

SARWEISHAR

Graphic Design Portfolio

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ZORA
A SIMPLE EARTH



Package Design

Zora Laundry Detergent- Award Winning Design

A competitive class assignment through Tempo Plastics with the task of creating a package design for a product of choice, pre-existing or made up. Logo, brand and package design were entirely made up.



Wrap Design

Hockey Fights Cancer - Award Winning Design

A competitive class assignment through Mario Design creating a mask for back-up goalie Michael Hutchinson to wear during their home game.

SARA WEISHAR



Editorial Design

Overjoyed Magazine Design

Creation of a fake magazine company involving nameplate, 2 monthly covers, a TOC and two double page spreads, image heavy and text heavy. Images sourced from Unsplash, Pexels and Mulberry fashion.

ACNE STUDIOS X MULBERRY

By Maddison Glendinning
Staff Writer

Fresh off its exclusive-to-Canada-and-the-US archive sale last week, Acne Studios has another major announcement – the Swedish brand has teamed up with British label Mulberry on a limited edition collection that launches at select stores across the globe today.

It's pretty rare in the fashion industry for two competing brands to work together on a line of products, but that's just what Acne Studios and Mulberry are doing with a collection of leather goods combining their signature motifs. Thierry Andretti, "It is like a conversation between Acne Studios and Mulberry, one that is founded in mutual respect and a desire to make great product." On Nov. 5, the pair are launching a 17-piece bag and accessories line merging best-selling styles from each house; think Mulberry Scotchgrain satchels with Acne Studios' own leather handles or the original knot from Acne Studios' Mulberry bag on Mulberry's signature Baywater. Even the logo combines the two with the letters from Acne Studios forming leaves in the Mulberry tree. The pieces from the collab can be found in select Acne Studios and Mulberry stores internationally, with prices ranging from \$110 to \$1,075. A new logo has been created specially for the collab, too, with Acne Studios' lettering appearing as

Johnsson and Mulberry's CEO Thierry Andretti. "There is a collection about friendship and our freedom as brands to do our own thing and still work together," says in the release. "It is like a conversation between Acne Studios and Mulberry, one that is founded in mutual respect and a desire to make great product." On Nov. 5, the pair are launching a 17-piece bag and accessories line merging best-selling styles from each house; think Mulberry Scotchgrain satchels with Acne Studios' own leather handles or the original knot from Acne Studios' Mulberry bag on Mulberry's signature Baywater. Even the logo combines the two with the letters from Acne Studios forming leaves in the Mulberry tree. The pieces from the collab can be found in select Acne Studios and Mulberry stores internationally, with prices ranging from \$110 to \$1,075. A new logo has been created specially for the collab, too, with Acne Studios' lettering appearing as

leaves in Mulberry's tree logo (Image 1). Acne Studios was founded in 1996 in Stockholm, Sweden as part of the creative collective ACNE, which focused on graphic design, film, production and advertising. In 1997, co-founder Jonny Johansson created 100 pairs of raw denim jeans with red stitching and gave them away to friends and family. The brand's first store opened in 2001 in New York City. Paris quickly picked up on the popularity of the jeans and Acne Studios rapidly expanded their fashion offering outside of denim. [7] In 2008, Acne Studios became a standalone company and separated from other entities within the collective ACNE such as Acne Film, Acne Advertising and Acne Digital, at the same time as launching their e-commerce store.

Fashion & Lifestyle | OVERJOYED 13

SARA WEISHAR



Package Design Wine Box Design

A made up brand for a wine company, creating a logo identity, packaging design and 3D renderings. Die-lines are created originally with artwork placed within.



Branding Design

Georgian Bay Landscaping Co.

A fictional landscaping company based within Orillia, ON. Collateral material designed for logos and identity, styleguide, brochures, social media posts and magazine ads.

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IT COMES IN A BAR**

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TOP 10 PLACES
By Pahuli Bains
Staff Writer

Ever wanted to climb the Dolomites in Italy? Do you dream about trekking through the Yukon or running past the lakes and glaciers of Wyoming? If so, Arc'teryx's new Trips initiative will light up your alley. The Vancouver-based outerwear and sporting goods company is now offering immersive travel experiences designed to give participants unrivaled access to wild places. Available for booking this fall, the Summer/Fall 2020 program, which will run from June through September—features guided, small-group trips to 10 wildly remote destinations around the world. Each trip is designed to be a mix of adventure and education, with a focus on the natural environment and the local culture.

Wanderlust
...a strong desire to travel.

**SQUEAKY CLEAN,
LEMON FRESH.**

Leave a beautiful shine and a refreshing scent that will illuminate your home. *Revive it. Beautify it. Clean it.*

pledge
THIS IS HOW CLEAN IS DONE

**NOT YOUR AVERAGE CLEANER:
OUR PLEDGE TO YOU**

Tough fighting agents that bring life back to your furniture. *Revive it. Beautify it. Clean it.*

pledge
THIS IS HOW CLEAN IS DONE

Advertisement Design Brand Magazine Ads

Ads created from pre-existing companies, shown within Canadian Living, following magazine media kits and reader demographics to create successful advertisements.

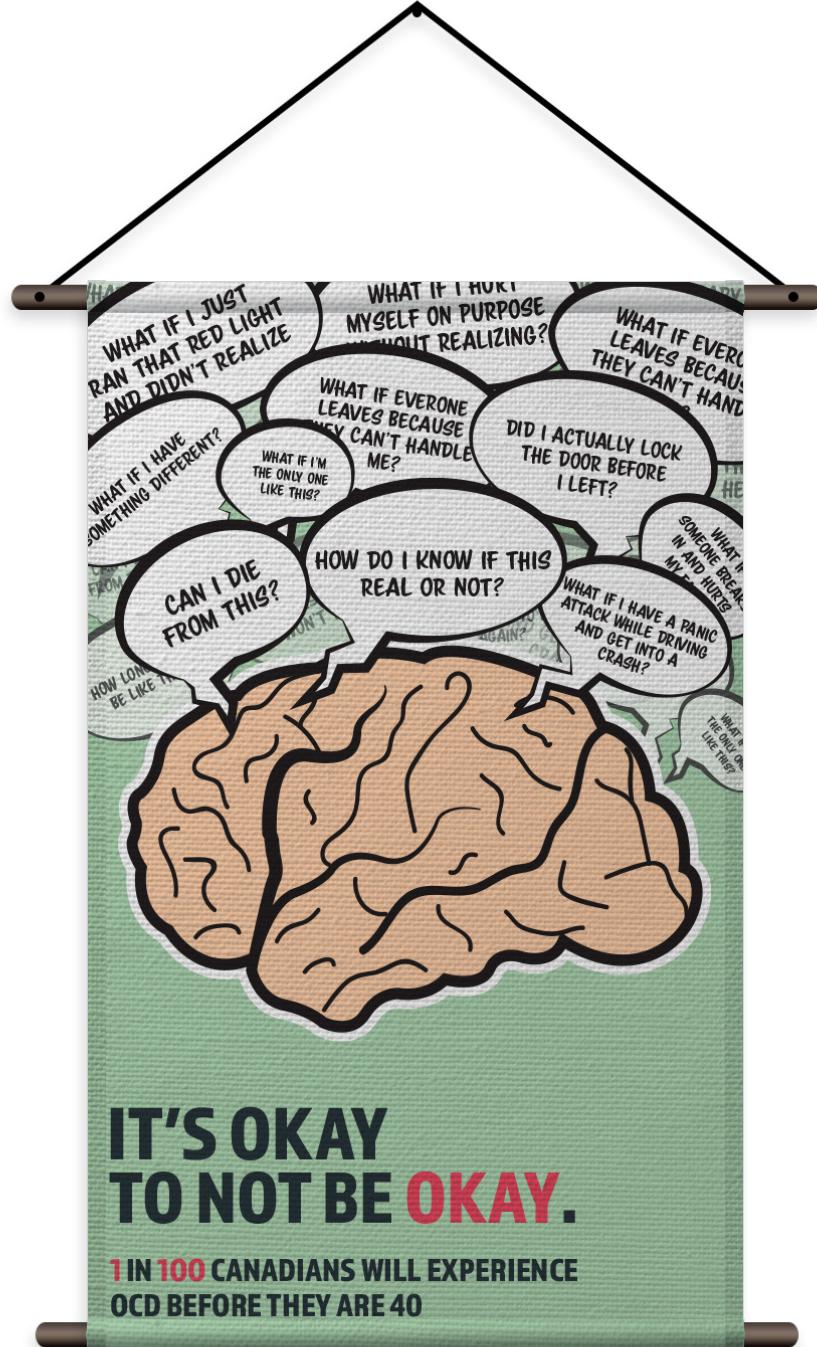
SARA WEISHAR



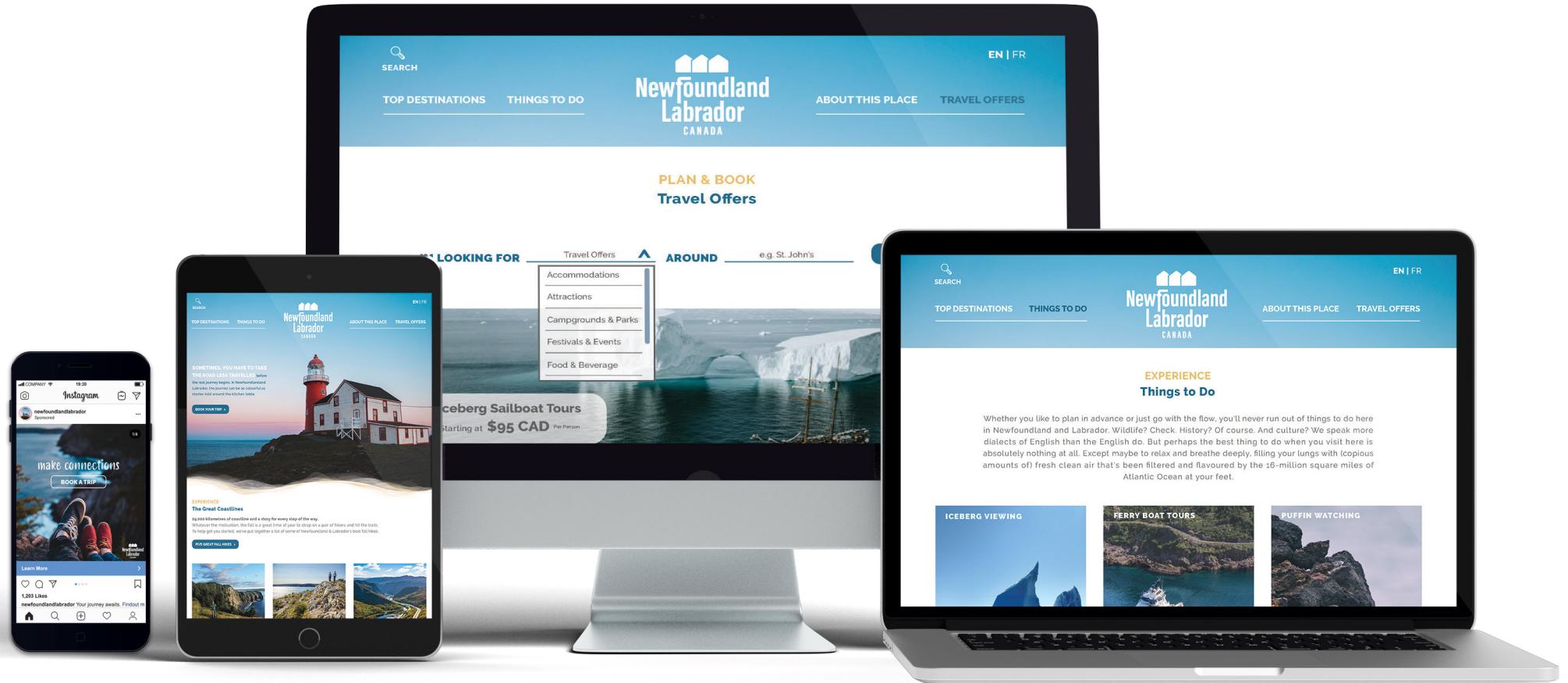
Poster Design

OCD Awareness Poster

A poster design surrounding an awareness of choice and creating collateral advertisements to be shown in multiple environments.



SARA WEISHAR



Website Design

Newfoundland and Labrador Travel

An assignment promoting Newfoundland and Labrador and increasing tourism by media, advertisements and other design promotions. Collateral material was designed side by side with another designer as a team (shown is self design of the project).



Book Cover Design Dust Cover Redesign makeover

A redesign of existing book covers sourced from Barrie Public Library. Makeovers of dust flaps were approached with the intent of selling a book, literally, by it's cover. This remake was designed for the teenage and young adult demographic.

MICHELE SCOTT
Author



I grew up knowing I wanted to be a writer. I'm very close to my family and friends and I love being around them. I also enjoy talking with and being around other writers because writing can be isolating. The other passion in my life are my horses. They nourish the soul and in many ways keep me sane. It's a busy life. I have three kids, write full time, manage the house and sprinkle in a few more responsibilities in there and some sanity is needed. I write books that I hope make people laugh a little, escape from the stress of day to day life and hopefully they feel a connection to my characters. I hope I connect with you!

DEATH REINS IN

Michaela Bancroft is expanding her training business—with riding lessons—and four new horse purchased from her new colleague, Audrey Prett. But the enterprise takes a deadly twist when Audrey is found in the stalls, strangled to death with reins...

Michaela knows she should let the cops handle it, but detecting is becoming second nature for the beautiful horse trainer. Besides, the murderer is too close to home for her to get involved. She just never expected the clues to take her from the dark corners of a seedy country-western bar to a Malibu estate that harbors the secrets of one of the most well-renowned quarter horse owners in the country. But what secrets are worth dying for? Michaela might want to find the answers fast because next on the killer's hit list...

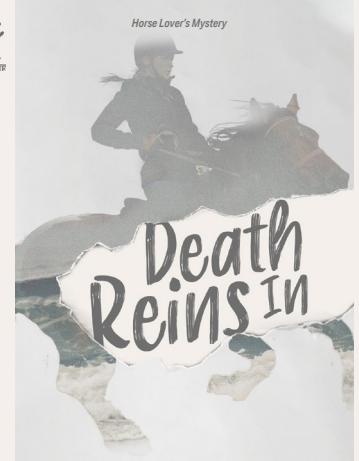
Praise for Saddled with Trouble

"A galloping great ride of a mystery."
- Karen MacInerney, author of *Murder on the rocks*

ISBN 9780425215095 50699 >
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DEATH REINS IN

Horse Lover's Mystery



MICHELE SCOTT

Mystery
FIC
Scott

Praise for Michele Scott's Wine Lover's Mysteries

"All the sparkle, complexity, and romance of a fine champagne."
- Nancy Fairbanks, author of *Confessions of a Party Crasher*

"A perfect blend of murder and page-turning fiction!"
- Holly Jacobs, author of *Confessions of a Party Crasher*

"Edgy and suspenseful."
- Romantic Times

"A superb amateur sleuth tale starring an upbeat heroine and a fabulous prime suspect."
- Midwest Book Review

"An amateur sleuth...readers will grow to love."
- The Mystery Reader



Business Card Design

Benefaction Organ Donor Card

A school project for a fictional organ donor company. Our goal was to make our own wordmarks and logo for a donor card meant to be carried around with a possible donor. The card includes personal information as well as donating preferences.



Brochure Design

Berlin Photography Festival

A school project that supplied imagery and a wordmark. Our task as students was to make a greyscaled brochure for a fictional photography festival. My goal was to break the grid and flow images and lines over each panel to show fluidity.

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