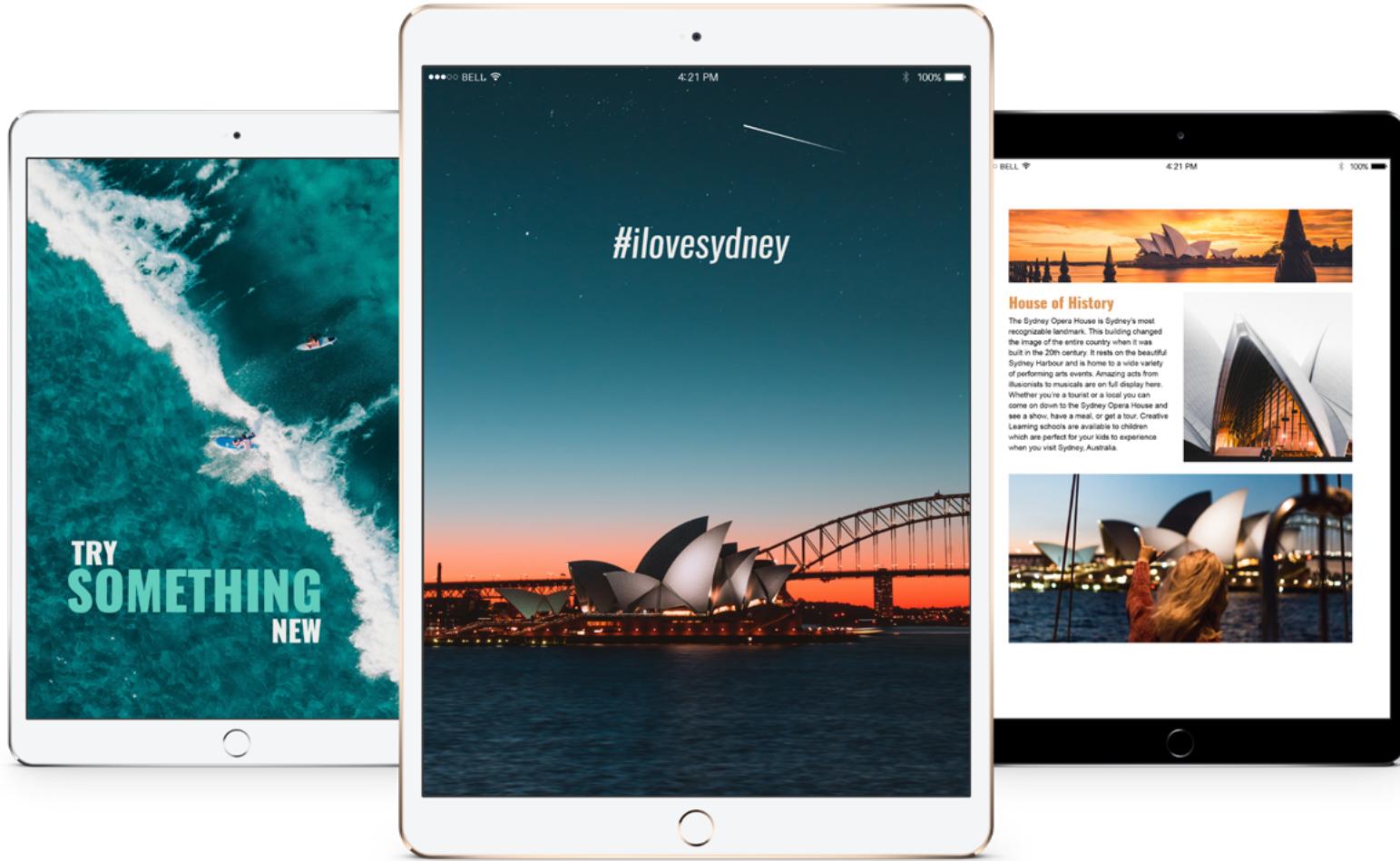
SNOWBOARD BRANDING

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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