

Riley VANGENT

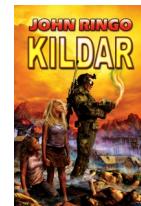
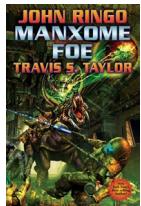


<https://rileyyvargent.myportfolio.com>



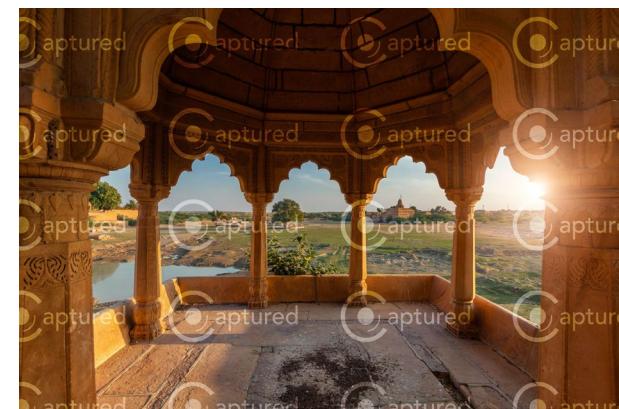
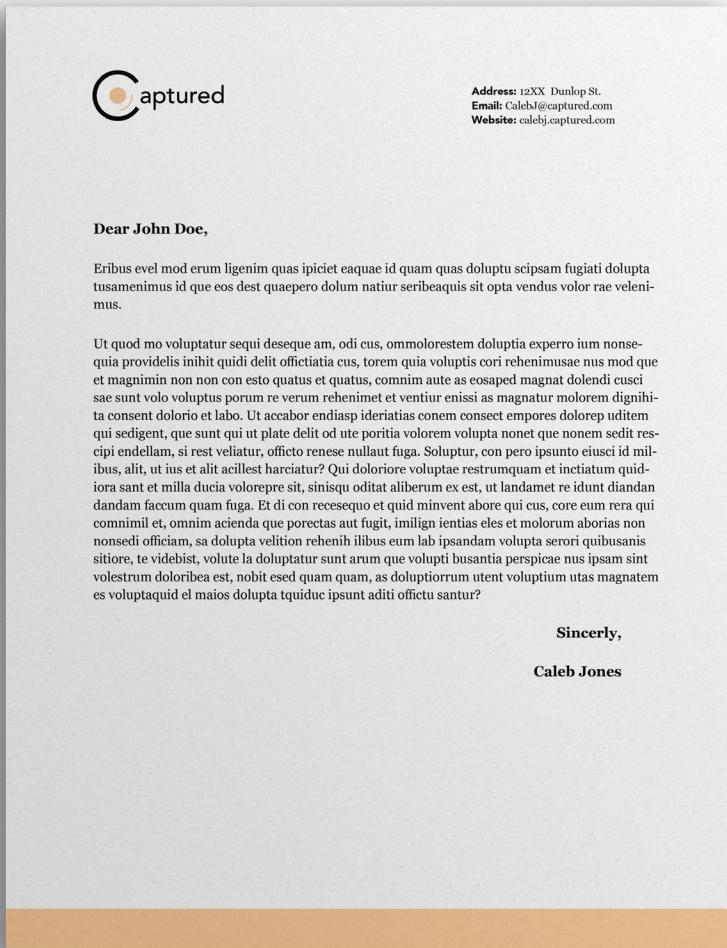
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Design Portfolio 2020



Book Design (John Ringo Cover Redesign):

In order to create an eye catching and modernized version some of John Ringo's books, I used a minimalist illustration style on top of bold colours. These chosen colours represent a sci-fi/technological feel so RGB was used alongside bold black type and imagery.



Branding (Captured Stationary):

A startup photography and video recording business, Captured, needed a strong and consistent brand. This branding needs to be usable across both print and digital uses. Working with imagery with varying bright colours and the need for a colour that is approachable and professional are the reasons for brand colour. The logo is a hybrid between a camera lens and a recording light inside of the C.



Branding (Iconoclast Café):

In order to stay consistent with branding cafés usually use to be familiar and to be welcoming brown was used alongside white. The logo was designed to represent the warm comforting feeling you get while drinking a warm beverage, and spacing was added to separate the core of the cup from its outlines to allow for use in B&W.

KNIGHTS



Illustration (Delta Bingo Poster):

Delta Bingo works closely with local organizations to support them. One such organization is St. Joan of Arc Catholic Secondary School's sports programs. The illustration focuses on the school's bigger sports teams, while also relating to bingo by showing a bingo ball and writing out Knights in the style of a virtual board. The illustration is applied to a specific template the client wanted.





Packaging (Wine Boxes):

Wine packages designed to appeal to both young adults and the older generation. Using a fun design to draw attention to itself, Splash has a logo that bleeds off the front panel and an illustration that represents the wine creating a splash as it's poured. Each wine box is coloured after the specific type of wine inside.



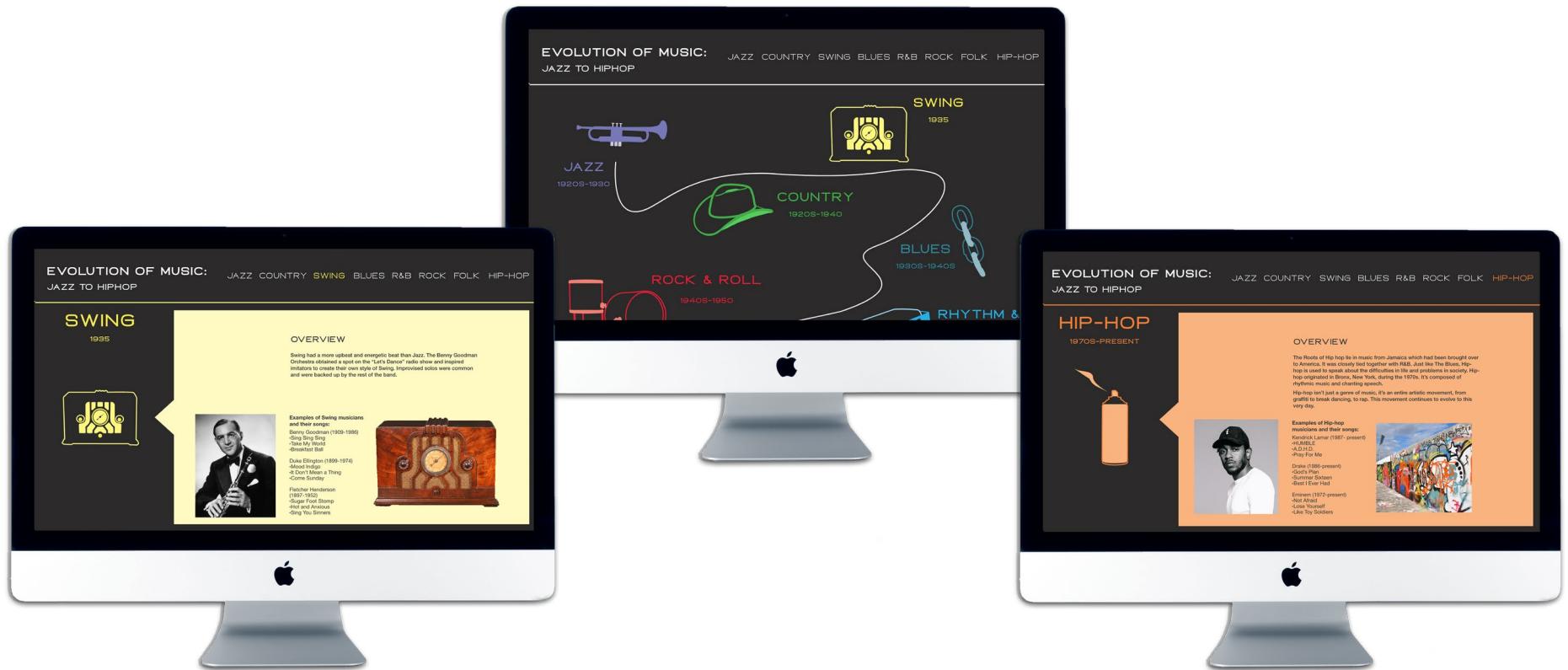
Illustration/Vinyl Packaging (Godzilla Vinyl):

I created an alternative look for the Godzilla King of the Monsters promotional material movie and applied the design to a movie ticket and a vinyl soundtrack for the movie. The dark clouds/mist in the background was done to create an ominous silhouette that features Godzilla's foe throughout the movie.



Advertising (Pampers Magazine Ad):

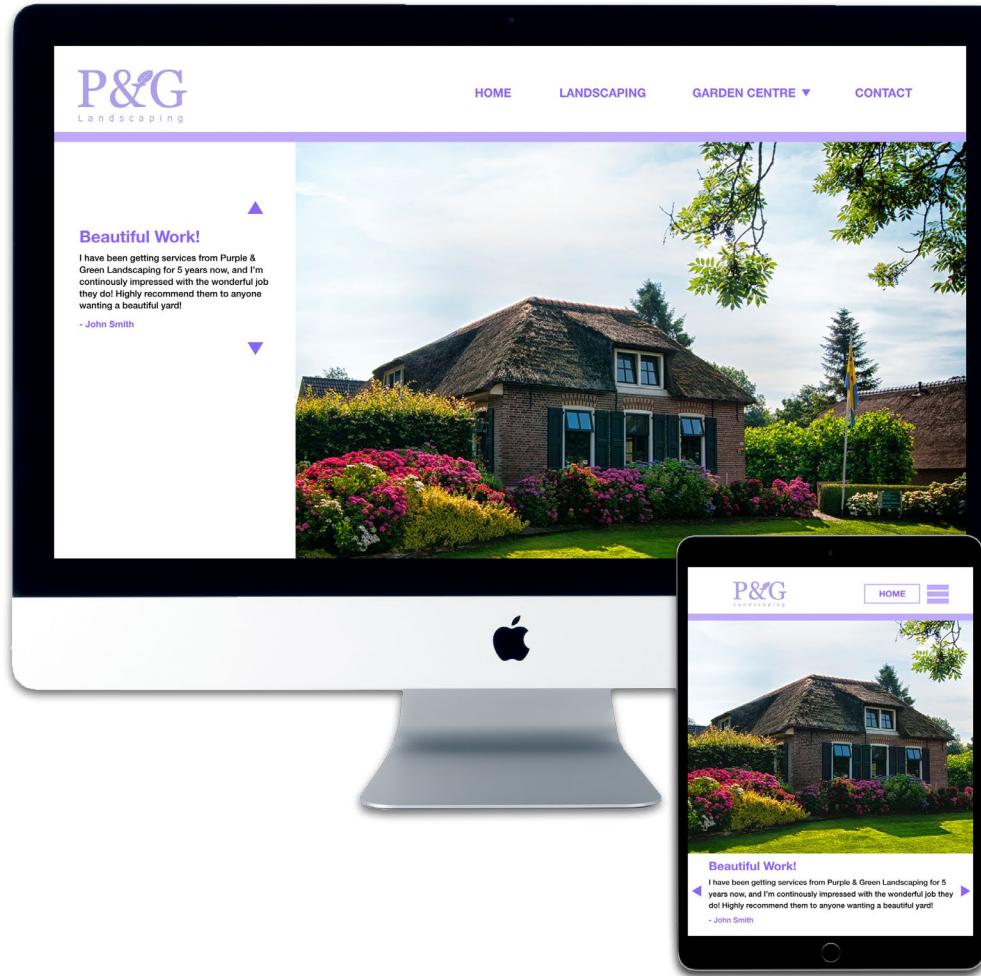
For a new campaign I created an advertisement for magazines, this advertisement had a focus on toddlers instead of newborns. I did this to remind parents that toddlers still need diapers and considering other diapers don't focus on toddlers implant in their minds that Pampers is the brand they should switch to in that stage of life.



Website (Evolution of Music):

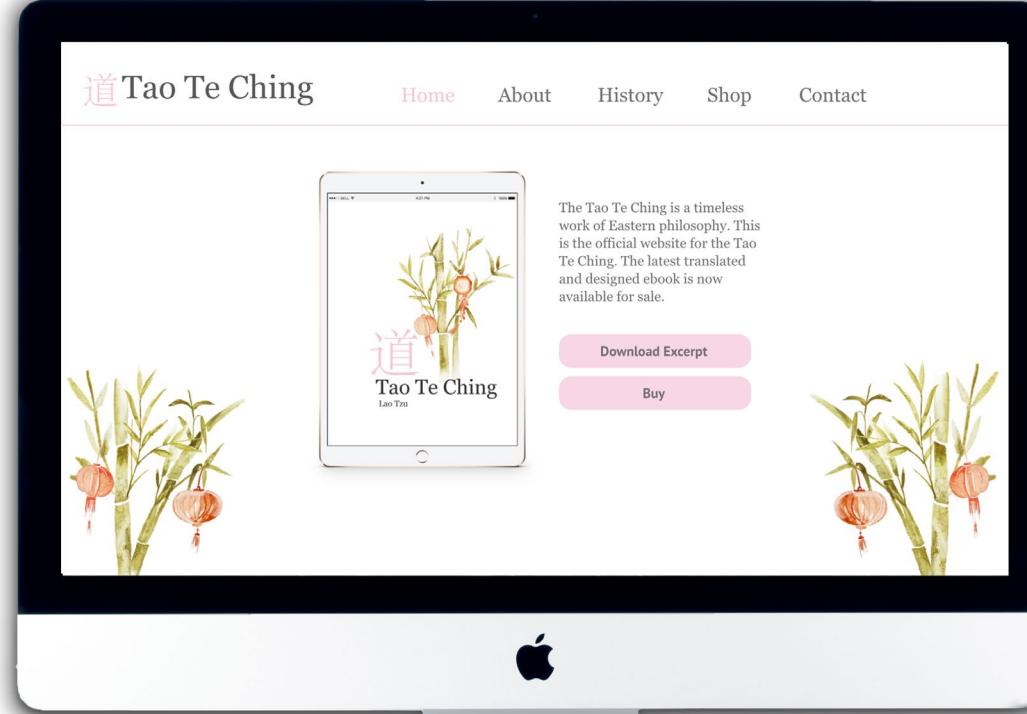
I developed a website that acts as a digital infographic timeline for music genres from Jazz all the way to Hip-Hop. In order to impart the feeling of music being as lively as it really is, I used a multitude of colours and icons that fit their genres.

[View prototype.](#)



Website (Purple & Green):

Purple & Green is a fictional landscaping company that required a re-branding and a new website. The concept behind this website was to have testimonials and/or important information to go transition automatically.



Web/Epub (Tao Te Ching):

I designed a concept for an Epub & website for the Tao Te Ching in a minimalististic style that uses traditional water painting illustrations and imagery of nature to provide a calming feeling that suits the philosophy of the Tao Te Ching. [View prototype.](#)

Thank You For Viewing!

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